



Housing Authority
of the
City of Alameda

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Video Production REQUEST FOR PROPOSALS

The Housing Authority of the City of Alameda (AHA) is requesting proposals for the filming, editing, and production of one video. AHA outsources its professional video production to vendors selected through a competitive bid process. AHA encourages vendors to submit examples of other previous video work.

RFP Submission Deadline: 2pm on April 11th, 2024.

Deadline to Submit Questions: 2pm on April 5th, 2024.

Scope of Work:

AHA is seeking a professional video production agency to complete one employment recruitment video for storytelling and educational purposes. AHA is seeking high level production value in the finished video product, and use of creative styling in filming which includes varied camera angles and movements. Video design elements need to include background music, voiceovers, graphical effects and animation, plus sound and video transitions. A script and production outline for the recruitment video will be provided to Contractor, but AHA will solicit suggestions from Contractor in order to incorporate best practices in videography, visual effects, audio effects, and narrative storytelling. Also, the Contractor will provide voiceover talent options to perform and record voiceover of provided script. AHA is seeking to receive the deliverable (finished recruitment video) by June 5th, 2024 or sooner. The video shoot locations could include up to four locations in the City of Alameda. AHA will select a vendor that can accommodate a May shooting schedule.

Contractors can refer below to the recruitment video examples (from other public housing agencies) for reference of video styling and narrative flow:

Mid-Pen: <https://www.openspace.org/who-we-are/employment-opportunities>

SHRA video: <https://www.youtube.com/watch?app=desktop&v=PYPN1-vEHqY>

Contractor Requirements

The Contractor shall provide all labor, equipment, tools, materials, media, supplies and incidentals to produce all videos, photos, and graphic design work. Contractor must provide services in a manner that demonstrates sensitivity to the fact that AHA properties are primarily residential in nature and that the needs of the residents are the foremost priority. All individuals featured in the video will have signed photo and video release forms, which means they consent to be featured in AHA marketing materials.



Insurance Requirements

Please refer to Exhibit C (AHA's Insurance Requirements) for workers compensation and insurance requirements. Any changes to the contract must be requested at the time of the proposal submission and are not guaranteed.

Scoring

100 Max SCORE

Proposals will be scored out of 100 and a weighted grading scoring system will be used per percentages below.

Category Weighted Grading

30/100 Price (Include total hours for filming and post-production editing)

30/100 Availability for shoot dates in May (early May preferred).

20/100 Production Experience and overall quality of prior work products

20/100 Experience working with affordable housing, social services, low income populations or other similar mission driven organizations

Deadline

The deadline to submit a proposal is Thursday, April 11th at 2pm. Proposals and accompanying materials must be directly emailed to jaltieri@alamedahsg.org and you will receive a confirmation of receipt email upon successful proposal submission. The proposal submission should include a completed version of the Attachment A.

All questions related to the proposal must be received in writing to jaltieri@alamedahsg.org by 3pm on Friday, April 5th at 2pm. All answers to questions will be posted within two business days on this webpage:
<https://www.alamedahsg.org/contracting-with-aha/>

Contact Information

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