

- 1. With the video samples you provided, are you hoping to meet or exceed the production value when it comes to the footage captured and graphics in the videos?**

At a minimum would need to match the production value of the two video examples provided in RFP. Exceeding/Enhancing the production value is a goal too.

- 2. We noticed that the interviews feel natural and unscripted. Do you want to pursue a similar, authentic style for the interviewees? As opposed to teleprompter scripts they can read.**

Correct, all staff interviews will be unscripted. Only staff member that could be scripted is Executive Director interview.

- 3. How many subjects do you expect to include? And, are they all located at one location or would there be multiple filming locations for the interviews?**

I expect up to 4 to 8 total subjects from a combined two locations. At one of locations, shots could be indoor and outdoor.

- 4. Do you have a set budget you are trying to stay within? If so, can you share?**

No budget has been outlined. No budget parameters are provided.

- 5. Do you have a library of footage from around Alameda, or would you imagine we would want to capture new B-Roll for this video?**

We do have some B-Roll footage, but looking to capture some new B-roll footage.

- 6. Are there any budget guidelines for the project?**

No budget has been outlined. No budget parameters are provided.

- 7. Do you have an idea of the total run time of the final film? Or even the number of pages in the current script?**

The video could be approximately same length (roughly 3-4 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length (besides staff quotes) is currently 15 - 20 statements.

- 8. I saw there are 4 possible locations. Do you expect we'll cover all four locations in a single day, or do you expect that we'll need multiple filming days?**

Yes, possible 4 locations. But really two main locations (two office locations) where most of shooting (staff testimonials) will occur with outside shots at one of those locations. Then B-Roll would be needed, but those are not formal shoots.

- 9. The RFP states there will be VO, but should we also expect people to speak on-camera, either via interview or scripted segments with a teleprompter?**

There will be voiceover for main script. All staff interviews will be unscripted. Only staff member that could be scripted is Executive Director.

- 10. There is a possibility for animation. Do you have any examples or more detail about the kind of animation you might be looking for?**

No animation needed, more so transitions that show movement (fade in, exits right, etc.). Transitions that enhance production value.

- 11. Attachment-A\_\_\_Proposal-Form" and submit this? Or, would you prefer that we create a separate proposal document and send that? Or should we send both?**

Yes, submit Attachment A – Proposal Form. Feel free to submit additional materials too.

- 12. - This is listed as both an educational video and a recruiting video. Is there a specific hiring target or is the audience broader, company wide video for a general audience, some of which might be recruiting?**

The audience is broad, candidates will have varying years of age, experience, and expertise.

- 13. - The RFP specifically states using VO. Have you considered a more human centric approach using interviews from current staff?**

Sure, please present concept into your proposal. The concept is to blend VO statements/messaging with staff interviews.

- 14. - Is the hope to ultimately attract new applicants or give an overview of what the City of Alameda Housing Authority does?**

The goal is to educate and attract potential candidates.

- 15. How many days of shooting/production do you envision? Would 2 full days of production be sufficient to cover the mentioned 4 locations?**

Yes, I believe two full days of production is sufficient.

- 16. Do you want to shoot interviews for the video? Or just use a scripted VO?**

Similar to the video examples provided, the video will blend shoot interviews and scripted VO

- 17. Should the cost of professional VO talent be included in the bid? Or, will AHA pay for that separately?**

Include cost of VO talent into the bid.

**18. The provided examples ranged from 3-5 minutes. Do you envision a video of similar length? If not, how long?**

The video could be approximately same length (roughly 3-4 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length ( besides staff quotes) is currently 15 – 20 statements.

**19. Number of shoot days. Are the locations conceivably traveled to and filmed in one day? Or is this a 2-day shoot? What is the number of talent being filmed at each location?**

The main shoot locations are close enough to be filmed in one day, but not sure totally feasible considering amount of interviews. Could be 2 to 4 subjects at each location.

**20. The RFP says the contractor provides VO talent- no problem! Who provides all other talent? Will it just be employees speaking to camera or will the concept involve hiring and directing outside talent?**

Could include outside talent to set certain scenes, but the video could also not include any outside talent. Depends on proposal from agency.

**21. What is the desired length of final video?**

The video could be approximately same length (roughly 3-4 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length ( besides staff quotes) is currently 15 – 20 statements.

**22. What are you looking for in an agency partner?**

To meet deadlines. To maximize production value. Develop a cohesive video that tells story. Add all the “bells and whistles” when comes to transitions, effects, audio, background music, shooting techniques, etc.

**23. Do you have a budget in mind? What is the length of the final video that would be delivered?**

No budget has been outlined. No budget parameters are provided. The video could be approximately same length (roughly 3-4 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length ( besides staff quotes) is currently 15 – 20 statements.

**24. Will there be multiple aspect ratios delivered for use on different platforms? (16:9 for desktop, 9:16 for social media)**

Yes, would need for TV, desktop, and social media distribution.

**25. Do you want us to describe the creative process/ vision as if we had no restrictions on location and amount of subjects we can use for interview and B-roll? Or do you have an idea of how many individuals would be available to participate in this project as talent/actors?**

Both video examples provided, show two examples (with various approaches) one example with scenes set with actors and the other video example no actors. AS for b-Roll, we do have existing B-roll but need fresh b-roll footage of 2-3 AHA properties and City of Alameda landmarks and/or iconic images of City of Alameda.

**26. What is the budget range?**

No budget has been outlined. No budget parameters are provided.

**27. What is the duration of the final video?**

The video could be approximately same length (roughly 3 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length ( besides staff quotes) is currently 15 – 20 statements.

**28. Does the contractor need to do any consulting on or writing for the script mentioned in the RFP?**

The contractor would need to provide feedback on how to make messaging more succinct. Script is already created.

**29. Will your team be coordinating and selecting the locations and video participants?**

Yes, only for office locations. B-roll shot list will be provided but video vendor will procure/coordinate shots.

**30. How many production days do you envision? If there are 4 locations, do you foresee that will be one day per location?**

Could be one- or two-day shoot, plus B-Roll needed. Could be 2 to 4 subjects at each location. Two locations.

**31. When do you plan to select your vendor? If the final video needs to be delivered by June 5, shooting would ideally happen the first week of May.**

Vendor will be selected by April 24<sup>th</sup> .

**32. Are you able to share a budget range for this recruitment campaign?**

No budget has been outlined. No budget parameters are provided.

**33. We saw the two examples provided - For us to offer our most competitive pricing in the proposal, can you share the length range that you'd like this video to be?**

The video could be approximately same length (roughly 3-4 minutes) as video examples provided in RFP. Video length will vary based on how many subjects participate and length of their statements. Script length (besides staff quotes) is currently 15 – 20 statements.