

SAN MATEO COUNTY
ENVIRONMENTAL HEALTH DEPARTMENT

**REQUEST FOR PROPOSAL
FOR AN EDUCATIONAL VIDEO AND PUBLIC
SERVICE ANNOUNCEMENT**

QUESTIONS:

1. How many have received this RFP? 11 Companies
2. Is there an incumbent at this time? No
3. Under Scope of Work line item #1, does it mean that the County will be providing the script or is this something we can use as a template to help develop the scripts? The County will not be providing the scripts. The example provided is a video that County staff thought was very well done. It can be used as a template to help develop a script.
4. The proposal references a deadline of Thursday October 21st, however, October 21st is a Friday. When is the proposal due? The proposal is due Friday October 21st.
5. The examples you provide are excellent. Why do you not simply use those? What else are you looking for with the new production? Yes, we really liked the video however it was produced by a private entity to both educate and sell their product. We do not have rights to use those examples. We are looking for something similar that will educate oil changers on the benefits of recycling motor oil and filters, where to recycle and what happens to recycled oil and filters here in San Mateo County. We would like to communicate proper used oil and filter recycling and its importance. In addition, these videos will make a connection to the importance of clean water for public and environmental health.

6. What is your target audience? The RFP says the audience is the general public but does that mean only those in the general public who change their own oil (I do not)? What information will be relevant to those who take their cars to a vendor for oil changes?

The target audiences are individuals that change their own oil (Do-It-Yourselfers) or those who are considering changing their own oil. This video will educate them as to why recycle and where to recycle. The relevant information for those who take their car to a vendor is that the vendor is required to recycle the oil and filter. In addition, this population will also learn why it's important to recycle these items.