

**SAN MATEO COUNTY  
HEALTH DEPARTMENT**

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

Proposals must be submitted to:  
San Mateo County Environmental Health  
Attn: Ana Clayton  
[amclayton@co.sanmateo.ca.us](mailto:amclayton@co.sanmateo.ca.us)  
2000 Alameda de las Pulgas, Ste 100  
San Mateo, California 94403

by Thursday, October 21, 2011 at 5:00 P.M.

**PROPOSALS MAY NOT BE ACCEPTED AFTER THIS DATE AND TIME.**

This Request for Proposals (RFP) is not a commitment or contract of any kind. The County of San Mateo reserves the right to pursue any and/or all ideas generated by this request. Costs for developing the proposals are entirely the responsibility of the applicants and shall not be reimbursed. The County reserves the right to reject any and all proposals. The County reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of the County.

Government Code Sections 6550 et. seq., the "Public Record Act" defines public record as any writing containing information relating to the conduct of the public business. The Public Record Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

The County of San Mateo cannot represent or guarantee that any information submitted in response to this RFP will be confidential. If the County receives a request for any document submitted in response to this request, it will not assert any privileges that may exist on behalf of the person or business entity submitting the proposal. It is the responsibility of the person or business entity submitting the proposal to assert any applicable privileges or reasons why the document should not be produced.

## **1. INTRODUCTION:**

San Mateo County Environmental Health is interested in working with a contractor to produce an educational video and a public service announcement (PSA) for the Used Oil Program in both English and Spanish. The educational video will educate the public as to why used oil recycling is beneficial, where to recycle, and what happens to recycled used oil and filters. The PSA will be created by using the footage from the educational video and will communicate proper used oil and filter recycling and its importance. In addition, both the educational video and the PSA will make a connection to the importance of clean water for public and environmental health.

## **2. BACKGROUND:**

The San Mateo County Environmental Health Division Used Oil Program represents 20 municipal jurisdictions, and the unincorporated areas of San Mateo County. It is funded by grant from the California Department of Resources Recycling and Recovery (CalRecycle). The Program promotes the recycling of used motor oil and filters.

There are over 60 recycling centers in San Mateo County that accept and recycle used motor oil and filters for free. In addition, most local garbage haulers provide curbside recycling services for single family residents. Furthermore, the Household Hazardous Waste (HHW) program accepts used motor oil and filters as well as contaminated oil. The HHW program is currently the only facility that accepts contaminated oil.

For the past sixteen years the program has worked on creative and innovative ways to educate San Mateo County residents regarding recycling of used motor oil and filters. The program is interested in creating a new PSAs and an educational video to increase used oil and filter recycling. The program's website and existing outreach materials can be reviewed at [www.flowstobay.org](http://www.flowstobay.org), under "Community." The information is located under the Program Materials and Used Oil Recycling tabs. In addition to our brochure, newsletters, and other paper outreach pieces, the website has two Used Oil Program PSAs – Oil- Dirty Word and Oil Filters-Dirty Word and one HHW PSA- Household Hazardous Waste- Dirty Word ([http://www.flowstobay.org/cs\\_videos.php](http://www.flowstobay.org/cs_videos.php)).

## **3. SCOPE OF WORK:**

Using this particular video as a model, [http://nextgen.valvoline.com/nextgen\\_why\\_recycle.html](http://nextgen.valvoline.com/nextgen_why_recycle.html), the contractor will create an educational video and a PSA using a local modified script tailored for the Used Oil Program in both English and Spanish. The educational video will inform the public on the benefits of recycling motor oil and filters, where to recycle and what happens to recycled oil and filters. Using source footage from the educational video, the PSA will be created 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.

The contractor shall develop a creative concept for all components of the project. The purpose of the PSA and video is to provide public education to a wide and diverse audience on the subject of used motor oil and filter recycling.

The scope of work includes the following:

1. Using this particular video as a model:  
[http://nextgen.valvoline.com/nextgen\\_why\\_recycle.html](http://nextgen.valvoline.com/nextgen_why_recycle.html)  
the contractor will produce an educational video and a PSA using a local modified script tailored for the Used Oil Program in both English and Spanish. The Contractor that is awarded the contract will develop the video scripts with editorial input from Environmental Health.
2. Contractor will produce a modified educational video script of approximately 4-5 minutes and one 30 second PSA. Source footage from the educational video will be used for the creation of the PSA.
3. The educational video will be taped both in English and Spanish to create an alternative language version of the same content.
4. Contractor will provide equipment crew and post production facilities.
5. Contractor will provide voice over and any speaking role talent. County will provide talent for non speaking roles.
6. Shot list and footage will include only San Mateo County locations. For example: bayside, beaches, local wildlife, etc.
7. If needed, access will be provided to the Household Hazardous Waste Facility and local Certified Used Oil/Filter Collection Centers for filming purposes.
8. Final deliverable shall be for television and website ready files, as well as digital back up (DVD) for each produced video/PSA.
9. Grant funding is being used for this project, budget range for project is \$30,000 to \$50,000. Contract will be awarded based on most efficient and economical use of this funding.

### **3.1 Contractor Requirements:**

1. The Contractor must have over 3 years experience in marketing communication.
2. The Contractor must guarantee that all creative designs done for the County will be original designs and creative proposals.
3. The Contractor must guarantee support with qualified and experienced creative team and a dedicated account manager to manage the project and provide a consistent contact for the County.
4. Contractor must provide 2 TV ads that are similar to the scope of work of this RFP either as a link to a website or on CD/DVD, with creative

directors name and date of production for each, for the County's consideration during the selection process.

The Contractor may use program materials available from San Mateo County Environmental Health to incorporate into the PSA or educational video, including text and graphics from existing web and print materials.

The Contractor will manage the project, including creative concept/idea development, script/storyboard development and production. The County will provide oversight of the project, contract administration, existing program materials and provide input in the development of a creative concept/idea and storyboard. In addition, the County can assist with providing access to used oil recycling and HHW collection facilities, as well as, non-speaking on screen talent.

### **3.2 Timelines**

Contractor will provide a projected timeline for development of creative proposals and production:

- Creative concept/idea development;
- PSA and educational video storyboard development in both English and Spanish;
- Production of PSA and educational video

## **4. PROPOSAL SUBMISSION**

### **Proposal Format**

All proposals shall be typewritten.

1. To be considered, submit a copy of your proposal to:

San Mateo County Environmental Health  
Attn: Ana Clayton  
2000 Alameda de las Pulgas, Ste 100  
San Mateo, CA 94403

Or email your proposal to [amclayton@co.sanmateo.ca.us](mailto:amclayton@co.sanmateo.ca.us) as an Adobe PDF document.

2. Proposals must be received or postmarked no later than **October 21, 2011 by 5:00 P.M. PST** Late proposals will not be accepted.
3. Include the following in your proposal:
  - **Title page.** Show the RFP project name, company name, address, phone number, fax number, and e-mail address.
  - **Contractor responsibilities.** Your proposed approach to the project. Include a project timeline as stated in the Scope of Work 3.2 Timeline.
  - **Staffing.** Describe proposed staff and their duties, including specialties, as appropriate. Describe training and experience of staff.

- **Budget.** Described proposed budget. Provide budget information for each of the following categories:
    - Concept Development
    - Video Script Development
    - Production
    - Project Management
    - Other (optional) – name and describe any other budget category that is not listed but is necessary to complete this contract.
  - **Background.** Describe your background or the organization's history, mission, programs, and services it provides; administrative structure; and experience in providing similar services. Provide 2 TV ads that are similar to the scope of work of this RFP either as a link to a website or on CD/DVD. Provide creative directors name and date of production for each TV ad that is provided as example.
  - **Qualifications.** Provide two reference contacts for a previous TV ad project you have produced.
4. Questions may be directed to Ana Clayton at [amclayton@co.sanmateo.ca.us](mailto:amclayton@co.sanmateo.ca.us). Please put questions in writing. Questions that generate new information will be made available to all proposers via our website: [www.flowstobay.org/usedoil](http://www.flowstobay.org/usedoil). Any questions, requests or comments must be received by the County by October 14, 2011. After such deadline no further questions, requests or comments will be taken into consideration or answered.
5. There is no page limit for proposals, but proposals should be clear and concise. Proposals should be double sided and stapled, not bound if mailed in.

Proposals will be evaluated by the County of San Mateo Environmental Health staff. A selection will be made based on the following criteria:

- Previous work experience developing PSA and videos
- Proposed cost for project
- Quality of work examples
- Proximity to San Mateo County preferred

We will notify all applicants of their status by email no later than November 18, 2011. The selected contractor will be expected to sign a contract and begin work January 2012.

The County requires that independent contractors offer equal benefits to their employees, have general liability and automotive insurance, and comply with

federal, state and local laws, directives and executive orders regarding non-discrimination for all employees and subcontractors under the agreement. The contractor shall provide insurance certificates indicating liability insurance of a minimum of \$1,000,000 for each of the following: comprehensive general, motor vehicle, professional and worker's compensation if contract is awarded.

The County maintains the right to reject all proposals and to not enter into any contract for the services described in the RFP.