



Request for Proposal (RFP)

Video PSA Production Services

1.0 INTRODUCTION

The Town of Windsor, CT, with funding provided by the CDC's Immunizations and Vaccines for Children COVID-19 Supplements grant, is seeking proposals from qualified video production companies for a contract to create a series of three informative video Public Service Announcements (PSAs) aimed at increasing awareness of the importance of childhood and adult vaccines within the Windsor community. Proposals will be accepted until **5:00 PM Monday, February 12, 2024** via email to silver@townofwindsorct.com or in person at our office at 275 Broad St, Windsor, CT 06095.

2.0 BACKGROUND

The Town of Windsor boasts a rich history with a vibrant and diverse community that values both tradition and progress. Windsor is dedicated to ensuring the well-being of its residents through various initiatives aimed at promoting health, awareness, and education. The Windsor Health Department has been granted funding through the CDC's Immunizations and Vaccines for Children COVID-19 Supplements grant. This grant underscores our town's dedication to fostering a healthier and more resilient community by emphasizing the importance of routine vaccinations in mitigating the impact of preventable illnesses.

3.0 PROJECT OBJECTIVES

The primary objective of this campaign is to raise awareness and understanding among Windsor residents regarding the importance of routine vaccinations across all age groups—children, adults, and the elderly. The campaign's key objective is creating three impactful video PSAs that connect emotionally with viewers. These PSA's will highlight the importance of general vaccines for all ages, respiratory vaccines (COVID-19, Influenza, & RSV), and the HPV vaccine for youth. By collaborating with an experienced and creative production company, we aim to produce videos that not only educate but resonate with our diverse community.

- Develop emotionally resonant and informative video PSAs that communicate the importance of vaccines for all age groups.
- Dispel vaccine-related myths and misconceptions through expert interviews and real-life testimonials.
- Promote the availability of vaccine clinics & trusted resources, with the primary call to action encouraging viewers to talk with their primary healthcare provider.

4.0 SCOPE OF WORK:

The successful awardee shall develop the following items for the campaign, including but not limited to:

- Develop three emotionally compelling video PSAs 30 to 90 seconds in length that effectively convey the significance of routine vaccinations amongst children, adults, and the elderly.
 - One PSA focused on the importance of general vaccines for all ages
 - One PSA focused on the importance of respiratory vaccines, specifically COVID-19, Influenza (Flu), and RSV.
 - One PSA focused on the importance of the HPV vaccine for youth.
- Create impactful messages through thoughtful concept development and scriptwriting.
- Handle all aspects of production: filming, editing, integration of graphics and animations, and incorporation of relevant visuals.
- Coordinate filming locations, actors, and interview subjects. Obtain required releases for any individuals appearing on camera.
- Implement post-production tasks including color correction and sound editing.
- Provide final videos in 4k UHD resolution at a minimum of 30 fps.
- Allow for at least two rounds of feedback on each PSA from the Town of Windsor to review and approve drafts prior to finalizing.
- Grant the Town of Windsor exclusive and perpetual copyright for the PSAs for no additional fees.

Copyrights

Upon full payment by the Town of Windsor, all products of the Vendor's work, including but not limited to outlines, reports, charts, sketches, drawings, artwork, designs, plans, photographs, videos, specifications, estimates, computer programs, or similar documents, becomes the sole property of the Town of Windsor and may not be copyrighted or resold by the Vendor. The Vendor relinquishes all rights to said property. The Vendor will exercise due care in creating or selecting material for publication to ensure that such material does not violate the copyright, trademark, or similar rights of others. To the extent the Vendor uses copyrighted materials in performance of work under this contract, the Vendor shall document and provide the Town of Windsor with the precise terms of the licensed use granted to the Town of Windsor by the owner of the copyright for future use of the copyrighted material. The Vendor shall not use any copyright protected material in the performance of work that would require the payment of any fee for present or future use of the same by the Town of Windsor.

5.0 RFP SUBMISSION

Vendors must use the following format. This information will be used in the evaluation of the proposals.

5.1 Title Page

Submit a Title Page that provides the RFP subject, the bidding entity's name and address, the contact person's name, address, telephone number, and email address, and the date of the Proposal.

5.2 Table of Contents

Vendors should clearly identify all material included in the proposal by section and page number.

5.3 Project and Vendor Details

Vendors should write a narrative that is numbered/lettered to correspond to each item in the following section. Each item will be taken into consideration when reviewing and evaluating the proposals.

1. Introduction and Approach
 - a. Give an overview of the proposed approach to the creation of each PSA.
2. Firm and Staff
 - a. Provide information adequately describing background and expertise. This should include information on the firm itself as well as the individuals that would be designated as the primary point of contact and those providing creative services.
3. Quality of Work
 - a. Vendors should provide a portfolio that is representative of style, skill and variety. Please know that materials submitted as a part of the proposal will not be returned and may be subject to public records requests.
4. References
 - a. Vendors should provide a minimum of three (3) references that they have performed similar services for within the past five (5) years. Reference information should include entity name, contact name, and phone number.
5. Detailed Program Description
 - a. Describe your approach to the scope of work listed in section 4.0 in detail, step-by-step. Please include a detailed list of deliverables and a timeline with estimated dates for completion.
6. List of Services
 - a. Vendors should submit a list of services provided in-house and services provided by outside consultants. Provide a brief description of these outside consultants, their roles and capabilities.
7. Cost
 - a. Vendors should provide an outline of proposed costs with details regarding the expenses involved to provide the services listed in this RFP.
8. Insurance
 - a. Include your firm's professional liability coverage.

6.0 EVALUATION CRITERIA

The following factors will be considered by the town in evaluating the proposals.

- Accuracy, overall quality, thoroughness and responsiveness to the town's requirements as summarized herein.
- Firm's approach to project including firm's perception of the project requirements, and understanding of the customer's needs and objectives.
- The qualifications and municipal experience of the firm and any other key personnel.
- Familiarity and experience with the scope of work.
- Project work plan with suggested timeline for completion of project phases.
- Firm's professional liability coverage (RFP Insurance requirements are available upon request).
- Cost.

7.0 SELECTION PROCESS

This request for proposals does not commit the Town of Windsor to enter into an agreement, or to pay any costs incurred in the preparation of a proposal to this request. All proposals submitted become the property of the Town of Windsor. The Town of Windsor will evaluate all proposals received for completeness and the respondent's ability to meet all requirements as outlined in this proposal. The Town will determine the specific firms whose proposals best meet all criteria required and may conduct interviews with these firms. Upon completion of interviews, the Town may or may not make a recommendation for further consideration. The Town of Windsor reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with selected respondents, or to cancel in part or in its entirety this request for proposals process, and to waive any informality if it is in the best interests of the Town to do so. The Town of Windsor encourages small, minority, and women-owned business enterprises to participate in its procurement and contracting activities.

8.0 PROCUREMENT SCHEDULE

- RFP Issuance: Thursday, January 11, 2024
- Proposal Submission Deadline: Monday, February 12, 2024
- Winning Bidder Notifications: Friday, February 23, 2024
- Anticipated Contract Start Date: Friday, March 1, 2024

9.0 DURATION OF AGREEMENT

The proposed contract period for services will be approximately six months, with frequency of payments made as agreed upon in the terms of the contract. Invoices must be submitted for services rendered. All material produced, data collected, and reports generated by the vendor on behalf of the Town of Windsor are public records and become property of the town.

Any questions pertaining to this request for proposals may be addressed to directly to Mr. Silver via email or phone.

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