



May 20, 2024

AFFILIATED AGENCIES

Orange County
Transit District

Local Transportation
Authority

Service Authority for
Freeway Emergencies

Consolidated Transportation
Service Agency

Congestion Management
Agency

Service Authority for
Abandoned Vehicles

**SUBJECT: Request for Proposals (RFP) 4-2233
“On-Call Videography Services”**

Offerors:

This letter shall serve as Addendum No. 1 to the above RFP issued by the Orange County Transportation Authority (Authority). Offerors are reminded that the proposal submittal date is at or before **2:00 p.m., May 30, 2024.**

Offerors are advised of the following changes to Section III. Evaluation and Award, Sub Section A. Evaluation Criteria:

“The Authority will evaluate the offers received based on the following criteria:

1. Qualifications of the Firm 30%

Technical experience in performing work of a closely similar nature; strength and stability of the firm; strength, stability, experience, and technical competence of subcontractors; assessment by client references.

2. Staffing and Project Organization 20%

Qualifications of project staff, particularly key personnel and especially the Project Manager; key personnel's level of involvement in performing related work cited in "Qualifications of the Firm" section; logic of project organization; adequacy of labor commitment; concurrence in the restrictions on changes in key personnel.

3. Work Plan 25%

Depth of Offeror's understanding of Authority's requirements and overall quality of work plan and samples; logic, clarity and specificity of work plan; appropriateness of resource allocation; reasonableness of proposed schedule; utility of suggested technical or procedural innovations.

4. Cost and Price 25%

Reasonableness of hourly rates and expenses; competitiveness with other offers received; adequacy of data in support of figures quoted.”

Offerors are advised of the following written questions submitted by the deadline of 5:00 p.m., May 15, 2024:

1. **Q-** Do you require the offeror to be located in Orange County?

A – No.

2. **Q-** Will any filming be required to take place outside of Orange County?

A – Yes.

3. **Q-** Will video project/campaign needs extend to Pacific Surfliner?

A – No.

4. **Q-** Does offeror need to have specific business licenses to work within individual cities?

A - Individual cities might have different requirements for specific business licenses.

5. **Q-** Could you please clarify if there are specific deadlines for each project outlined in RFP 4-2233?

A – Specific project schedules have not been determined and will be discussed with the awarded firm.

6. **Q-** How frequently does OCTA typically post videos on social media platforms?

A – It varies. Please visit OCTA social media platforms for reference of posted material.

7. **Q-** What is the shooting cycle like for these videos?

A – The shooting cycles vary for each project. This will be discussed with the awarded firm.

8. **Q-** Approximately, how much time does it take to produce each final film?

A – OCTA does not know the specific timeline for each final film. This will be discussed with the awarded firm when each project is presented.

9. **Q-** Do the projects often require aerial filming?

A - Depends on the scope of each project. This will be discussed with the awarded firm.

10. **Q-** In the provided message, reference is made to taxes associated with the videographer's involvement. Could you please specify what types of taxes are involved in this context?

H. TAXES

Offerors' proposals are subject to State and Local sales taxes. However, the Authority is exempt from the payment of Federal Excise and Transportation Taxes. Offeror is responsible for payment of all taxes for any goods, services, processes and operations incidental to or involved in the contract.

A – Offeror shall be responsible for payment of all taxes for any goods, services, processes and operations incidental to or involved in the contract.

11. **Q-** Regarding the submission of a reel, would it be acceptable to provide a few reel links instead of a comprehensive reel?

A – Yes, it is acceptable to provide reel links as samples.

12. **Q-** When submitting a quotation for the project, would OCTA prefer an hourly rate or a fixed price for the entire video production?

A – Hourly rates, as the resulting agreement will be time-and-expense.

13. **Q-** How many "job-by-job" projects do you anticipate each month?

A – The services requested are "On-Call" and OCTA does not have set projects anticipated for each month.

14. **Q-** What format and resolution are expected for video delivery?

A - They should be shot in 4k and delivered in 1080p.

15. **Q-** What are the anticipated "any other assets" that would need to be delivered?

A - Cut-downs for social networks and other potential assets.

16. **Q-** Is there anticipation of or need for non-English language filming or delivery?

A – Yes.

17. **Q-** How frequent are day-of requests and same-day turnarounds for video production services?

A - Depends on scope of each project. This will be discussed with the awarded firm.

18. **Q-** How is the existing OCTA footage and edited content stored?

A - They are stored on OCTA hard drives.

19. **Q-** How much digital storage space does the current archive of footage require?

A – There is no archive footage requirement.

20. **Q-** Please further define or provide references for “extremely high quality” videos.

A - Please visit OCTA’s Youtube channel for video references.
See link: [OC Bus 50th Anniversary \(youtube.com\)](https://www.youtube.com/channel/UCBz50thAnniversary)

21. **Q-** Are there any specific project management tools or platforms that OCTA prefers to use for communication and collaboration outside of email?

A – No.

22. **Q-** Are there any online cloud storage systems already in use by OCTA? (Dropbox, Google Drive, etc.)

A – OCTA utilizes several online cloud storage systems and has no preference used by the vendor.

23. **Q-** Are there any specific metrics or key performance indicators (KPIs) for evaluating the success of the videos?

A - The success will be based on various Return on Investment measures.

24. **Q-** Does OCTA have any internal resources that the Firm is expected to use? Whether personnel we need to use on sets or equipment like cameras or editing computers we are expected to use.

A – No.

25. **Q-** How many on call videography projects did OCTA request during the last 12-months?

A - OCTA has not had any on-call videography projects related to the RFP scope of work since March 2023.

26. **Q-** How many same-day jobs did the OCTA request during the last 12 months?

A – Please see response to Question 25.

27. **Q-** What is the scope of same-day requests?

A - This will be discussed with the awarded firm when a same-day request is required.

28. **Q-** Does OCTA have a Public Relations firm already hired that would drive the creative strategy that would work with the selected vendor?

A – No.

29. **Q-** We've reviewed OCTA's YouTube channel and the work is great; is OCTA looking for a change in the creative direction and or strategic tone of the productions?

A – Creative directions and strategic tones will be discussed with the awarded firm. Offerors are encouraged to propose enhancements or procedural or technical innovations to the Scope of Work in the proposal and clearly defined.

30. **Q-** Is there a yearly plan for productions OCTA would like to see happen over the next 36 months?

A - This will be discussed with the awarded firm.

31. **Q-** Can you provide any more detail on the types of projects and timelines for projects that may be requested?

A – OCTA does not have further detail on expected types of projects and timelines for projects. This will be discussed with the awarded firm.

32. **Q-** Potentially how much video content is anticipated per year? (Any further detail you can provide on what the Contractor who receives this contract should expect the work to entail would be extremely helpful in preparing our proposal.)

A – OCTA does not anticipate a set number of videos per year, as this is an “On-Call” project and needs may vary per year.

33. **Q-** Should we consider the current videos available on goOCTA YouTube Channel and goOCTA social media as examples of the type of videos you're looking to create under this contract in both live action and animation, or are there other videos you'd like to provide as samples of the work you're hoping to achieve under this contract?

A – Yes, the current videos available are examples of the types of videos OCTA is looking to create under this on-call contract.

34. **Q-** May we submit our own price summary rate sheet, or do we need to complete the Rate Schedule exactly as provided in the RFP?

A – Please submit Exhibit B, Price Summary Sheet, exactly as provided in the RFP.

35. **Q-** If we are to complete the Rate Schedule in the RFP, may we duplicate this form and add additional lines for incorporation into our Proposal Document.

A – Yes.

36. **Q-** Many tasks are performed on a per day basis not an hourly basis so there are minimum hour requirements. For example, a Director of Photography or an Actor does is not paid hourly, that position is hired by the day. Even if they only work a few hours, they receive compensation for a full day of work. How should we note this in your Price Summary Sheet? (this is because that person cannot book other work on the same day as a shoot)

A – Enter proposed hourly rate(s) to perform work described in the Scope of Work, Exhibit A. Prices shall be fully-burdened rates to include hourly rate, general and administration, overhead and profit. For roles that are compensated on a per-day basis, such as a Director of Photography or an Actor, these should be included under the ‘Other Direct Costs’ section in the Schedule II table. These costs will be reimbursed either (a) “At Cost” OR (b) up to the applicable Current Rate listed in this Schedule II, whichever is less.”

37. **Q-** Other Direct Costs Schedule - is this where we would include costs like gear rental, music licensing, catering costs for a shoot (if applicable), closed captioning, etc.?

A – Yes.

38. **Q-** The RFP states: Firm shall be responsible for responding to OCTA requests for services within forty-eight (48) hours. Should we interpret this as 48 business hours (meaning Monday through Friday 9am-6pm) or is the Contractor expected to respond on weekends and holidays within 48 hours from receipt of OCTA request?

A – 48 business hours.

39. **Q-** The Scope of Work lists "visual effects" as something that may be needed for OCTA productions. Can you please provide more detail on the types of visual effects you anticipate needing. This is a very broad category of services, and we want to be sure that we can give correct process information and price accordingly.

A - Graphics, computer generated imagery and animation.

40. **Q-** In both "On Call Videography Services" and "Video Enhancements" the RFP states, "Many projects will have appropriate timelines. However, in some cases, projects will require same-day delivery, so the availability of Firm is necessary." Can you please provide more information on how these scenarios would play out?

A – These depend on the scope of each project. This will be discussed with the awarded firm.

41. **Q-** What exactly would be expected to be delivered the same day? Are you talking 5 minutes of content or 10 seconds?

A – The content requested for the same day will depend on scope of each project. This will be discussed with the awarded firm.

42. **Q-** What type(s) of content would need to be delivered the same day?

A – Please see response to Question 41.

43. **Q-** How far in advance would the contractor learn of these "same-day delivery" projects? For example, would we know a week or 2 weeks prior that there's a project coming that needs to be turned around the same day, or would you call us at 9:00am for a shoot at 12 noon that has to be edited by 6pm?

A - Same day.

44. **Q-** Please describe the type of scenario that arises which would need to be delivered the same day.

A – Scenarios will vary on scope of each project.

45. **Q-** Should we plan and budget to have certain positions (i.e. Director of Photography, audio, other crew members, editors, and graphic artists) available to work on an OCTA project at all times?

A – Only key personnel.

46. **Q-** Also in Scope of Services for both "On-Call Video Services" and "Video Enhancements" the RFP states: Job-by-job estimate of time and materials needed to complete the assignment approved by Project Manager. In this instance does "Project Manager" refer to OCTA Manager? It wouldn't be the Contractor's Project Manager that would approve estimates, correct?

A – The term "Project Manager" in this context refers to the Project Manager from the firm. Before any work begins, the firm's Project Manager should review and approve the estimates. Only after this internal approval should the estimates be submitted to the OCTA Manager for final approval.

47. **Q-** When you ask for "level of commitment" for key personnel, what level of commitment are you looking for and will these key personnel be able to take on work for other clients during this contract or are you looking for a dedicated full-time staff working on ONLY OCTA projects?

A – Level of commitment refers to a key personnel's availability for an assignment. OCTA does not require a firm to work only on OCTA projects.

48. **Q-** For anything that requires filming on location, where do you anticipate those locations being?

A – Locations will vary on scope of each project. This will be discussed with the awarded firm.

49. **Q-** Is this a bench where you will be contracting with multiple video production companies, and we will have the opportunity to bid on projects as they come up or are you looking to contract with a single company for all video production work?

A – No.

Offerors are reminded to acknowledge receipt of this Addendum No. 1 in their transmittal letters and Exhibit B, "Price Summary Sheet." All changes addressed in this Addendum No. 1 shall be incorporated into the final Agreement.

Questions regarding this Addendum No. 1 should be directed to the undersigned at lmartinez1@octa.net.

Sincerely,

A handwritten signature in cursive script that reads "Luis Martinez".

Luis Martinez
Senior Contract Administrator
Contracts Administration and Materials Management