

Washington County Health Department

RFP-2022-07

Pre-Bid Meeting Notes (11/02/2022)

Scope of Responsibilities:

Advertising the availability of the videos is not included in the RFP and is the responsibility of the health department.

The health department will be responsible for the printing and distribution of print materials that are included. The winning contractor will be responsible for creating the graphics/master file. Some of the materials may be posted online. Others (e.g., an infographic showing how to take an at-home COVID test), may be printed and included with distribution of test kits.

There are a total of 5 videos to be produced. Two (2) videos regarding drive-thru POD operations (1 for the public and 1 for health department staff). Two (2) videos regarding walk-in POD operations (1 for the public and 1 for the health department). And one (1) video instructing the public on the use of at-home COVID-19 test kits.

Timeline:

Videos production should ideally be completed by February 15, 2023. There may some flexibility based on circumstances, but the videos must be completed and provided to the health department by February 28, 2023 at the absolute latest.

Talent:

The winning bidder will have access to the health department employees for participation in the video production.

The videos are expected to be live action and not animation, computer simulations, etc.

Technical Issues:

The videos are intended for use in multiple scenarios and platforms (including sites such as YouTube, Rumble, Facebook, etc.). Technical enhancements that are automatically provided by a particular site should not be assumed.

Closed Captioning vs. Multiple Audio Streams: the health department realizes that there may be technical complications with providing closed captioning for all of the desired languages. The health department will be flexible with solutions such as embedded sub-titles, multiple audio tracks. Etc.

For language translation, the health department is not able to rely on Google Translate or other such services to provide translations as these services often do not provide reliable translations. After the script for the videos has been established and approved, the health department will be responsible for translating the videos using the State of Maryland's vendor for translation services. The translated scripts will then be provided to the contractor.

The site for the POD operations videos will be at 13 W. Lee Street, Hagerstown, MD. The drive-thru location will be the maintenance garage at this site. Health department staff will get pictures of the site to make them available.

Narration/Dialogue/Etc. will be worked out between the health department and the winning bidder as the script is finalized.

RFP-Related Issues:

A bid page will be created and attached to the listing on eMaryland Marketplace.

Bids can be submitted via e-mail and should be sent to wchd.procurement@maryland.gov. If submitted via e-mail, financial and technical submissions should be sent in two separate emails both of which should be clearly labeled with "RFP-2022-07 BID SUBMISSION – TECHNICAL" and "RFP-2022-07 BID SUBMISSION – FINANCIAL".

The health department has not bid for these services previously, so there is no history of what such services cost previously. If all the bids received exceed the budget available to the health department, we will negotiate with the lowest cost bidder to remove videos or obligations sufficient to reach the budget available.

Interested vendors:

May visit the Testing Site anytime to look at the location. Our testing team begins set-up around 9:30am and the testing site operates on Mondays and Wednesdays from 10am-2pm. Vendors may visit at any time between 9:30 and 2pm on operating days. We request that you please contact Caitlin Weems via call or text at 301-582-8665 before you arrive.