



## Request for Quotes 2022-03: Video Production Services SCOPE OF WORK

MetroPlan Orlando is seeking creative, qualified firms or freelancers to provide video production services on an as-needed basis for public education videos. This will be a three-year contract with options for two one-year extensions at MetroPlan Orlando's discretion. Respondents are asked to provide a summary of qualifications, samples of work, and hourly rates for video production services.

### About Our Organization

MetroPlan Orlando leads transportation planning efforts in Orange, Osceola, and Seminole Counties. We work with elected officials, industry experts, and citizens to set transportation priorities and shape a future system that offers travel options. As a metropolitan planning organization, we also determine how federal and state transportation dollars are spent in the region.

We have a comprehensive community outreach program aimed at creating continuous opportunities for the public to learn about and provide input to the transportation planning process. Because transportation touches everyone in Central Florida, we have a wide variety of target audiences for our communication materials. These audiences include: MetroPlan Orlando board and committee members, elected officials, local governments, members of the public, transportation planners, and partner organizations in the transportation industry.

### Video Production Goals

The transportation planning process is very complex. Presenting complicated information in a visually compelling, easy-to-understand manner is vital to our organization's mission – and video is an ideal medium to help us accomplish this.

The video production firms or freelancers we seek will excel at visual storytelling and create appealing, informative videos that convey our messaging while holding the viewer's attention throughout. We intend to use videos in many ways, including for online viewing, social media, presentations, and events.

While we are a government organization, we make a concerted effort to give our communication tools a decidedly non-government tone and feel. We want our materials to be engaging, educational, and relatable.

### How We'll Work Together

Video production will be done on a per project basis. Before beginning each project, MetroPlan Orlando will request a quote and work with the video consultant to come to a consensus on budget and schedule. Scripts and a general description of content will be provided by MetroPlan Orlando. All finished work and raw footage shot for our projects will be property of MetroPlan Orlando and must be submitted at a project's completion.

## Preferred Qualifications

In your quote package, please address how you meet these preferred qualifications:

- *A broad range of video production experience.* Extensive experience in various types of video production, including corporate videos, non-profit storytelling, customer/client testimonials, etc. Must have expert knowledge of editing software and be able to incorporate animation and motion graphics. Please make sure your samples of work reflect this variety.
- *Ability to meet tight deadlines.* Sometimes our projects need to be turned around in a short period of time. We need a consultant who can be flexible to meet those needs.
- *A proven, collaborative creative process.* We're looking for a successful track record of happy clients. You must be responsive to communications from us and have the ability to incorporate feedback to develop an outstanding final product.

## Costs & Fees

List hourly or rate charges for these graphic design services, as well as any additional fees that may apply:

- Pre-production and concept development
- Storyboarding
- Production (videography, music selection, voiceovers, etc.)
- Video editing and post-production
- Account management
- Other fees associated with video production

## Selection Criteria

Quote packages will be evaluated on four criteria, with a maximum of 100 possible points:

1. Creativity and innovation demonstrated in portfolio of work (35)
2. Vendor qualifications and experience (30)
3. Responsiveness to scope of services (25)
4. Proposed costs and fees (10)

## How to Submit a Quote Package

Quote packages and samples of work should be submitted digitally to [RFP@metroplanorlando.org](mailto:RFP@metroplanorlando.org) with subject line: **RFP 2022-03: Video Production. Submissions must be received by 12:00 p.m., Thursday, November 4, 2021.**

Your succinct quote package should include:

- **Letter of Interest** – Tell us why you're a good fit for MetroPlan Orlando's video production work
- **Qualifications** – Include bios or resumes of personnel we'll be working with
- **Samples of Work** – Show us a variety of projects you've produced (links to work samples are encouraged)
- **Costs & Fees** – List hourly rates (see *Costs & Fees* section above)

## Questions?

Questions about this RFQ must be submitted in writing no later than 12:00 p.m. Wednesday, October 27, 2021. Send questions to: [RFP@metroplanorlando.org](mailto:RFP@metroplanorlando.org). All questions and responses will be posted on the MetroPlan Orlando website's *Doing Business With Us* section within two business days of receipt.