

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD

DIGITAL STORYTELLING CAMPAIGN

Solicitation For Quotes

The deadline to submit the quote is February 27, 2026, by 5pm PST.

INTRODUCTION

The Alameda County Workforce Development Board (Board) is seeking a quote from a qualified service provider and/or creative organization to design, produce, and deliver a suite of digital storytelling products. These products will highlight the experiences of successful job seekers, employers, partners, and service providers engaged in the Board's programs throughout Alameda County (outside of the City of Oakland).

The Alameda County Workforce Development Board is a 27-member employer-led body responsible for overseeing the Workforce Innovation and Opportunity Act program that supports adults, dislocated workers, youth, and young adults in obtaining training, improving skills, and securing meaningful employment. Capturing and sharing authentic stories of program success is essential to demonstrating impact, strengthening community engagement, and promoting the value of the public workforce system to job seekers, businesses, policy makers, and the general public.

A current strategic priority of the Board is to increase public awareness about the positive impact of the Board's workforce programs in the community. The implementation of this contract is anticipated to commence on March 30, 2026.

PROJECT PURPOSE

The purpose of this Digital Storytelling project is to **showcase real-world workforce successes** through high-quality, accessible, and culturally relevant digital media. Stories will include job seekers successfully obtaining new skills and ultimately job placements and employers utilizing the Board's services to successfully identify, recruit, and hire new employees or upskill incumbent workers.



The selected bidding organization will capture compelling narratives that:

- Illustrate how Board programs improve employment outcomes and economic mobility.
- Highlight partnerships between the Board, employers, education providers, and community-based organizations.
- Demonstrate the positive impact of Workforce Innovation and Opportunity Act-funded services across diverse populations, including underserved and underrepresented communities.
- Support broader communication, outreach, and stakeholder engagement strategies.

Digital stories captured within a campaign-style framing will be used across multiple platforms, such as websites, social media, community presentations, and outreach events, to elevate awareness and strengthen trust in the Board’s mission. Storytelling products must align with the Board’s branding guidelines, Workforce Innovation and Opportunity Act messaging and Alameda County accessibility and digital inclusion standards.

The bidding organization must demonstrate the ability to work collaboratively with Board staff and partners to identify participants, conduct interviews, capture high-quality footage, and deliver polished digital assets accessible to diverse audiences, including those with Limited English Proficiency and visual or hearing impairments.

SCOPE OF SERVICES

Required deliverables include, but are not limited to:

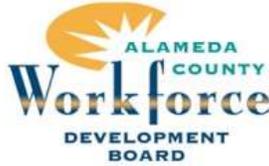
- I. Digital Campaign Development and Story Production
 - a. Develop long-form storytelling videos (3–5 minutes each) highlighting successful job seekers, employers, training providers, and community partners.
 - b. Produce supporting digital assets such as social media-ready clips, audio-only story excerpts and graphic materials, thumbnails, and captions.
- II. Participant Recruitment and Coordination. Work with Board staff to:
 - a. Identify suitable participants (job seekers, employers, partners, and frontline staff).



- b. Coordinate scheduling, conduct pre-interviews, and obtain participant media releases.
 - c. Ensure diversity in stories that reflect Alameda County's unique communities.
- III. Filming, Editing, and Post-Production. Provide complete production services including:
- a. Script development, storyboarding, and narrative editing.
 - b. Filming on location throughout the Bay Area as assigned by staff.
 - c. Professional audio, lighting, and videography.
 - d. Music scoring, voiceover support, and motion graphics.
 - e. Include multilingual subtitles and alternative formats as needed.
- IV. Reporting and Project Management
- a. Maintain a project plan with timelines, milestones, and deliverable schedules.
 - b. Provide progress reports or ad hoc updates upon request.
 - c. Ensure transparent communication regarding story subjects, production status, and publishing recommendations.
- V. Digital marketing and distribution
- a. Develop a plan to effectively reach targeted audiences of various online platforms.
 - b. Provide cost estimates for content moderation and boost and advertisement buying for each platform.
- VI. Deliverables (*Specific quantities to be finalized in contract negotiation.*)
- a. Minimum of five (5) fully produced digital stories up to five (5) minutes in length each.
 - b. Each story will include 2-3 short-form 10-30 second versions from each long-form digital story optimized for social media.
 - c. Each story will include close captions in English with Multilingual captioning added upon request.
 - d. Full digital asset library and accompanying narrative summaries for each story will be made available.
 - e. Optional: Digital marketing plan with cost schedule for recommended content moderation, paid boosts, and advertisements at varying levels.

MINIMUM SUBMITTAL REQUIREMENTS FOR EACH QUOTE

1. Quotes should include the cost of planning and production of Deliverables (a.) through

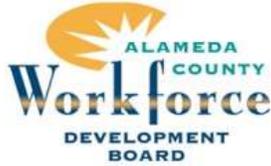


(d.) above not to exceed \$50,000 total. The cost to implement Optional Deliverable (e.) above should be noted separately and may not be included in the final services agreement.

2. Quotes will be evaluated based on rubric below. The highest scoring quote will be selected.

Up to 25 points.	Understanding of Project & Approach: Demonstrates a clear and thorough understanding of Board’s mission, the Workforce Innovation and Opportunity Act programs, and the purpose of digital storytelling. Proposed approach is well-articulated, strategic, and directly aligned with project objectives.
Up to 20 points.	Technical Quality & Creative Approach Proposal: Demonstrates strong creative vision, high production quality, culturally responsive storytelling, and clear plans for accessibility (Limited English Proficiency, captions, alternative formats). Technical approach is feasible and well-defined.
Up to 20 points.	Experience & Qualifications: Extensive experience producing digital storytelling for public agencies, workforce systems, nonprofits, or diverse communities. Strong portfolio examples provided. Team qualifications clearly support project success.
Up to 15 points.	Project Management, Timeline & Capacity: Clear project plan with timelines, milestones, staffing roles, and communication protocols. Demonstrates strong capacity to deliver all required outputs on schedule.
Up to 15 points.	Cost Proposal & Cost Effectiveness: Costs are clearly presented, reasonable, and demonstrate strong value relative to scope and quality of work. Proposal reflects efficient use of resources.
Up to 5 points.	References & Past Performance: Examples of completed work and client references strongly support bidder’s ability to deliver similar projects successfully and on time.

3. Interested parties should deliver a quote articulating how the bidding organization plans to achieve the required project elements and the scope of work. The quote should be no more than five (5) pages not including client references, submitted as a PDF document via email attachment and should identify within the email subject line using “Quote for Digital Storytelling Campaign from <Your Agency Name>”.
4. The bidding organization must confirm their availability to begin services on March 30, 2026.
5. The quote must provide weblinks to examples of previously completed work and attach at least two (2) client references demonstrating their experience with similar projects.



6. The bidding organization must be able to provide proof of insurance policies as required by law and provide coverage, as applicable, that may be required by the performance of the Contract.
7. In order to receive a timely response, inquiries must be submitted in writing to Carl Pascual at carl.pascual@acgov.org no later than February 6, 2026.
8. The deadline to submit the quote is February 27, 2026, by 5pm PST to Carl Pascual at carl.pascual@acgov.org. Quote submissions will not be accepted after this deadline.
9. The Board reserves the right to cancel this solicitation for any reason without any liability to any bidder or to waive irregularities at their own discretion.