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1. Is there an incumbent for this opportunity?

This solicitation is for new services; there is no previous provider.

2. Geographic Scope: The introduction mentions the program engages partners "throughout Alameda County (outside of the City of Oakland)," but Section III.b of the Scope of Services mentions filming "throughout the Bay Area." Could you clarify if we should budget for travel and production logistics extending beyond Alameda County limits?

The stories will be based primarily in Alameda County with the possibility of locations in adjacent counties such as Contra Costa, San Francisco, and Santa Clara.

3. Translation Requirements: The deliverables mention "multilingual subtitles" and captioning. Could you specify which languages are required, or provide a set number of languages we should account for in our base quote?

We may request subtitling in the following languages for one or more of the digital stories: Spanish, Traditional Chinese, Vietnamese, Farsi, Cambodian, Tagalog.

4. Alternative Formats: Section III.e mentions providing "alternative formats as needed." Could you define what is meant by this? For example, are you requiring audio descriptions for the visually impaired, or standard text transcripts?

We want to know the cost of audio descriptions for the visually impaired and text transcripts per story; this may be ordered for one or more stories.

5. Optional Marketing Deliverable: Regarding Optional Deliverable (e), the solicitation asks for the cost to "implement" the plan separately. Does this separate cost need to include the estimated ad-spend budget for the platforms, or strictly the management fees for executing the campaign

For the optional marketing campaign budget, include both the costs for ad-spends and management for execution.

6. Revisions: To ensure an accurate timeline and budget, how many rounds of revisions should we account for during the post-production phase for each of the five videos?

Please include a minimum of two rounds of revisions.

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- 7. Production Volume: The deliverables list a "Minimum of five (5)" digital stories. For the purpose of the fixed-price quote, should we budget specifically for exactly five stories?**

Please budget for as many stories you can produce within the maximum of \$50,000 in total cost.

- 8. When you ask for "digital storytelling" are you expecting a participatory process where the folks who appear on camera are also part of the writing/video editing process? Or are you simply stating that the stories our video team creates for you will be delivered in digital formats?**

We will identify specific youth and adult job seekers, training programs, and employers whose primary role will be to convey their positive workforce experiences for the vendor to capture and edit and deliver in digital formats.

- 9. Has your office already determined the audience for these videos? Or is that something that will be decided during part of the marketing plan (if funded).**

The audiences are youth job seekers, adult job seekers and employers who are likely to utilize the services of Alameda County Workforce Development Board.

- 10. Are these quotes competitive? In other words - will the lower/lowest cost proposals be favored over others? Or will a proposal that provides more services for the same funds be more likely to be chosen?**

See #2 on page 4 of the Solicitation for Quotes: "Quotes will be evaluated based on the rubric below. The highest scoring quote will be selected."

- 11. In addition to required insurance, can you list any items that are required to be included in the budget we prepare? For example, some past AC projects have required fringe for all employees.**

You may present your budget by tasks and products with the assumption that all your relevant staffing and overhead costs are reflected in the quote.

- 12. There is a huge range in the rates paid for video production services in the Bay Area. How will you define "reasonable" costs when evaluating proposals?**

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Alameda County Workforce Development Board staff will consider all the products listed (a) through (d) under VI. Deliverables completed at or below \$50,000 as “reasonable”.

13. For client references are you simply asking for their contact information or should we include letters of support from them?

Please include Letters of Support with weblinks to the products delivered.

14. Clearly, generative AI should not be used in a project like this - where you are seeking authentic stories of real people. Would proposals be disqualified for using other AI tools, especially to streamline costs? For example, on other projects we have used AI tools for transcription/captions. We’ve also used them to select short video clips from longer form content.

We will identify real participants and businesses to be profiled in the digital stories. AI tools may be used for post-production outside the video capture of the subjects.

15. What data, if any, can be shared by the Board to inform the content of the videos?

We will provide any data that is relevant to the digital stories.

16. Will Alameda County staff select participants for the videos or will the service providers? Or is this expected to be a partnered process?

Alameda County Workforce Development Board staff will select the participants.

17. When you mention “Multilingual Subtitles” how many languages do you expect? Should we also budget for translation?

We may request subtitling in the following languages for one of more of the digital stories: Spanish, Traditional Chinese, Vietnamese, Farsi, Cambodian, Tagalog.