

## **COVID19 EDUCATION VIDEOS REQUEST FOR PROPOSAL: SCOPE OF WORK**

- PROJECT:** COVID19 EDUCATION VIDEOS
- GOAL:** Reach and educate at-risk, non-compliant, or underinformed community members to assist in effectively reducing of virus community spread and adherence to mitigation recommendations
- FORMAT:** Short video clips (30 to 1:30 secs) to be promoted as TV PSAs and on social media
- TARGET AUDIENCE:** At-risk and non-adhering community members, and the general public
- LANGUAGE:** Bilingual – English/Spanish
- NUMBER OF CLIPS:** 2-3 video clips
- CONCEPT:** Highly impacting short video expressing the need to act responsibly with the pandemic and heed the medical recommendations – with real people, real stories, across age groups and socio-economic spectrum. Drive a change in mindset to make people act more responsibly. Build on cultural aptitudes and understandings.
- TEAM SCORING CRITERIA:**
- 25 Points – Quality, Qualifications, and Background of Team
  - 25 Points – Demonstrated Knowledge and Related Experience; Prior Work
  - 25 Points – Cost Effectiveness and Budget
  - 10 Points – Level of Responsiveness to Solicitation and Interest/Engagement in Project
  - 15 Points – Section 3 (Federal) Business Preference (participation of low-income residents in the project by way of contract or employment, especially those receiving housing assistance)
- DELIVERABLES:** Concept development, script, video shoot, editing and production, per video clip and length. Indicate video format proposed. LHA does anticipate a budget for professional hired talent, but may be included.
- BUDGET:** TBD
- PROPOSAL:** Submission shall include brief, but sufficient information that is responsive to the scoring criteria. Proposal due by: August 19, 2020 at 5PM.
- RESERVES:** The Laredo Housing Authority reserves the right to hire multiple teams to produce PSA clips, and to coordinate with the COVID19 Homeless Providers Emergency Response Committee in selecting the team.
- CONTACT:** Laredo Housing Authority
- Concept Contact: Jose L. Ceballos, [joselceballos@gmail.com](mailto:joselceballos@gmail.com)
- Administrative Contact: Alma Mata, [amata@larha.org](mailto:amata@larha.org)
- A committee of 3 members for the “COVID19 Homeless Providers Emergency Response Team” will be part of this project, participating in concept development.