

7/24/2026

ADDENDUM #1 – Questions & Answers

RFI:25-78015-000

(Live-Action Educational Videographer Service, CONREP)

QUESTIONS:

1. (Section A, Purpose, p. 4) Will the future solicitation likely be structured as a single statewide contract, multiple regional contracts, or county-by-county awards?

The future solicitation will be structured as a statewide contract.

2. (Section E.1.B, Content of Submission, p. 5) Can DSH provide a budget range or prior contract value (if this work has been performed before) to help vendors scope cost estimates appropriately?

There is no current contract in place for the referenced work; therefore, a budget range has not yet been established.

3. (Section E.1.B, Content of Submission, p. 5) Should cost estimates be structured as a flat project fee, day-rate/hourly breakdown, or itemized by deliverable phase (pre-production, filming, editing, captioning, narration)?

Cost estimates must be itemized by deliverable phases.

4. (Attachment 2, Section 1.B, p. 8) Attachment 2 references two educational videos — with and without captions. Do those two versions satisfy the requirement for two educational videos, or will there be two versions of two videos for a total of four?

Two versions of each educational video, with and without captions, being a total of four.

5. (Attachment 2, Section 1.B, p. 8) Will on screen talent (if applicable) be provided by DSH or will the contractor be required to hire outside talent?

On screen talent will be provided by DSH.

6. (Attachment 2, Section 1.B, p. 8) What is the target length and intended distribution platform for each video (e.g., internal training portal, public-facing website, in-person orientation use)?

The target length is no longer than 1 hour per video, using all the distribution platforms mentioned.

7. (Attachment 2, Section 6.A, p. 8) Where will the initial conference be held?

The initial conference will be held online, via MS Teams.

8. (Attachment 2, Section 6.B, p. 8) Will DSH provide subject matter experts for interviews and content review, or is the contractor expected to develop educational content independently from provided materials?

DSH will provide subject matter experts for interviews and content review.

9. (Attachment 2, Section 6.B, p. 8) Will filming occur at DSH/state hospital facilities, CONREP provider offices, or a mix of locations?

Filming will occur at a mix of locations throughout California.

10. Will the video be completely scripted or will there be live capture of lectures, live training, or other things of that nature?

There will be a mix of both scripted dialogue and live captures.

11. Does DSH anticipate providing finalized scripts and messaging, or should respondents assume responsibility for script development and educational content creation in collaboration with DSH subject matter experts?

DSH will provide finalized scripts and messaging.

12. For planning purposes related to travel and project logistics, does DSH anticipate the future solicitation being awarded to a single statewide contractor or multiple regional contractors? Additionally, should respondents anticipate production occurring primarily at a single location, or across multiple CONREP offices and/or counties throughout California?

The future solicitation will be structured as a statewide contract, and filming will take place at multiple locations throughout California.

13. Should respondents assume responsibility for providing narration (including voice talent), or will DSH provide narration and/or voiceover personnel? If respondents are responsible for narration, would DSH consider the use of high-quality AI-generated narration, provided all final deliverables meet DSH's quality, accessibility, confidentiality, and approval requirements?

DSH will provide narration and/or voiceover personnel. DSH will consider AI, if necessary.

14. Would DSH anticipate needing more than 1-2 revision cycles for each educational video?

The number of revision cycles is unknown, as it's dependent on the quality of work submitted and the desired outcome.

15. Will DSH provide existing branding assets (logos, templates, style guides, graphics, and approved messaging), or should respondents include development of those materials within their estimated costs?

DSH will provide all existing branding assets.

16. Subject/Issue: Clarification of cost estimate assumptions

RFI Reference: Section E.1.B, Page 5 – "Structured costs of services offered and cost estimates for a county, geographical region, and/or statewide program."

Question: Can DSH clarify the assumptions/scope respondents should use for each of these scenarios (e.g., anticipated number of filming locations, production days, or travel requirements)?

The anticipated number of filming locations, production days, and travel requirements are to be decided.

17. Subject/Issue: Educational video scope

RFI Reference: Attachment 2, Summary of Work and Contractor Responsibilities, Pages 8–9.

Question: Does DSH have an anticipated target runtime for each of the two educational videos? Estimated final runtime is a significant factor in determining post-production effort and overall project scope.

The target runtime is no longer than 1 hour per video.

18. Subject/Issue: Captioned deliverables

RFI Reference: Attachment 2, Section 6.B, Page 8.

Question: The Sample Scope of Work references "one (1) version with embedded captions and one (1) version without embedded captions." Can DSH confirm that this refers to two delivery versions of each completed educational video rather than separate editorial productions?

Yes. Two versions of each educational video, one with captions and the other without, being a total of four.

19. Subject/Issue: Filming locations

RFI Reference: Attachment 2, Summary of Work, Pages 8–10.

Question: Does DSH anticipate filming at one or more locations for each educational video? If known, can DSH provide an estimate of the anticipated number of filming locations or counties involved?

DSH anticipates filming at multiple locations throughout California, although the number of locations/counties is yet to be decided.

20. Subject/Issue: Existing educational materials

RFI Reference: Attachment 2, Section 6.A, Page 8.

Question: Will DSH provide existing scripts, messaging outlines, or educational content for adaptation into video format, or should respondents assume responsibility for creative development and scriptwriting in collaboration with DSH subject matter experts?

DSH will provide scripts, outlines, and content.

21. Are the two educational videos intended for a single, statewide-use production, or does DSH anticipate needing county or region-specific versions? This affects how we structure our cost estimate.

The two educational videos are intended for a single, statewide-use production.

22. Will DSH provide the filming locations and the staff/clients who will appear on camera, or is the contractor responsible for arranging talent and securing locations?

DSH will provide the filming locations and the staff/clients who will appear on camera.

23. Attachment 2, Section 1.B, p. 8

Can DSH provide an anticipated budget range or the contract value of any similar prior video production engagements?

There is no current contract in place for the referenced work; therefore, a budget range has not yet been established.

24. Attachment 2, Section 1.B, p. 8

What is the anticipated runtime for each of the two educational videos?

The anticipated runtime is no longer than 1 hour per video.

25. Section E.1.B, p. 5

For cost estimates by county, region, or statewide, does the geographic scope refer to filming locations, distribution of the videos, or both? Since deliverables are two videos, possible to clarify how the statewide program differs in scope from a regional one.

The geographic scope refers to both filming locations and distribution of the videos.

26. Attachment 2, Section 6.C, p. 8

Are there language or translation requirements beyond English?

There is potential for additional translation options for one of the videos.

27. Attachment 2, Section 6.K, p. 9

The 180-day notice provision references extended terms. Does DSH anticipate a multi-year agreement with ongoing video needs beyond the initial two videos?

No, DSH does not anticipate a multi-year agreement. The anticipation for ongoing video needs beyond the two initial videos is unknown.

28. Does DSH have a target length in mind for each of the two educational videos, even a rough range? Runtime drives most of the production cost, so a sense of what you're picturing lets us give you a more accurate number instead of a wide range.

The target length is no longer than 1 hour per video.

29. **[Page 3, Point 6]** Are formal presentations part of the RFI process, and if so, how much prep time is typically given?

No. Formal presentations are not part of the RFI process but may apply during the solicitation process.

30. **[Page 5, Section E, Point A]** The RFI states the response must not exceed 5 pages. Could DSH confirm whether this limit assumes single or double spacing?
This 5-page limit assumes single spacing.

31. **[Page 5, Section E, Point A, subpoint iii]** Do you require an individual resume for each team member? If so, do these resumes count toward the 5-page submission limit?
DSH does not require an individual resume for each team member at this time.

32. **[Page 8, Section 6, Point B]** Could DSH clarify the final deliverable count? We would like to confirm if the expectation is 2 video files or 4 (e.g., versions with and without captions).
Two versions of each educational video, one with captions and the other without, being a total of four.

33. **[Page 8, Section 6, Point B]** Does DSH have specific filming locations in mind, or should the Contractor propose locations? Additionally, how many days of filming are anticipated, and should travel expenses be estimated separately or included in the project total?
DSH will decide filming locations throughout California. The number of filming days is unknown at this time, and travel should be included in the project total.

34. **[Page 8, Section 6, Point B]** Will DSH require multi-language translation for captions?
There is potential for additional translation options on one of the videos.

35. **[Page 8, Section 6, Point C]** Will DSH provide the scripts, or is the Contractor responsible for drafting and managing the production scripts?
DSH will provide the scripts.

36. **[Page 8, Section 6, Point D]** Does DSH anticipate requiring more than two rounds of revisions for post-production?
The number of revision rounds is unknown, as it's dependent on the quality of work submitted and the desired outcome.

37. **[Page 8, Section 6, Point E]** What is the anticipated timeline for a project of this scope (e.g., 6–12 months), and is there an ideal time of year for final delivery? What is the expected turnaround time for DSH review/feedback?
The anticipated timeline is 6-12 months, and the final delivery needs to take place within the contract term. DSH review/feedback would occur during the contract term.

38. **[Page 8, Section 6, Point E]** Does DSH have existing brand guidelines, and would the agency provide raw/editable files?
Yes, DSH has existing brand guidelines and will provide raw/editable files.

39. **[Page 8, Section 6, Point F]** Could DSH confirm if final deliverables require 4K or 1080p resolution? Does DSH have a preferred platform for transferring large media files?

No. The resolution and platform are yet to be decided.

40. **[Page 9, Section 6, Point J]** Can the Contractor utilize the completed work for their portfolio/case studies, or is specific permission required?

No, the Contractor cannot utilize the completed work for their portfolio/case studies. The video content will contain confidential information, patient and client information, which must not be shared due to privacy protection laws.

41. **[Page 5, Section E, Point B]** Does DSH require an itemized cost proposal or a single total? Should this be included within the 5-page submission or provided as a supplement?

DSH requires an itemized cost proposal, by deliverable phase. This should be included within the 5-page submission.

42. **[Page 5, Section E, Point B]** Is there a maximum budget range the Contractor should be aware of when preparing estimates?

There is no current contract in place for the referenced work; therefore, a budget range has not yet been established.

43. **[Page 9, Section 6, Point N]** Exhibit B (Budget Detail and Payment Provisions) appears to be missing from the documentation. Could DSH provide this? We are also seeking clarity on whether the payment structure is milestone, monthly, or quarterly-based, and if specific DSH documentation is required for invoicing.

There is no current contract in place for the referenced work; therefore, a budget range has not yet been established. The payment structure will be per deliverable based and required DSH documentation will be provided if selected for solicitation.

44. Attachment 2, item B (two educational videos): Is there a target runtime or range per video? Runtime meaningfully shapes production scope and cost.

The target runtime is no longer than 1 hour per video.

45. How many production days do you anticipate, and would shoot days run consecutively or spread across weeks/months?

The number of production days is unknown at this time and may vary.

46. Page 1, bullet 4 / Section E: Which counties or regions are in scope?

All counties and regions in California are in scope.

47. Section E.1.B (structured costs): Should cost ranges assume a single county, a defined region, or statewide coverage?

Cost ranges should assume statewide coverage.

48. Section E.1.A: The RFI specifies a written response — would a visual presentation that includes our written response also work?

Yes. A visual presentation will work as long as the written response is included.

49. Before responding, may I review contracted bids from previous state contracts? This would be helpful, as it will be my company's first time providing services directly to the state.

To obtain copies of a bid or contract, please submit a Public Records Act request at: [https://californiadsh.govqa.us/WEBAPP/rs/\(S\(tvl3fuw5yakyrbxgsqlevju\)\)/SupportHome.aspx](https://californiadsh.govqa.us/WEBAPP/rs/(S(tvl3fuw5yakyrbxgsqlevju))/SupportHome.aspx)

50. Award Structure

Does DSH anticipate the future solicitation being awarded to a single statewide contractor, multiple regional contractors, or on a county-by-county basis?

DSH anticipates that the future solicitation will be awarded as a single statewide contract.

51. Production Locations

Can DSH provide an estimate of the anticipated number of filming locations and whether production is expected to occur at one or multiple CONREP facilities throughout California?

DSH anticipates filming at multiple locations throughout California, although the number of locations is yet to be decided.

52. Creative Development

Will DSH provide finalized scripts and messaging, or is the contractor expected to provide creative services including concept development, scripting, interview development, and storyboarding?

DSH will provide finalized scripts and messaging.

53. Production Schedule

Can DSH provide its anticipated production schedule and expected turnaround time for each educational video, including the approximate timeline for pre-production, filming, review cycles, revisions, and final delivery? Additionally, does DSH anticipate the two videos being produced concurrently or sequentially?

The anticipated contract timeline is 6-12 months, and the final delivery needs to take place within the contract term. Specific production scheduling is unknown at this time. DSH anticipates the two videos to be produced sequentially.

54. Audience & Communication Objectives

Can DSH further define the intended audience for each of the two educational videos and the primary communication objectives for each? Specifically, are the videos intended for DSH clinical staff, current or prospective CONREP clients, family members, community providers, the general public, or a combination of these audiences?

The educational videos are intended for a combination of the above-mentioned audiences.

55. Target Runtime

Does DSH have an anticipated target runtime or preferred duration range for each educational video?

The target runtime is no longer than 1 hour per video.
