



**LOS ANGELES COUNTY
SHERIFF'S DEPARTMENT**

**REQUEST FOR INFORMATION
FOR**

Department Informational Video Production

RFI NUMBER 565-SH

December 19, 2014

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1.0 INTRODUCTION

The County of Los Angeles encompasses an area of 4,057 square miles, with a population of over 9.8 million residents. The Los Angeles County Sheriff's Department (LASD) provides primary law enforcement services for more than 2.9 million residents, spread over an area of 3,157 square miles. LASD is the largest sheriff's department in the world and the 2nd largest policing agency in the country. With 18,000 employees, including over 10,000 budgeted sworn and nearly 8,000 professional staff, LASD is as diverse as the communities it serves. Its 23 patrol stations respond to approximately 500,000 calls for service each year. There are 8 custody facilities, housing a daily population of more than 19,000 sentenced and pre-sentenced inmates. LASD provides security and bailiff services for 384 courtrooms at 42 facilities throughout the County. LASD also provides rescue operations, emergency tactical response, specialized detective support, crime lab services and mutual aid for many of the smaller cities within the County. LASD is the leading law-enforcement agency in the Los Angeles County for disaster response.

LASD is seeking to produce a series of informational videos (videos) that will showcase the history, functions, units and personnel within the department. The videos will be used to demonstrate the many facets of the department to the public in a variety of settings such as town hall meetings, city council meetings, recruitment events, media events and other public interactions. An 8-10 minute feature video will serve as an in-depth overview of the department, its units, personnel, functions, goals, accomplishments, and traditions. A 2 minute video will be required to serve as a scaled down version of the feature video, and a 30-second segment would be used in media events and other public interactions. A vendor may use the 8 – 10 feature video to compile the other two required videos or use footage not included in the feature video for the other two required videos.

- 1.2 As an initial step in the procurement process, this Request for Information (RFI) has been prepared to assist LASD in fully understanding the process of video production, as well as gathering information on typical cost models of producing a project of this scope.

Vendors of interest are those who can assist in the development of the video from the creation of conceptual design through filming, scoring, editing and final production. A cost model will be vital to the ability of LASD to determine the extent and scope of the overall project, as well as what funding method will be needed to proceed with this project. Time estimates for each phase of the project will also be important considerations and information in this area is highly desired.

- 1.3 LASD will review the response(s) to this RFI, which may subsequently lead to further research and exploration of the marketplace. Information received in response to this RFI may be used in the preparation of a Request for

Proposal (RFP), and Invitation for Bid (IFB), or other County solicitation methods for producing the series of videos.

2.0 FEATURE OVERVIEW AND REQUIREMENTS

- 2.1 LASD is interested in creating a video that will comprehensively depict all aspects of the department, from its composition to its history and philosophies. The feature will display all bureaus, units, job classifications, entities and facilities within the department and give a brief overview of their missions and responsibilities. It will display equipment and vehicles used by LASD, as well as some of the advanced techniques in use by department members today. It will also illustrate the history of LASD, highlighting some of its more notable moments, as well as demonstrating the traditions and philosophies it has developed. The feature will emphasize the professionalism, integrity, honor and sense of duty of all department members. It will also demonstrate LASD's role as a progressive law enforcement agency, an industry leader, a procedural pioneer and a preeminent technological innovator within law enforcement.
- 2.2 LASD desires a video that is highly professional in appearance and is appealing to a wide audience demographic. The feature video must be presented in a way that is both informative and engaging to audiences of any age or culture. It will combine still and moving imagery by using archival footage, including live news footage, as well as newly created footage and interview segments. It must be of the highest cinematographic quality and the sound, musical scoring and narration must be of equally high quality. Graphics and titles must be contemporary and appealing, using the latest technology.
- 2.3 The feature video should be 8 to 10 minutes in length, serving as a department overview. A 2 minute video will be required to serve as a scaled down version of the feature video. Another 30-second segment would be used in media events and other public interactions. A vendor may use the 8 – 10 feature video to compile the other two required videos or use footage not included in the feature video for the other two required videos.
- 2.4 LASD desires to have continuous participation and oversight of the conceptual development of the feature. While LASD has the ability to develop a working screenplay, we are interested in ideas and concepts from the film industry regarding the best and most effective ways to develop and present this feature video. The final product must meet with the approval of the Sheriff or his designee prior to final release.

3.0 INFORMATION REQUESTED

Vendors of interest and/or commercial vendors who may have interest in providing a solution for this project are requested to submit relevant information about their production capabilities, conceptual development methods and potential cost range of the entire project. A contact person should be identified, along with an address, phone number and email address. Responses should include the following information.

- A comprehensive explanation of the development process used in the feature video, including methods used in the creation of a concept for the feature, researching and fact collection for subject material, script development, filming, editing, sound production and post-production finishing.
- Production models and options for various phases of the project, to provide choices in production methods.
- Production time ranges (estimates) for each phase of the project.
- Production and post-production cost models and price ranges (estimates) for various production models.
- Optional methods available for various production components to provide cost alternatives.
- Legal issues involved in feature development including copyright considerations, protected material licensing and any potential liability issues. Explain the use of copyrighted music, archival film footage, etc. and the methods available for their incorporation into this project.
- Description of product support, reproduction capabilities and packaging options available.

4.0 RESPONSE METHOD and TIME FRAME

4.1 Responses and questions regarding this Request for Information (RFI) should be addressed to:

Los Angeles County Sheriff's Department
Personnel Administration
101 Centre Plaza Drive
Monterey Park, California 91754
Attention: Sergeant Michael Willoughby

Phone: (818) 576-8885
E-mail: mbwillou@lasd.org

- 4.2 Response to this RFI must be submitted to LASD at the address indicated above by close of business on **February 28, 2015**. If your firm does not respond to this RFI on or before **February 28, 2015**, LASD will assume that your firm is not interested in responding to this RFI.
- 4.3 LASD encourages all potential vendors to submit their response consistent with the content and instructions provided in the Information Requested Section. Vendors shall respond with an original plus 2 hard copies and 2 electronic copies (compact disc or equivalent). **Email responses are not acceptable.**
- 4.4 All respondents will be placed on a priority recipient list for any potential future solicitation (Request for Proposal or Invitation for Bid) by the LASD. Failure to respond to this RFI will not disqualify any firm from being considered in any potential future solicitations for this project.

5.0 OTHER INFORMATION:

- 5.1 Responses to this RFI shall become the exclusive property of the County. Respondents should be aware that the information provided will be analyzed and may appear in various reports and/or requests, with the exception of those parts of each submission which meet the definition of "Trade Secret" and are plainly marked as "Trade Secret" or "Proprietary".
- 5.2 The County shall not, in any way, be liable or responsible for the disclosure of any such record, or any parts thereof, if disclosure is required or permitted under California Public Records Act or otherwise by law. A blanket statement of confidentiality or the marking of each page of the submission as confidential shall not be deemed sufficient notice of exception. Respondents must specifically label only those provisions of the submission which are "Trade Secrets" or "Proprietary" in nature.
- 5.3 The County will review the responses to this RFI which may subsequently lead to further study. This is a request for information ONLY; this is not a solicitation. Information received in response to this RFI may be used in the preparation of a Request for Proposals (RFP), an Invitation for Bids (IFB), or other County methods for solicitation of services. Respondents to this RFI will be notified by the County of Los Angeles of a future solicitation.

- 5.4 Respondents to this RFI may be invited by the County to provide a non-competitive presentation of their products, for only those products which relate directly to the subject and intent of this RFI. The presentation is intended for information gathering purposes only. Such presentation should not exceed two (2) hours in length.