



# SAN FRANCISCO HEALTH SERVICE SYSTEM

Affordable, Quality Benefits & Well-Being

## ADDENDUM NO. 1

### RFP for Health Benefits and Well-being Videos

February 9, 2021

#### REQUEST FOR PROPOSAL Health Plans—2022 Plan Year RFPQ#HSS2021.C1

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This Addendum is being issued to modify the requirements in the above-referenced Request for Proposal (RFP).

Please review the terms of the RFP and this Addendum carefully. If there are any inconsistencies between the RFP and the terms of this Addendum, then the terms of this Addendum shall prevail.

#### A. Modifications to RFP:

*No modifications.*

#### B. Questions & Answers

- Q:** The New Hire and Pre-Retiree videos have one visual style while the 2019 Open Enrollment video has a different graphical approach.

Does SFHSS have a preference for either of the two styles? Would you like to continue that style, or are you looking for an altogether different graphical approach?

If there is a preference, please identify which proposed videos are in the style of the New Hire Video, and which are to be in the style of the Pre-Retiree video.

If the different styles would be priced differently, may we include an additional line in the quoted costs, depending on the style?

- A:** SFHSS looks forward to proposals from qualified respondents with both new and existing approaches to communicating health benefits and well-being information to our diverse Member population or subsets thereof. We expect proposals to explain why a specific approach (or set of

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approaches or styles) is, or may be, successful. This could include prior or more traditional approaches, such as live action or photo montage, or more dynamic solutions like animation or motion graphics. However a mix of solutions may be preferable. For more information on our diverse member population, please refer to the 2020 SFHSS Demographic Report ([https://sfhss.org/sites/default/files/2020-02/RM02132020\\_Demographics\\_Report\\_0.pdf](https://sfhss.org/sites/default/files/2020-02/RM02132020_Demographics_Report_0.pdf)).

2. **Q:** Are original elements of the existing video programs available? Elements such as raw graphics of the icons, originals of the photos, After Effects files of animated elements, raw footage, video edit files, etc.?
- A:** Yes, original elements of existing video programs are available including (i) artwork and design layouts (Photoshop, Illustrator, InDesign, Premiere Pro, Premiere Pro Audio and After Effects), (ii) photos (iStock library and SFHSS photo library in .jpg, .png and .pdf) and logos (.jpg), and (iii) video and audio files (.mp4, .mpg, .mp3, .wav, .m4a, and .vtt).
3. **Q:** Regarding ADA guidelines: do you expect any accommodations to be made in the video programs for visually impaired audiences?
- A:** Yes, SFHSS requires the audio voice-over to clearly explain the relevant concepts, even without any visual aid, so that if a Member were able to only listen to the video, akin to a podcast, the Member could understand all the included video concepts.
4. **Q:** For the videos that need updating, will we have access to the original project files, including After Effects, Illustrator, and Premiere, as well as all the source files? Or will we only be able to work with the final video file?
- A:** Yes, the selected Respondent will have access to the original project files. Please refer to the answer to Question 2, above.
5. **Q:** Are the videos described in RFP Sections III.a. (Self-Service eBenefits Video) and III.b. (2021 Open Enrollment Video) new videos or updates to existing videos?

What is going to be updated to the Self-Service eBenefits Video? Just the contact info at the end and new sections? Or anything else like the UX/UI of the self-service portal?

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**A:** The Self-Service eBenefits Video will be a new video and SFHSS looks forward to proposals with both unique and familiar approaches to communicating with our Members. Please also see our response to Question No. 1 above.

While the 2021 Open Enrollment videos may use similar content from prior Open Enrollment Videos, it should also be considered a new video, and as with the Self-Service eBenefits Video, we look forward to unique approaches to communicating benefits and well-being.

**6. Q:** For the 2021 Open Enrollment video, is it an update or an entirely new video? If it's an update, is it just changing out the year, other dates and contact info? Or have things changed in the enrollment process that would necessitate larger changes?

**A:** Please see the response to Question 5, above.

**7. Q:** In Section III, can you identify which videos would need to be created from scratch, and which videos are updates? In the videos the require updates, is there any update besides the contact info at the end?

**A:** The following table lists the videos that would be new videos (New) and those that would be updates (Update) to legacy videos. For the video updates, the information to be updated will be listed in brackets along with the approximate time (MM:SS).

<u>Video</u>	<u>Type</u>
III. a. Self-Service eBenefits Video	New
III. b. 2021 Open Enrollment Video	New [see Question 5, above]
III. c. Summary of Plan Benefits Video	New
III. d. Choosing Benefits	New
III. e. 2021 New Hire Video ( <a href="https://youtu.be/T2c064dFAM0">https://youtu.be/T2c064dFAM0</a> )	Update(s): - assume new logos, and new narrative about available medical plans (01:24-01:39) as a result of the Health Plan RFP - Update phone numbers and icons (05:03 – 05:14) - SFHSS (a) separating the video into up to eight (8) YouTube Chapters (e.g. 00:53_How to Sign Up for Benefit Plans;

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	02:18_Premium Contributions; 04:52_Voluntary Benefits/Workterra; 05:23_Eligible and Ineligible Dependents; 06:10_Employee Well-Being Program; 07:30_The Benefits Enrollment Process; 08:14_Unpaid Leave of Absence; 08:46_Open Enrollment) - Update EAP Contact Information on screen and update narration (07:19 – 07:27)
III. f. 2021 New/Pre-Retiree Video ( <a href="https://youtu.be/tfxo6a9iqME">https://youtu.be/tfxo6a9iqME</a> )	New Video but possibly using similar content, or a different approach for this Pre-Retiree population
III. g. Preventative Care Video	New
III. h. Diabetes Prevention Video	New
III. i. Gratitude Campaign Video	New
III. j. Stretching	New
III. k. Acts of Kindness	New
III. l. New Hire EAP	New
III. m. Workout of the Week	New
III. n. & o. Additional Videos	New

8. **Q:** The proposal mentions \$100K allocation in the “first 12 months” with additional funds available...” It mentions up to 20 new videos and updating 10 legacy videos, a total of 30. However, on Pg. A4 and A5 the Final Deliverables specifies 7 videos. Is this budget and time frame for the 7 videos or for 30 videos?

**A:** SFHSS is in the middle of a budget cycle for the 2021/22 and 2022/23 fiscal years and has at least \$100,000 available. However, additional funds may be made available. If additional funding is not available, or limited in upcoming fiscal years, SFHSS will be limited to a lower number or different assortment of types of videos (new, updated, specific lengths, no new live action/video/use existing photos and video) and balance the most urgent benefits and well-being needs of SFHSS against available funds. If additional funds are made available, SFHSS may seek to amend the agreement in accordance with the provisions of the City and County of San Francisco Administrative Code to accommodate additional videos

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**and/or recurring updates to videos listed in the RFP. As such, SFHSS looks forward to an established partnership with a qualified vendor with the ability to increase production (if requested) but also effectively schedule projects consistent with the annual SFHSS budget cycle.**

**9. Q:** Do the required levels of insurance need to be in place by submission of this proposal 2/18 or upon selection?

**A:** No, however the insurance policies must be in effect by the contract start date. The desired contract start date is March 1, 2021. To expedite the start of the contract, SFHSS has provided the full text of the required standard City agreement with the RFP.

Please note that in accordance with SFHSS and City policies and procedures, if SFHSS is unable to negotiate a satisfactory contract with the highest-ranked Respondent to the RFP within a reasonable time, or if a Respondent deviates materially from the terms of the RFP including all addendum, amendments and attachments thereto, SFHSS, in its sole discretion, may terminate negotiations with Respondent(s) and begin contract negotiations with the next highest ranked Respondent.

**10. Q:** In order of priority, what are the qualifiers for selection of a vendor? Budget, recommendations, quality of samples, time?

**A:** The following represents the scoring categories and relative weighting of each component of the proposals:

<b><u>Category</u></b>	<b><u>Weight</u></b>
<b>Value of Cost Proposal (Sec. VII)</b>	<b>20%</b>
<b>Proposed approach to Services and Deliverables (App. A, 2.)</b>	<b>25%</b>
<b>Sample(s) (App. B, Sec. 1) b)</b>	<b>35%</b>
<b>Experience</b> <ul style="list-style-type: none"><li>- App. B, Sec. 1) a) 1. Creative strategy, design and/or development experience</li><li>- App. B, Sec. 1) a) 2. Video Design Experience</li><li>- App. B, Sec. 1) b) 3. Government/Non-Profit Experience</li></ul>	<b>10%</b>
<b>Respondent Team (App. B, Sec 2) and Project Manager(s) (App. A., Sec. 2.a.)</b>	<b>10%</b>

**11. Q:** (i) What is the total number of videos?

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(ii) Which videos listed in Section III are new videos and which are updates to existing videos?

(iii) Will there be updates in 2022 to videos created in 2021?

**A: (i) Please see the answers to Question 7 and Question 8 above.**

**(ii) Please see the answer to Question 7 above.**

**(iii) Yes, if funding is available (see Question 8, above) videos created in 2021 will be updated for 2022 and/or 2023. SFHSS looks forward to proposals from qualified Respondents addressing this ongoing need and proposals that provide design strategies to streamline and reduce required modifications on a year to year basis.**

**12. Q:** Will Respondents need to complete a full schedule for video updates to legacy Videos in their proposal?

**A: No. Upon selection, SFHSS will collaborate with the highest ranked Respondent to the RFP to finalize a Schedule.**

**13. Q:** Does the 2021 Open Enrollment Video fall under “update” or a “new” video?

**A: New. Please see questions 5 and 7 above.**

**14. Q:** Is it correct to assume that new videos will be using all new content? If not, approximately what percentage of existing content per video might be repurposed?

**A: SFHSS is looking for a partner that can be a thought partner in this space and confidently recommend what they see as the best approach for SFHSS and Members. We are however open to repurposing up to 65% of existing videos. Please see the responses to Questions 1, 2 and 5 above.**

**15. Q:** Is there a preferred style for the new videos? Live video, mix of live video, photography, audio and motion graphics?

**A: SFHSS seeks a partner that can be flexible in short and long term. For example, SFHSS does not know mask and social distancing policies will be relaxed and/or we will be able to safely record live/interactive videos. SFHSS is looking for a creative partner to propose effective methods for**

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**engaging and educating our Members. Please also see the response to Question 1 above.**

**16. Q:** What has made past video efforts successful or in what ways did the media not achieve the stated goals?

**A:** **Both Communications and Well-Being are under new leadership. To the best of our knowledge, we are unaware of any success metrics for past videos. However, we will be closely monitoring clicks onto each new video, length of time users watch/engage with each video, and we will be soliciting user feedback for videos we plan to update in 2021 and 2022.**

**17. Q:** Does SFHSS have a preference for longer videos with use of YouTube Chapters?

**A:** **SFHSS is looking forward to proposals from Respondent familiar with YouTube Chapters (or similar approaches to more digestible, accessible content) and can provide recommendations on how to leverage these and other YouTube features.**

**SFHSS proposed YouTube Chapters as we are interested in the idea of having a video where our Members can jump to the section they are interested in and/or break down a longer video into individual segments or episodes to increase clicks and viewership. We are also interested in best practices for collecting and leveraging viewer data.**

**18. Q:** It is likely that the assets needs for this project will exceed sixty (60) images. Based on the description below from the RFP, are Respondents to assume that we are not capturing live video or photography?

**“c. Images. SFHSS possesses a library of over sixty (60) high-resolution images of employees and retirees for the exclusive use of SFHSS health benefit communications and open enrollment (Portfolio Images). If necessary, SFHSS will be responsible for selecting and purchasing any required stock photography and/or securing additional photos and videos of employees and/or retirees. SFHSS has an account with iStock. Images shall remain the sole and exclusive property of SFHSS.”**

**A:** **SFHSS will coordinate with the selected Respondent if additional photos or videos are required and SFHSS will determine if additional image are required. If the selected Respondent is capable of providing additional photos or videos, SFHSS will incorporate this into the agreement as as-**

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**needed services. However, Respondents are not required to address their ability or inability to provide these additional services or oversee a third-party contractor in the provision of these services as a part of their response to the RFP. Nor are Respondents required to submit proposed pricing for these services as part of their response to the RFP.**

**19. Q:** If COVID persists, would asset acquisition be done via COVID-safe practices like distanced/masked photo/video shoots and/or subjects using their own smart phones?

**A:** We are open to creative but safe approaches for the remainder of the 2021 calendar year and look forward to creative proposals from Respondents as to how they would create these videos, which should be explained during storyboarding. Please also see the response to Question 18.

**20. Q:** Is there a template used by SFHSS for storyboards?

**A:** No, SFHSS does not have a storyboard template.

**21. Q:** Can you share an example of the preferred type of illustration used in storyboards? Concepts can be illustrated using prose, stock photography, stick figures, rough sketches or full color detailed drawing, please clarify the expectation.

**A:** SFHSS expects the selected Respondents to use their best judgement on how to create a compelling storyboard, and we are open to all examples including those listed above. Examples of past storyboards or approaches to storyboarding may be included in your proposal consistent with the limitations on the number of pages in the proposal (RFP Section IX. A. iii).

**22. Q:** How many internal stakeholders are there?

**A:** The primary stakeholders are the SFHSS Well-Being Division and Wellbeing Manager Carrie Beshears, and the Communications Division and Director of Communications Jessica Shih. Additional stakeholders may include the Chief Operating Officer and Executive Director of SFHSS.

**23. Q:** How many days will the SFHSS stakeholders need for review and approval of each deliverable?

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**A: Please allow a one-week turnaround, at a minimum, for projects under a tight deadline.**

**24. Q:** Who will be the project manager for this project?

**A: The projects will be managed internally by a senior member either the Well-Being or Communications division, including, or reporting to, either Wellbeing Manager Carrie Beshears or the Director of Communications Jessica Shih.**

**25. Q:** Will SFHSS provide a single point of decision-making and management for all aspects of our work including vetting comments and changes to ensure consistency, even if from various sources within SFHSS or external to SFHSS?

**A: Yes.**

**26. Q:** For ADA requirements specific to video, please confirm which WCAG version (we assume 2.1) and the level required? We will need to define the level criteria (A, AA, or AAA) to determine itemized costs for level requirements (captioning, transcript, descriptive transcript, sign language, audio description of visual information).

**A: We would like our videos to be accessible with captioning and audio description of visual information. Ideally, all of our videos should meet the AA level, but we are open to A if it's cost prohibitive. We should discuss the impact of making the video accessible during storyboarding. Please refer to Question 3 above.**