



ADMINISTRATION COMMITTEE

Agenda Report

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File #: 2025-4288

Agenda Date: 7/9/2025

Agenda Item No: 9.

FROM: Robert Thompson, General Manager
Originator: Jennifer Cabral, Director of Communications

SUBJECT:

VIDEO PRODUCTION SERVICES, SPECIFICATION NO. CS-2025-664BD

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

- A. Approve a Professional Consultant Services Agreement to Windsong Productions, LLC to provide Video Production Services, Specification No. CS-2025-664BD for a total amount not to exceed \$148,863; and
- B. Approve a contingency of \$14,886 (10%).

BACKGROUND

Orange County Sanitation District (OC San) has a library of signature videos that are used for public education and outreach tools. Videos currently in use are outdated, as they were created nearly 10 years ago and require re-production to represent who OC San is today. The intent of the videos is to showcase OC San as a resource recovery agency and its role in protecting public health and the environment. These videos will be used for tours, during new employee and board orientation/onboarding, aired on local television, and posted to OC San's social media accounts.

RELEVANT STANDARDS

- Make it easy for people to understand OC San roles and value to the community
- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities

PROBLEM

The current video content does not effectively convey OC San's current initiatives, advancements, and achievements. This gap in up-to-date visual representation impairs our communication efforts, making it challenging to articulate our evolution and ongoing contributions to public health and environmental protection. Furthermore, the outdated nature of the videos may result in a disconnect between OC San and its diverse audience, including stakeholders, community leaders, and regulators.

PROPOSED SOLUTION

Approve a Professional Consultant Services Agreement to Windsong Productions, LLC to update OC San's video library consisting of nine new videos.

RAMIFICATIONS OF NOT TAKING ACTION

An outdated video library may hinder our ability to educate our community. The information OC San provides would not be current. As a leader in the wastewater industry, it is imperative that we provide the most up-to-date information.

ADDITIONAL INFORMATION

A Request for Proposal was issued on February 26, 2025, via PlanetBids. OC San received 15 proposals on the due date of March 26, 2025.

An Evaluation team was formed consisting of an OC San Public Affairs Supervisor, Senior Public Affairs Specialist, and Graphics Designer. The team was chaired by a Purchasing representative as a non-voting member. On April 4, 2025, the evaluation team met to discuss the proposals and used the following criteria:

CRITERION	WEIGHT
1. Qualifications & Experience of Firm	20%
2. Proposed Staffing & Project Organization	20%
3. Work Plan	20%
4. Presentation	20%
5. Cost	20%

The evaluation team first reviewed and scored the proposals based upon the criteria listed above, other than cost.

Rank	Proposer	Criterion 1 (Max 20 %)	Criterion 2 (Max 20%)	Criterion 3 (Max 20%)	Subtotal Score (Max 60 %)
1	Windsong Productions	19%	19%	18%	56%
2	Arellano Associates	18%	19%	18%	55%
3	Blink Studios, Inc.	17%	17%	19%	53%
4	VideoVets	17%	16%	18%	51%
5	Fire Starter Studios, LLC	15%	15%	16%	46%
6	Shields Films, Inc.	15%	13%	16%	44%
7	336 Productions, LLC	15%	15%	12%	42%
8	S. Groner Associates	13%	13%	14%	40%
9	JPK Global (Kicker Video)	12%	13%	13%	38%

10	Leap Spark, LLC	13%	12%	13%	38%
11	Lovely Day Films, Inc.	14%	11%	13%	38%
12	Diadem Productions, Inc.	13%	12%	10%	35%
13	Pegasus Studios	12%	12%	10%	34%
14	Focus EduSolutions, Inc.	11%	9%	11%	31%
15	Hoffman Publishing, LLC	5%	5%	5%	15%

The four highest ranking firms: Windsong Productions, Arellano Associates, Blink Studios, Inc., and VideoVets were selected for interviews. The interviews were conducted on May 28 and 29, 2025. Following the interviews, the evaluation team ranked the firms based on both the proposals and interviews using the evaluation criteria and weighting listed above.

Rank	Proposer	Subtotal Score (Max 60%)	Presentation (Max 20%)	Total Score without cost (Max 80%)
1	Windsong Productions	56%	20%	76%
2	Blink Studios, Inc.	53%	17%	70%
3	Arellano Associates	55%	13%	68%
4	VideoVets	51%	11%	62%

All proposals were accompanied by a sealed cost proposal. Only the cost proposals for the two highest-ranked firms were opened and negotiated.

Rank	Proposer	Subtotal Score without cost (Max 80%)	Cost (Max 20%)	Total Weighted Score (Max 100%)
1	Windsong Productions	76%	17%	93%
2	Blink Studios, Inc.	70%	20%	90%

COST INFORMATION FOR OPENED PROPOSALS:

Rank	Proposer	ORIGINAL COST	BAFO (if applicable)
1	Windsong Productions	\$150,000	\$148,863
2	Blink Studios, Inc.	\$138,300	\$129,245

Based on these results, staff recommend approving a Professional Consultant Services Agreement to Windsong Productions, LLC.

Windsong Productions, LLC brings 14 years of industry experience and a team with over 200 years of combined expertise across commercial production, long-form narrative, feature-length documentaries, digital content creation, creative direction, motion graphics, animation, and podcasts.

Their proposal aligns closely with OC San's vision and approach, and their proven understanding of our organization makes them well-positioned to ensure this project's success.

FINANCIAL CONSIDERATIONS

This request complies with the authority levels of OC San's Purchasing Ordinance. This item has been budgeted (Budget Update FY 2025-2026, Page 25, Communications, Professional & Contractual Services) and the budget is sufficient for the recommended action.

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Professional Consultant Services Agreement