



Request for proposals

Proposal Due by Monday, April 19, 2021

Project: Multi-lingual video and graphics production for a Seattle Fire Department (SFD) home fire safety program targeting Seattle-area most vulnerable communities

Overall Project Description:

Between 2021-2022, the SFD will develop and implement a Home Fire Safety Program that targets vulnerable communities at highest risk for fire. In collaboration with community-based organizations, residents in targeted neighborhoods will receive fire safety education from trusted community members who will conduct home inspections and install smoke/CO alarms.

Project Objectives:

- Create high impact, easily understood multi-lingual videos and graphics accessible to low and non-literate communities.

Project Activities:

1. Create a suite of fire safety videos
2. Create educational graphics (pictorial)
3. Create educational handout/brochure (pictorial and written)

All activities will be in English and 15 languages to educate community members on fire and life safety. Targeted audience members are those who may have limited access to safety information due to limited English or limited literacy. Videos will also be made into DVDs for communities lacking online access or who have low computer literacy.

The languages needed include:

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| • English | • Korean |
| • American Sign Language | • Oromo |
| • Amharic | • Russian |
| • Arabic | • Somali |
| • Chinese Simplified (Mandarin audio) | • Spanish |
| • Chinese Traditional (Cantonese audio) | • Thai |
| • Khmer | • Tigrinya |
| | • Ukrainian |
| | • Vietnamese |

Specific Deliverables for Video Production:

1. Using the already scripted and translated content, create a suite of 8 short videos in English and 15 different languages, including ASL, that clearly illustrate key safety topics:
 - Call 9-1-1- for Emergencies
 - Outdoor Grilling Safety
 - Heating Safety
 - Candle, Incense and Smoking Materials Safety
 - What to Do if the Smoke Alarm Sounds – Home Evacuation
 - What to Do to Shelter in Place – Apartment Fires
 - What to Do if the Carbon Monoxide Alarm Sounds
 - Hands only CPR

The length of videos will be approximately 60-120 seconds each.

2. Use existing scripts for audio voiceover on key topics. (See attached.)
3. Incorporate translated captioning on all videos.
4. For each language, create a DVD of all 8 videos.

Specific Deliverables for Graphics Production:

1. Create 9 printed pictorial graphics consistent with style of video suite of 8 fire safety topics (and one existing video) in 15 different languages (minimal text preferred)
2. Create 2 promotional flyers to recruit community-based organizations to train their staff, volunteers, and trusted community members to teach fire safety to their constituents.
3. Create 1 pictorial checklist/leave behind for use in training workshops and home safety visits

Project Timeline:

- Proposals submitted no later than: **April 19, 2021**
- Proposals will be evaluated immediately thereafter and the company chosen by **April 30, 2021**
- Project check in by **June 15, 2021, July 15, 2021, August 15, 2021**
- Video and Graphics Production Delivery Deadline: **August 30, 2021**

Criteria for selection:

A team of reviewers will evaluate each proposal and may contact the top proposals for follow-up questions or virtual meeting. The following criteria will be used:

- A BIPOC/woman-owned company
- Experience producing educational videos for limited English communities
- Experience producing graphics for limited English communities
- Ability to produce multi-lingual voiceovers and captioning (15 languages, including ASL)
- References
- Project cost
- Ability to meet target deadline - end of August, 2021

Proposals should include the following:

1. A brief summary of how your company meets the above criteria
2. Proposed project narrative plan with timeline
3. Related project experience – provide 1-3 examples of similar work
4. Two to three references
5. Names and experience of staff who will be assigned to this project
6. Itemized cost for completing each deliverable:
 - a. 8 videos
 - b. 9 graphics
 - c. 2 promotional flyers
 - d. 1 checklist/leave behind

Contact Information:

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