



## Request for Proposals (RFP): Videographer

### AB 617 South Sacramento–Florin Community Air Protection Project

#### 1. Project Overview

Valley Vision and the South Sacramento-Florin Community seeks a **Videographer** to create short, engaging video content that tells the story of the **AB 617 South Sacramento–Florin Community** through a six month engagement, and raises awareness about air quality, environmental justice, and community leadership. Learn more about AB 617 [here](#).

Videos will be used for **website embedding, social media outreach, and community education**, and should be culturally responsive, accessible, and easy to share.

This project is funded through the California Air Resources Board (CARB) California Climate Investments CAP & Trade program.

#### 2. Project Goals

The goals of this video project are to:

- Tell the **story of AB 617 South Sacramento–Florin** in a clear and compelling way
- Increase awareness of **air quality and environmental justice (EJ) education**
- Highlight community voices, including **Community Steering Committee (CSC) members**
- Create content that is **evergreen, educational, inspiring, and accessible**

#### 3. Target Audiences

Video content should be designed with multiple audiences in mind, including:

- Youth
  - Seniors
  - Community residents
  - Multi-lingual audiences (translation or subtitles in select languages required).
- \*Note: Video(s) likely to be translated into non-English languages by another contractor, which may require some engagement from the videographer as appropriate.

#### 4. Scope of Work & Deliverables

##### A: Video Product (Required)

- One video suitable for embedding on **sacccleanair.com** and social media
- Length: approximately **2–3 minutes**
- Includes interviews with CSC members
- May also include infographics and/or animation
- Explains AB 617, local air quality concerns, and community action in an accessible way

##### B: Proposal Option: Short-Form Video Series



Vendors may also propose a **series of short videos**, each under **1 minute**, designed for social media and outreach.

**Suggested themes include:**

- **Short Video #1:** Story of Community Air Protection in South Sacramento–Florin
- **Short Video #2:** What is Air Pollution and Why It Matters
- **Short Video #3:** Environmental Justice in Our Community
- **Short Video #4:** Voices of the Community / CSC Members
- **Short Video #5:** Youth Perspectives or Youth Leadership
- **Short Video #6:** How to Get Involved / Call to Action

\*Proposers may refine or suggest alternate themes.

**5. RFP Submission Deadline: February 28, 2026**

- **RFP Release:** February 13, 2026
- **Submission Deadline: February 28, 2026**
- **Selection & Notification:** early March 2026
- **Project Period:** Spring–Summer 2026 (exact dates to be finalized with selected consultant)

**6. Budget**

- **Videographer \$10,000 maximum**  
Proposals should clearly indicate whether the budget supports: one video, a short-form video series, or a combination of both.

**7. Proposal Requirements**

Proposals should include:

1. Brief statement of interest and creative approach
2. Relevant video work samples or portfolio links
3. Bio of videographer or team
4. 2 references

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**SUBMISSION INSTRUCTIONS**

Please complete and submit your interest via this Google form [submission link](#) before **11:59 PM on Saturday, February 28, 2026**. If selected, we will reach out to you via the contact information that you provided.