



REQUEST FOR INFORMATION

RFI Number: 25-78015-000

Conditional Release Program (CONREP) Live-Action Educational Videographer Services

Release Date: June 26, 2026

Response Due: August 10, 2026

You are invited to review and respond to this Department of State Hospitals (DSH) Request for Information (RFI).

- DSH is seeking to better understand the marketplace and potential bidder pool for a contract to provide Live-Action Educational Videographer Services for the Conditional Release Program (CONREP) clinical staff and potential clients, either by county, geographical region(s), or statewide.
- DSH is seeking the input of qualified vendors to better understand the types of services they provide and how they structure their costs.
- DSH is seeking to establish a bidder pool for a future solicitation.
- These services may be performed at a variety of locations throughout the state.

For more information, please review the Description of Services and RFI Requirements included below.

Please note that this RFI is not a solicitation for services.

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DISCLAIMER – PLEASE READ BEFORE RESPONDING TO THIS RFI

1. DSH will not reimburse Respondents for any costs associated with responding to this RFI.
2. DSH has no obligation to buy or issue a solicitation to any Respondent as a result of this RFI.
3. Information provided in response to this RFI will not be considered when evaluating bidders responding to any future procurement.
4. Participants are advised that the responses to this RFI are subject to the Public Records Act.
5. Information provided in response to this RFI related to any costing should be **estimated** costs, only to be used by DSH for informational and planning purposes and understood not to be represented as a bid from the Respondent.
6. DSH, at its sole discretion, may invite Respondents to this RFI to make a presentation or engage in a confidential conversation concerning their response.
7. DSH may, at its sole discretion, choose to not consider or evaluate any response, or any portion of a response, received as a result of this RFI.

A. PURPOSE

1. The purpose of this Request for Information (RFI) is to engage with interested parties to provide the Department of State Hospitals (DSH) with input from qualified vendors to better understand the types of in-person contract services they can provide to execute a Conditional Release Program (CONREP) Live-Action Educational Videographer Service. DSH is seeking a creative team with better understanding of the types of services and structured costs associated with this service. This is an opportunity for DSH to establish a bidder pool of interested parties for a future solicitation.
2. The scope of work describes the services being sought. The information received from this RFI may be utilized in a scope of work for use in a future solicitation.
3. This request is issued solely to obtain information and planning purposes to consider for a solicitation and does not constitute a competitive solicitation.

B. BACKGROUND

1. CONREP was implemented on January 1, 1986, and is codified in Welfare and Institutions Code (WIC) section 4360 (a) and (b). Penal Code (PC) section 1615 also mandates the Department of State Hospitals (DSH) to be responsible for the community treatment and supervision of judicially committed patients. Program funding provides outpatient services to patients entering CONREP. DSH contracts with counties and private organizations to provide these legislatively mandated CONREP services.
2. The CONREP program provides CONREP clients an array of forensically focused mental health services. DSH contracts with county-operated and private organizations to provide outpatient treatment services to CONREP clients in all 58 counties of the state. Service providers promote public safety and the successful integration of the client back into their community through comprehensive and standardized treatment which includes but is not limited to assessment, supervision and forensic treatment. Standardization is achieved through the structure provided by CONREP's levels of service, required services, and policy; treatment is individualized within this structure. All services are in conjunction with the court-approved treatment plans and provide various services needed to support community reintegration and public safety.

C. DESCRIPTION OF SERVICES

For a complete description of services, refer to Attachment 2 - Sample Scope of Work, included in this RFI.

D. MINIMUM QUALIFICATIONS

1. The following minimum qualifications provide an idea of the contractors DSH is seeking information from and the nature of the services for which information is sought. These minimum qualifications will be similar to or identical to those that will be in the final solicitation.

The contractor is not required to meet these minimum qualifications at the time of the RFI proposal submission.

- A. Contractor will be required to have a legal right to do business in the State of California. Contractor shall meet all terms and conditions for operating a business in the city/county in which the business is headquartered.
- B. Contractor will be required to have a license to do business in the State of California. Contractor, at its own expense, will be required to maintain and possess such license, and any and all necessary license(s), permit(s), and certificate(s) required by law.
- C. Contractor shall specify if services can be provided in-person statewide, or in specific counties or geographical regions.
- D. Contractor must have at least 3 to 5 years of professional experience in video production, filming, and post-production editing; as well as demonstrated ability in producing high-quality, educational, or informational videos.
- E. Due to the nature of the CONREP, which deals with forensic and highly sensitive populations, the contractor must demonstrate strict adherence to patient privacy standards Health Insurance Portability and Accountability Act (HIPAA). They must also possess cultural competency to interview mental health staff and effectively translate complex, sensitive clinical concepts into clear, easy-to-understand orientation material for potential CONREP clients and DSH staff.

E. CONTENT OF SUBMISSION

- 1. Respondents interested in participating in this RFI must complete and submit the RFI Cover Sheet (Attachment 1) with the following:
 - A. A written response (no more than 5 pages) addressing the Minimum Qualifications and articulating their experience in accordance with the following:
 - i. Both the contractor and staff providing services will be licensed to do business in the State of California.
 - ii. Evidence of the availability of at least one (1) Videographer who is able to execute the desired educational videos outlined in this RFI.
 - iii. Videographer staff whom have prior experience dealing with highly confidential information and possess the ability to maintain confidentiality.
 - iv. Videographer staff whom acknowledge that, during the production of these educational videos, they may have access to confidential and sensitive information concerning staff, CONREP clients, or other participants which must remain non-public.
 - B. Structured costs of services offered and cost estimates for a county, geographical region, and/or statewide program.

2. Submit one (1) electronic copy of the response to the contact person named in Section H, below by email. Include the following information in the subject line of the email:
RFI# 25-78015-000 CONREP Videographer
3. Submit RFI response by the deadline identified in the Key Action Dates in Section G, below.

F. RESPONDENT QUESTIONS

1. Submit questions regarding this RFI via e-mail by the specified date identified in the Key Action Dates to the contact person listed in the Departmental Contact, Section H, below.
2. Include the following in the email inquiry:
 - a. Subject line: RFI# 25-78015-000 Questions - CONREP Videographer
 - b. Respondent name, contact person, telephone number, and email address;
 - c. A description of the subject or issue in question, or discrepancy found in the RFI;
 - d. The RFI section, page number, and/or other information useful in identifying the specific problem or issue in question; and
 - e. The Respondent's question(s).
3. DSH may contact the Respondents to seek clarification of any inquiry received. DSH may respond directly to the Respondent regarding questions received, or release an addendum or updated RFI.

G. KEY ACTION DATES

Event	Date	Time
RFI Posted / Sent to Potential Respondents	06/26/2026	4:00 PM
RFI Questions Due	07/10/2026	4:00 PM
RFI Answers to Questions Returned to Potential Vendors	07/24/2026	4:00 PM
RFI Responses Due	08/10/2026	4:00 PM

H. DEPARTMENTAL CONTACT

All correspondence related to this RFI shall be directed to:

Department of State Hospitals
Attention: Renetta Buckner
Email: renetta.buckner@dsh.ca.gov

ATTACHMENT 1
RFI Cover Sheet

Respondent Name <i>(Name and Title):</i>
Address:
Telephone Number:
Email:
Respondent's Primary RFI Contact <i>(Name, Title, Phone Number and Email):</i>
Respondent's Signature:

ATTACHMENT 2
Sample Scope of Work

1. SUMMARY OF WORK TO BE PERFORMED:

- A. Pursuant to Welfare and Institutions Code (WIC) Section 4360 (a) and (b), the DSH operates the CONREP. Through contracts with private providers or counties, the DSH provides a statewide system of community mental health treatment and supervision to the designated population of judicially committed individuals, including those committed pursuant to the following Penal Code (PC) and Welfare and Institutions Code (WIC) sections: Not Guilty by Reason of Insanity (PC 1026/WIC 702.3), Incompetent to Stand Trial (PC 1370), Mentally Disordered Sex Offender (former WIC 6316), Offender with a Mental Health Disorder (PC 2972) and Offender with a Mental Health Disorder (PC 2964(a)), hereinafter referred to as CONREP “clients”.
- B. Contractor shall provide at least one (1) videographer, highly experienced in video production, filming, and post-production editing to deliver vital information about DSH and its important programs to the public, through two (2) educational videos. DSH is committed to providing effective treatment in a safe environment in a fiscally responsible manner, while assuming public safety. The produced educational videos, as outlined in the Sample Scope of Work (Attachment 2), will both educate DSH clinical staff and orient potential clients to CONREP’s continuum of care.

6. CONTRACTOR RESPONSIBILITIES:

- A. Contractor shall attend a conference in which storyboard/whiteboard discussions will be held, and ideas for the educational videos will be discussed as a part of the creative process. Follow-up conferences may be held after the initial meeting, depending on the needs of the DSH and Contractor during their creative process. Teleconferences, phone calls, and emails are also acceptable as follow-up conferences, if both parties are in agreement.
- B. Contractor shall produce two (2) different educational videos, including one (1) version with embedded captions and one (1) version without embedded captions.
- C. Contractor shall provide narration for both videos.
- D. Contractor shall make revisions when requested or required from DSH.
- E. Contractor shall provide a finished product of the two (2) educational videos, and receive final approval by the DSH prior to the contract term end date.
- F. Contractor shall provide electronic delivery of all assets, including a master file, plus a file format most suitable for the DSH marketing needs.

- G. Contractor shall meet all ADA accessibility requirements.
- H. Contractor shall participate in any job-related training provided or required by DSH.
- I. Contractor shall maintain confidentiality of all persons participating in the production of these videos; including, but not limited to, the participant's identities, personal information, and any communications which may take place during the extent of this project.
- J. Contractor shall not disclose, reproduce, or utilize any information for a purpose other than the production of these educational materials.
- K. Contractor agrees to notify the DSH one hundred eighty (180) days prior to the termination date of the initial term and each subsequent extended term of any known changes to the rates or terms of the Agreement which the Contractor desires to have implemented with respect to the succeeding term.
- L. Contractor shall ensure that Contractor's Employees shall be fluent in English. For the purposes of this Agreement, fluent shall be defined as, "able to understand, speak and write in English in a medical and non-medical environment, with full comprehension."
- M. Contractor shall notify the DSH of any of his or her personnel, subcontractors, and anyone else affiliated with this Agreement who is a retired California state employee ("R.E.") prior to offering the services of any R.E. to the DSH. Contractor represents and warrants it will not offer services to the DSH in violation of Government Code Section 7522.56 or as it may be amended. Contractor shall not offer the services of any R.E. within 180 days of the R.E.'s retirement from California State service, unless notice of an exemption is received by the DSH. Contractor shall also not refer any R.E. to the DSH who has worked more than 960 hours for the State in the State's fiscal year of July 1 to June 30 ("Fiscal Year"). Contractor shall track the total number of hours each R.E. works for the state each Fiscal Year and make this information available to the DSH in a quarterly report.
- N. Contractor shall adhere to the payment schedule and budget for this Agreement as described in Exhibit B, Budget Detail and Payment Provisions.
- O. Contractor and its subcontractors shall procure and keep in full force and effect during the term of this Agreement all permits, registrations and licenses necessary to accomplish the work specified in this Agreement, and shall give all notices necessary and incident to the lawful prosecution of the work. Contractor shall provide proof of any such license(s) permits(s), and certificate(s) upon request by the DSH. Contractor agrees that failure by itself or its subcontractors to provide evidence of licensing, permits, or certifications shall constitute a material breach for which the DSH may terminate this Agreement with cause.
- P. Contractor shall provide services as outlined in this Agreement. Contractor shall be responsible to fulfill the requirements of the Agreement and shall incur expenses at its own

risk and invest sufficient amount of time and capital to fulfill the obligations as contained herein.

- Q. Contractor and its subcontractors shall keep informed of, observe, comply with, and cause all of its agents and employees to observe and to comply with all prevailing Federal, State, and local laws, and rules and regulations made pursuant to said Federal, State, and local laws, which in any way affect the conduct of the work of this Agreement. If any conflict arises between provisions of the plans and specifications and any such law above referred to, then the Contractor shall immediately notify the state in writing.
- R. The DSH may terminate the Agreement pursuant to section 7 of Exhibit C if the Contractor or its subcontractors fails to comply with a federal, state or local law and the noncompliance, based on the facts and circumstances would constitute a material breach of this Agreement under California law.
- S. On March 4, 2022, Governor Gavin Newsom issued Executive Order N-6-22 (the EO) regarding Economic Sanctions against Russia and Russian entities and individuals. "Economic Sanctions" refers to sanctions imposed by the U.S. government in response to Russia's actions in Ukraine, as well as any sanctions imposed under state law. By submitting a bid or proposal, Contractor represents that it is not a target of Economic Sanctions. Should the State determine Contractor is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Contractor's bid/proposal any time prior to contract execution, or, if determined after contract execution, shall be grounds for termination by the State.