



# CITY OF PITTSBURGH

## Office of Management and Budget

William Peduto, Mayor

Kevin Pawlos, Director

### RFP AWARD RECOMMENDATION SUMMARY

#### OVERVIEW

The Commission on Human Relations solicited a Request for Proposal RFP20000224 for Fair Housing Video Production Services. The summary of services include:

VIDEO PRODUCTION SERVICES FOR SIX TO EIGHT TOPICAL FAIR HOUSING VIDEOS TO BE PART PUBLIC SERVICE ANNOUNCEMENT, PART DATA PRESENTATION, AND PART COMMUNITY MEMBER NARRATIVE. CAPTIONING/SUBTITLES WILL BE PROVIDED, WORK WILL BE DONE REMOTELY DUE TO COVID-19.

#### RECOMMENDATION

After a thorough evaluation by the Selection Committee, we recommend an award be made to Big Picture Lab LLC. While other Respondents also offered good overall Proposals, Big Picture Lab LLC can provide:

A MIXED-MEDIA APPROACH THAT SHOWED WHAT THE HOUSING DATA MAPPING WOULD LOOK LIKE INCORPORATED INTO THE PRODUCTION, AS WELL AS HOW THE COMMUNITY MEMBER INTERVIEWS WOULD BE INCORPORATED. THIS FIRM PROVIDES ACCESSIBILITY OPTIONS FOR THE VIDEOS AT NO EXTRA CHARGE, AND HAS ADDITIONAL SERVICES AVAILABLE FOR CONTINUING OR EXPANDING THE PROJECT SHOULD WE CHOOSE.

**\*\*ABOVE: Please explain your justification for awarding to this vendor\*\***

**Example: (services with equal expertise at a lower overall cost to the city, etc.) You may also attach an additional document if you require more space.**

8/18/2020

Department Director

Date

8/20/20

Office of Management & Budget

Date

**Please Note:** OMB will not notify any suppliers of an award or non-award until first approved by the Mayor's Office!