



**STATE OF WASHINGTON**  
**DEPARTMENT OF SOCIAL AND HEALTH SERVICES**  
**PO Box 45811, Olympia WA 98504-5811**

DATE: September 16, 2019

TO: RFP # 1934-733 Bidders

FROM: William Taplin, Solicitation Coordinator  
DSHS Central Contracts and Legal Services

SUBJECT: Amendment No. 01 – Change to the RFP Document and Bidder’s Q & A

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DSHS amends the RFP # 1934-733 procurement document to include:

- Updates to the RFP 1934-733 Cover page and Section C.2.; and
- Bidder’s Questions and Answers

**Update to Cover page and Section C.2  
RFP# 1934-733**

RFP 1934-733, Cover page and Section C.2. are amended as follows:

The DSHS Procurement Website address has been changed to:  
<https://www.dshs.wa.gov/ffa/procurements-and-contracting>

**Bidder's Questions and Answers**  
**RFP# 1934-733**

**Question #1:** Can companies from outside the USA bid on this solicitation? (India or Canada for example)

**A:** There is no prohibition on companies incorporated in a country other than the United States bidding on this solicitation, but the contract must be performed within the United States and will be governed by the laws of the United States and the state of Washington.

The video producer will be required to attend in-person meetings in the Olympia and Lakewood area throughout the duration of the contract.

All travel expenses should be covered by the vendor and built into the quote.

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**Question #2:** Will the winning bidder be required to attend in-person meetings in Washington State?

**A:** The video producer will be required to attend in-person meetings in the Olympia and Lakewood area throughout the duration of the contract.

All travel expenses should be covered by the vendor and built into the quote.

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**Question #3:** Can tasks related to the RFP be performed outside the USA? (India or Canada for example)

**A:** The majority of tasks related to the RFP would require the vendor to attend in-person planning meetings, production shoots and review meetings in the Olympia and Lakewood, Washington area.

The vendor is also generally expected to be available during normal business hours (Monday-Friday, 8am-5pm, PST) for general communication (phone and email), scheduling and project updates with DSHS throughout the contract period.

The vendor may choose to subcontract portions of the work, such as video editing or sound tracking, to a vendor who is not locally based but any subcontracting request is subject to DSHS approval.

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**Question #4:** Can proposals be submitted via email?

**A:** Yes. Per RFP Section D.6. Submission of Responses, "*Bid Responses must be emailed directly to the Coordinator at the email address provided on the cover sheet of this Solicitation Document.*"

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**Question #5:** Is a Business License mandatory to bid on this contract? Will the winning bidder be required to secure a Washington Business License?

**A:** Attachment C – Certifications and Assurances, states: “11. Bidder certifies that it has a current Business License and agrees that it will promptly secure and provide a copy of its Washington State Business License, unless Bidder is exempted from being required to have one, if Bidder is awarded a contract.”

Bidders must have a current business license to bid on this solicitation. It is the responsibility of the bidder to determine whether they are exempt from Washington State Business License requirements as set forth by the Washington State Department of Revenue.

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**Question #6:** What is DSHS’s definition of high-quality VR360? 1080p? 4K? 8K? The VR equipment planned to be used in the training environment (Head Mounted Display and PC) will set the limitations of the “high-quality” output. For example while it is possible to film in 8k stereoscopic 360° video there are very few platforms that are capable of displaying such high of a resolution.

**A:** Final 360 videos will be displayed inside of virtual reality headsets (such as an Oculus Go) and simultaneously casted in the classroom to multiple learners through VR training software.

Video footage should be filmed on pro-level VR video cameras, such as Insta360 Pro, GoPro Omni or similar cameras that are comprised of 4+ lenses. This is crucial so that final videos, shown inside of VR headsets are high-resolution images with minimal stitching lines and minimal angle distortion. Consumer-grade cameras, such as Ricoh Theta or GoPro Fusion, with only two lenses will not produce enough overlapping field of view and image clarity for our in-headset training purposes. The producers are also responsible for procuring their own memory cards (and all camera accessories) appropriate for their professional-grade cameras that are capable of recording high-resolution footage.

With VR headsets in mind, video footage should be recorded in 4K resolution in monoscopic recording and exported for H.264. We are not interested in the added complexity of stereoscopic recording for the purposes of this contract.

If the producer is comfortable filming, editing and delivering higher resolution videos than 4k that will display within our chosen headsets, we will consider that direction from the vendor.

The bidders should be well equipped with professional audio recording equipment (microphones, audio recorders and accessories) as well. 3D spatial audio is also not a requirement of this contract, but DSHS is open to considering the option from bidders. DSHS would need to consider additional cost and any added complexity to the production process.

The producer will be delivering both final exported video files that are ready for delivery in the VR platform and all original media and project files. The producer should build in the cost of external hard drive costs in order to deliver all media files.

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**Question #7:** Related to Question #6 above, will DSHS consult with the video producer regarding specific hardware recommendations for use in the training environment? That is, does the video producer recommend the head mounted display (HMD) and/or PC computer driving the training experience that will be an effective technical match to the VR360 video quality captured in the field?

**A:** DSHS will be responsible for procuring all VR headsets, hardware and software for the training environment. The video producer will be responsible for working with DSHS to ensure the videos are filmed and exported at resolutions and codecs that are compatible with the chosen VR headsets and training platform.

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**Question #8:** Is DSHS interested in tracking training performance and assessment in more advanced ways? Advanced data analysis options include:

- Heatmaps - Ability to see visualized data of what viewers are looking in the immersive experience, sometimes referred to as gaze intent.
- Video Tracking - Track video plays, completion counts and segment view analysis across flat and immersive platforms.
- Audio Tracking - Track audio sources with the same detailed metrics as video.
- Event Tracking - Track viewer triggered events such as buttons, menus and multi-branching path choices.

**A:** DSHS is interested in some heatmap tracking, but is considering this feature in the training platform software to be purchased. The video producer will not be responsible for data analysis of the content. Since the videos will be casted and viewed simultaneously in a regularly scheduled and recurring classroom environment, we will not need additional tracking measures like completion counts or multi-branching path choices.

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**Question #9:** Is DSHS interested in this VR360 training experience in which the technology used creates a forced perspective where it ensures that your viewer will always focus on an important piece of action in the scene. For example: in training videos it's important that visual elements that are critical to the conveyance and understanding of the storyline are seen. Forced perspective technology ensures this is possible.

**A:** DSHS is interested in guiding the learners' line of sight during 360 video experience. This can be accomplished in a variety of ways, such as audio and visual cues that best serve the storyline. Forced perspective technology is not required but an option that DSHS is open to if appropriate for the setting,

storyline and simplicity of delivery that we are aiming for in this initial VR training project.

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**Question #10:** Will DSHS desire to build a branching narrative into the scripting storylines and into the final edited VR360 training solution? That is, would DSHS be interested in an interactive experience where trainees could watch the film several times and have the ability to move through different decision points and experience different outcomes?

**A:** In this learning environment, an entire classroom will need to experience the 360 videos together in a limited amount of time and with a consistent experience. So branching narratives and on-screen interactive elements will not be conducive for our purposes for this specific project.

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**Question #11:** Is DSHS completely firm on a strictly VR360° piece or is DSHS willing to consider a hybrid filming approach that incorporates both stereoscopic 360° and stereoscopic 180° stereo?

For example: When John is in a scene does he needs to focus on what's directly in front of him? Or is not important that the trainee in the headset seeing from "John's" POV focus on the other character(s) in the scene? That is, if the person training looks at the wall behind them, or down a hallway instead of at the other characters in the scene, will the training be as effective?

**A:** For this initial piloting of VR 360 videos in the classroom, we are interested in keeping the content simple and high quality. The videos are to be filmed in monoscopic and not stereoscopic, which adds complexity to the production process for an effect that won't necessarily serve our purposes.

We are open to a producer blending 180-degree footage, or a limited field of view/video, into the videos as a means to direct and limit the field of view for the learners. However, producers should assume the majority of videos will be filmed and viewed as 360-degree footage. And any deviation from that would be as a special effect serving a specific portion of the story.

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**Question #12:** Will subtitles only be in English? Or are other language subtitles need to be added to the bid which will require professional translation and foreign language texting tool?

**A:** Subtitles will be in English only.

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**Question #13:** Related to the editorial review process, how many revisions are to be budgeted for? That is, between the internal staff review and the Focus Group review, how many re-shoots and re-edits are to be budgeted for to arrive at a final master for each of the 10-12 video segments?

**A:** In the editorial review process, the producer should budget for each video to be go through four review cycles: a rough draft review, a focus group review, a refined draft review, and a final review.

Any re-shoots would be identified in the rough draft and focus group review phrases. Any major re-edits would be identified in the refined draft phase or earlier. And small, fine tuning edits could be expected in the final review.

DSHS has scoped for 10-12 videos to allow for re-shoots or additional videos. The final video count will likely be fewer than 12 final videos depending on final video treatment. See the Sample Storyline for number and type of videos we are anticipating.

Beyond the organized focus group review with Western State Hospital staff, the producer can expect to receive edits and comments for revision via the core team coordinating the project. We will make sure all stakeholders and subject matter experts have the opportunity to review the videos during these review cycles. The total number of reviewers will be identified in the pre-production phase.

We will expect the producer to budget an appropriate amount of time into their schedules and workflow to allow DSHS to review and gather feedback in a reasonable amount of time. And we expect the producer to budget the appropriate amount of time into their work plan to incorporate potential reshoots and edits before delivering the next edition for review.

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**Question #14:** Has DSHS produced VR360 training solutions in the past? If so, will bidders be able to see samples of past work before bidding on this project?

**A:** To our knowledge, DSHS has not produced 360 videos previously.

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**Question #15:** Does DSHS anticipate making changes to these videos in the future? In the months or years after the 10-12 videos in this contract have been approved and used in training, will there be a possibility that a new contract will be issued to re-edit some or all of those videos?

**A:** Although it is not in the scope of this contract, DSHS may be interested in future 360 video production work.

DSHS also reserves the right to edit the videos and original media and project files without contractor involvement in the future.

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**Question #16:** How many actors (characters) do you anticipate to appear on average per video? Also, will there be mostly repeating characters (such as the patient's dad, therapist, nurse, friend, etc.), who will appear in each video - or will there be new characters in every episode?

**A:** We anticipate the need for 5-10 actors to appear on video. This is dependent on the final video treatment that will be created in partnership with DSHS staff and the video producer. With the current concept in mind, it can be expected a minimum of 4-5 actors will be needed to depict core characters that will be repeating characters over multiple videos or episodes of the story. Additional actors may be needed as supporting roles or extras.

It can be expected that these actors will portray repeating characters over multiple 360 video episodes. In addition to the main storyline of a patient experience, we may be interested in creating mindfulness and wellness videos.

For these videos, it is possible the same actor may provide voice over delivery or on-screen appearance as a different “character.”

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**Question #17:** Do you expect the videos to be produced as stereoscopic or monoscopic?

**A:** Please refer to the technical specifications in the answer to Question #6.

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**Question #18:** Do you expect the videos to be produced with 3D audio?

**A:** No, it is not an expectation that the videos be produced with 3D audio. DSHS is open to a producer including this technology in their proposal however.

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**Question #19:** In RFP Section A.3.c. Project Scope it states: “All videos produced under this contract must include subtitles”. Could you specify what you mean; closed captioning, lower third, other identifiers?

**A:** In order to provide an inclusive learning environment for all staff members, we will plan to create 360 videos that are inclusive for a viewer with a hearing challenge or disability.

The producer should be skilled at producing closed captioning, as well as on-screen text like lower thirds, credit sequence text, title and explainer text onscreen as part of the post-production and file delivery process.

Depending on the ability of the VR platform, subtitles may need to be “baked” into the video file and/or created as a separate closed caption file with final video delivery with the option to turn subtitles on and off.

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**Question #20:** Do you anticipate the use of music?

**A:** Yes, we do anticipate the need for music (subtle sound racking) and sound effects (minimal) in these videos.

The video producer should build in the cost of purchasing music for these videos. The producer might expect to identify options for main title/intro soundtrack and some options for background music that would enhance the narrative delivery.

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**Question #21:** On page 2 of Attachment E Sample Storylines, there is a mention of Wellness - Guided Mindful Meditation. Do you expect this type of the video to be actually included in the scope of the production?

**A:** Yes, DSHS would like to consider a guided meditation 360 video as a possible video in the total package of 10-12 360 videos.

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**Question #22:** On Attachment E Sample Storylines, could you tell us more about what you mean by wanting to “Segway learners into the ACIT Training”?

**A:** These 360 videos will be incorporated into a two-week New Employee Orientation for Western State Hospital. ACIT (Advanced Crisis Intervention Training) is a significant set of modules within the existing training.

The selected video producer will be briefed with all relevant NEO curriculum as part of the pre-production process. The objective is for the 360 videos to support and tie into the key learning objectives throughout the 2-week course, of which ACIT is a component where students learn about de-escalation techniques. An example of this might be learners watch an “episode” of the 360 video series that shows characters practicing ACIT techniques. As a team, we would identify the exact scenario, scripting and acting delivery that would support the ACIT module for that day of training.

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**Question #23:** In the RFP Section A.2. Background, for the “switch in perspective,” how many viewpoints do you expect? Would 1<sup>st</sup> person POV and 3<sup>rd</sup> person POV be enough?

**A:** The amount of viewpoints will be driven by the final storyline and learning objectives, developed in partnership with DSHS and the video producer in the pre-production process. Currently, DSHS is interested in showing, at a minimum, a 3<sup>rd</sup> person POV (likely the most common POV to be filmed) and key moments of 1<sup>st</sup> person POV from the main character and possibly secondary characters, like a staff member.

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**Question #24:** How can we integrate the knowledge that you’ve gathered so far into the submission and the VR360 video pre-production process? Will you provide early access to your clinical expertise? Do you have a curriculum outlined that we must follow? If not a curriculum, then do you have guidelines or specific training programs that you want to adapt?

**A:** The video producer can expect to spend a significant investment of time and collaboration with DSHS in the pre-production process.

DSHS will work with the producer to onboard them in the services and culture of Western State Hospital, the full curriculum of New Employee Training, and access and creative planning meetings with the training and core team, which include clinical psychologists, seasoned trainers, adult learning experts, individuals with first-hand mental illness experiences and active care staff members. DSHS will coordinate with the video producer and WSH staff to provide a facility tour and on-site meetings at the hospital so that the producer can be well-oriented to the place and culture of the learning environment.

This series of 360 videos will be created to supplement an existing New Employee Orientation and will be guided by key learning objectives developed by DSHS for this project.

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**Question #25:** Since you are the mental health experts, will there be examples or guidelines of therapeutic approaches other than something like self-care meditation as part of the training video?

**A:** Yes, the staff at DSHS and Western State Hospital are well versed in therapeutic approaches that they deliver on a daily basis to patients. WSH also has in-house experts on self-care and certified guided meditation experts who will provide guidance on these videos. See Question #24 for more context on the subject matter experts within DSHS.

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**Question #26:** For review and focus group, how many rounds of reviews with stakeholders and subject matter experts for each VR360 video would you expect bidder to provide and coordinate? And, how often will they be available for feedback?

**A:** Please refer to the answer to Question #13.

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**Question #27:** What is the DSHS delivery platform? When will we know what it is? Will this VR360 be shown in Oculus Go (3DOF) or Oculus Rift S / Quest (6DOF/Room Scale) equipment?

**A:** The selected producer can expect to know during the pre-production phase the selected delivery platform and chosen VR headsets to be purchased. All technical specifications of video recording will be identified before filming begins. Please see the answer to Question #6 for more information.

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**Question #28:** Will the texts/icons overlay need to be included or will it be applied interactively and dynamically that allows branching logic and narrative based on the response from the trainee? (Text, icons, and non-cinematic elements have the potential of breaking the immersive experience of participants.)

**A:** For the purposes of this training environment, branching logic and interactive text/icons will not be possible. Please see the answer to Question #10 for more information on limited interactivity. Please see the answer to Question #19 for more information on on-screen text.

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**Question #29:** Is the goal to illustrate predict outcomes? Would you like us to include machine learning that modifies the story based on the decisions of the learning and uses predictive outcomes?

**A:** For the purposes of this training environment, machine learning and predictive outcomes add more complexity than is necessary. DSHS will be using simple student evaluations and other in-classroom learning measures to determine the effectiveness of VR in complementing the learning the objectives, which is centered around staff better understanding mental illness and building empathy for patients.

The producer will only be responsible for gathering learner feedback during the focus group review phase. DSHS will be responsible for measuring and tracking learner feedback through in-classroom assessments.

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**Question #30:** In the past, we've produced standalone interactive choose your own adventure pieces (teleportation), so for learner feedback, are you planning to add gaze-based interaction with the text, image overlay, or another VR360 video (teleport) separately using Unity3D game engine (or Pixvana)?

**A:** No, please see the answer to Question #10 for more information on limited interactivity.

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**Question #31:** One potential delivery system, Pixvana system could add richness to the interactive media such as VR, and we potentially could build AI (Artificial Intelligent) on top of Pixvana or similar custom built system using Unity3D game engine where there's a real time assessment. Would it be necessary?

**A:** No, please see the answer to Question #10 for more information on limited interactivity.

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**Question #32:** Will the "Learner Feedback" incorporate Ecological Momentary Assessment (EMA), contextually balanced, in environment while in the VR headset? EMA techniques provide methods by which a research participant can report on symptoms, affect, behavior and cognitions close in time to experience, and these reports are obtained many times over the course of a study.

**A:** No, please see the answer to Question #29 for more information on measuring learner feedback.

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**Question #33:** In RFP Section A.3.h. Use of VR360 Videos on BHA VR Platform, it states, “BHA will identify and procure a VR platform and VR hardware and software for use in displaying the VR360 Videos, which may include tools for learner feedback. Learner Feedback will be used to evaluate the quality of the experience in real time.” When will this decision be made? Should the bid include the development of the “tools” to drive the interactive experience?

**A:** DSHS may decide to add this interactive element, via the selected VR platform, at a later stage. It is not necessary for the bid to include the development of this tool. Please see the answer to Question #29 for more information on measuring learner feedback.

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**Question #34:** Will the learning program include simulation that are associated with assessments? If so, how do you plan to evaluate learning outcomes (e.g. success)?

**A:** The 360 videos will compliment existing curriculum that is associated with assessments. Please see the answer to Question #29 for more information on measuring learner feedback.

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**Question #35:** On Attachment E Sample Storylines, Baseline Behavior & Wellness Sections, are these modules going to be real time (in the headset with gaze activation or other interaction in VR)? What level of interactivity are you imagining?

**A:** For all 360 videos in this contract, including the Baseline Behavior and Wellness Sections, we do not anticipate the need for gaze activation or advanced interaction.

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**Question #36:** Do you need a learning management platform to support the record of completion, assessment scores, etc?

**A:** No, this is not a need.

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**Question #37:** Are you expecting all the participants to see the content simultaneously and then have a group discussion after or would you like to capture their response to the prompt in the VR platform?

**A:** Yes, we would like all the learners to see the content simultaneously and then have a group discussion after. The group discussion questions will be developed by our training team.

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**Question #38:** Do you have a standard certification process for your trainees related to this training?

**A:** The VR 360 videos will supplement an existing 2-week New Employee Orientation training curriculum that is required for all new staff to attend. There is not a certification process related to this training.

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**Question #39:** Would you be tasking us in a version of the “learner feedback” experience that is non-VR, that does not require VR equipment? If so, what are the requirements?

**A:** The only non-VR feedback the video producer will be responsible for is gathering feedback during the review phases, specifically a focus group test with WSH staff.

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**Question #40:** What is the delivery format for the VR360 final content delivery? (360 degree 2D (monoscopic), 360 degree 3D (stereoscopic) with Ambisonic audio, 360 degree Algorithmic 3D, HD/4K/8K, H.264/H.264)

**A:** See Question #6 for more information.

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**Question #41:** Will you require the subtitles to be separate text based file (VobSub, SubRip, or SubStation Alpha) or image based as part of the VR360 video?

**A:** See Question #19 for more information.

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**Question #42:** For the final content delivery, how many (simultaneous and total) participants do you expect to participate in the learning program?

**A:** On average, there are around 40 students at one time in a 2-week NEO cohort that would watch a simultaneous 360 video.

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**Question #43:** With regard to RFP Section C Explanation of Solicitation Process, if we applied with a partnership with a certain UBI and had a DBA, but then if we got the bid could we form a separate joint partnership or LLC later to do the bid under with a different UBI?

**A:** DSHS must enter into a contract to complete the required services with the same business entity that submitted the winning bid. The winning bidder may request to subcontract some of these services to another entity, but this request would be subject to DSHS approval.

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**Question #44:** With regard to RFP Section D, what is the deliverable format or platform for the portfolio pieces?

**A:** Per RFP Section A.4. Bidder Minimum Qualifications, and Attachment D Bidder Response Form, the two required VR360 spherical video works must be: *“submitted as links to videos hosted on either YouTube or Vimeo. The videos must be high resolution with a 1080HD resolution playback option. If password protected, please share a password that can be accessed and viewed by multiple people. The two VR360 videos must be complete storytelling pieces and not a sample, highlight reel. Videos may be no longer than 20 minutes in length each. If proprietary information concerns preclude submission of complete versions of these VR360 Videos, Bidder may submit an extract that removes the proprietary material, provided it submits information regarding the VR360 Videos sufficient to permit DSHS to verify the authenticity and use of the VR360 Videos by the organization that engaged Bidder to produce the VR Videos.”*

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**Question #45:** Is RFP Section D.5. missing or just some numbering issue?

**A:** There is no RFP Section D.5. The numbering in this section was not updated when a previous paragraph was removed.

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**Question #46:** Can we present our backstory and experience in the bid submission letter in addition to the guidelines in Attachment B?

**A:** Bidders' submitted Bid Submission Letters should only contain the information required in Attachment B, Sample Bid Submission Letter. Bidder backstory and experience should be included in the relevant questions of Attachment D, Bidder Response Form.

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**Question #47:** In addition to the VR 360 video content, would you be open to an entirely animated experience vs. real video?

**A:** DSHS would be interested in some animated sequences or visual elements depending if it would best serve the storyline and depending on the style/capabilities of the producer. The primary format of these videos will be live-action 360 video.

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**Question #48:** What is the highest occurring mental illness in these specific hospitals? Are we going to target a specific mental health issue as an example? For example, Schizophrenia, Bi-polar, PTSD, anxiety or depression? Or are we to just focus on patient experience and mental health in general?

**A:** The intent of this 360-video series is to show the experience of one fictional character who is managing their mental health, with real-life experiences informing the character and story development. This storyline will be developed in collaboration of Western State Hospital subject matter experts, staff and individuals who were previous patients at the hospital, along with the video producer. It is likely that one specific mental health illness, like Schizophrenia,

will be featured in the story and that will be finalized in the pre-production process.

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**Question #49:** In Attachment A, Sample Contract, what is the DSHS index number referred to on the cover page?

**A:** This is a unique identifier given to vendors in the DSHS Contract System. It is not needed as part of the solicitation or bidding process.

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**Question #50:** In RFP Section D.2., on page 16, it states: "All Bidders must submit the Bidder certifications and assurances form set forth on Attachment C, signed by an individual authorized to bind the Bidder contractually." What certification and assurances do we need to include?

**A:** Per Attachment C, Bidder Certifications and Assurances: "*Bidder must sign and include the full text of this Attachment C with the Response. Altering or conditioning your certification of this Attachment C may result in your bid being disqualified.*"

Bidders must include ALL certifications and Assurances included in Attachment C.

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**Question #51:** Can a bidder have secondary partners who are not registered in the state of Washington?

**A:** Yes, secondary partners or subcontractors can be located outside of Washington. See Question #1-3 for in-person meeting and general availability expectations of the producers. Any Subcontractor arraignment is subject to DSHS approval.

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**Question #52:** Can a non-profit bid as the primary bidder?

**A:** Yes, a non-profit can be the primary bidder.

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**Question #53:** Will we be able to use the completed product for a future product pitch?

**A:** DSHS can work with the video producer to use an appropriate amount of partial or sample content from the completed project for use in future product pitches. DSHS reserves the right, due to the sensitive nature of the content and proprietary subject matter expertise, to not have final products be publicly available.

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**Question #54:** Who owns the intellectual property? If we were to use this project to create a commercially viable learning program are there any intellectual property limitations for us pursuing this?

**A:** DSHS will own all intellectual property for all project documents, recorded media files and final products. The producer shall not use any of the content for commercial use or public release. Please see Question #53 for use in portfolio samples.

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**Question #55:** Do you need an end credit with your logo in the video?

**A:** Yes. DSHS will work with the contracted producer to determine all on-screen credits and graphics.

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**Question #56:** Will we be able to show our logo in the video?

**A:** DSHS will work with the contracted producer to determine all on-screen credits and graphics and if it's appropriate to show an external logo in front of learners. DSHS reserve the right to refrain from any external logos appearing in final products.

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**Question #57:** Are we allowed to add a third party sponsorship logo in the video or marketing materials?

**A:** See Question #56 for on-screen graphics and Questions #53-54 for the use of completed materials.

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**Question #58:** In RFP Section A.3.b. Project Scope, it is stated that the contractor will be "gathering and incorporating feedback into the video treatment" Who is the contractor expected to be gathering feedback from?

**A:** See Questions #13 and #24 for information on gathering feedback and subject matter experts.

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**Question #59:** Is it possible to film at Eastern State Hospital, or must the filming occur at Western State Hospital?

**A:** DSHS will determine best possible filming locations with the contracted producer in partnerships with hospital staff. It should be assumed the majority of filming, planning meetings, filming and review meetings will happen at Western State Hospital, Olympia, Washington or nearby areas.

Bidders should incorporate all travel expenses to these areas in their cost estimates.

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**Question #60:** In RFP Section A.3.d. Review and focus group testing, it states “The contractor shall provide and coordinate multiple rounds of reviews with stakeholders and subject matter experts for each VR360 video produced.” Is the contractor expected to find subject matter experts, or is this something BHA and DSHS will determine and the contractor is expected to arrange the viewing and feedback?

**A:** DSHS will provide all subject matter experts and stakeholders for all stages of the contract. See Questions #13 and #24 for information on gathering feedback and subject matter experts.

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**Question #61:** In Attachment E, Sample Storylines, is each number (1. John’s story, 2. John arrives at Western, 3. John is triggered, etc) its own 2-3 minute video? Or, are those each scenes in one 2-3 minute video?

**A:** The numbered story ideas in the Sample Storyline are each individual short 360 video episodes/pieces. This is a working concept developed with WSH subject matter experts, but is not a complete or finalized story treatment and scope of work. The Sample Storyline provides bidders a general idea and concept of the 10-12 videos DSHS is interested in producing.

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**Question #62:** What platform is BHA looking to disseminate the finished 360 videos on?

**A:** DSHS is currently considering training platforms to deliver the finished 360 videos in-classroom. DSHS will inform and work closely with the contracted producer to properly prepare videos for delivery on the purchased platform.

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**Question #63:** In Attachment E, Sample Storylines, when it states the videos will be shot from “John’s perspective” does this mean you want the camera to film it as John’s point-of-view style, so the viewer feels like they are John? Or, do you want the viewer can see John and yet still feel like it is filmed from his perspective.

**A:** DSHS is open to multiple methods of filming POV’s in 360. DSHS and the WSH team will work closely with the contracted bidder in the pre-production phase to determine the best filming methods to support the story and learning objectives. See Question #23 for more information on POVs.

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**Question #64:** Has BHA or DSHS worked with a firm that provided VR360 videos in the past 3 years?

**A:** No, DSHS has not previously produced 360 videos.

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**Question #65:** In RFP Section A.3.e. Reshoots, what are there parameters for the reshoot that we should anticipate budgeting for as a result of focus group feedback?

e.g.

Pick up shots or revisions of existing scenes and storyline but no additional scenes or changes to concept and approved script and treatment,

OR

Potential script changes with new scenes and additional story line?

**A:** Bidders should plan for both possible re-shoots listed above as a result of the rough draft and focus group review phase. DSHS has scoped for 10-12 videos to allow for re-shoots or additional videos. The final video count will likely be 8-10 final videos depending on final video treatment. See the Sample Storyline for number and type of videos we are anticipating. See Question #13 for more information on the review process.

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**Question #66:** Can the on camera talent be non-union?

**A:** The contractor is responsible for hiring and organizing all production crew members and actors in alignment with all laws and requirements of the state of Washington.

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**Question #67:** Can you tell us more about what triggered this project: What has prompted this training initiative, have you seen an increase in safety related incidents, etc.?

**A:** DSHS's strategic goals relate to providing innovative training to create a culture of person-centered and empathetic care for individuals in our care and custody. Western State Hospital has over 3,000 employees that come from a wide and diverse array of backgrounds, professions and experiences. Our goal with this project is to create a cutting-edge, immersive, and consistent experience for all new staff beginning work at the hospital to understand mental illness with greater nuance and build empathy for the experiences of patients at the hospital.

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**Question #68:** With regards to Success Measures: How will you know the initiative has been successful, how do you plan to measure it? Are there any current staff and patient safety or engagement metrics? What is the staff's biggest on the job challenge that relates to this initiative?

**A:** DSHS will develop simple student evaluations and other in-classroom learning measures to determine the effectiveness of VR in complementing the learning the objectives, which is centered around staff better understanding mental illness and building empathy for patients. DSHS will provide more details of success, safety and engagement metrics with the contracted producer in the pre-production phase.

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**Question #69:** With regards to Content: In addition to the sample storylines, what source content or material is available that will help us create the videos? What format is it in, does it include policy and procedure documents and other sources?

**A:** Please see questions #22 and #24.

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**Question #70:** With regards to NEO curriculum: can you share any additional information about the curriculum, what the learning objectives are, how long it is, what the components are, etc. What feedback have you received about the current program? What does the staff find most helpful? How do you foresee the videos fitting into the curriculum?

**A:** Please see Question #22.

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**Question #71:** With regards to VR360Video: What benefits are you trying to achieve by VR360 videos?

**A:** Through the use of 360 videos in the classroom, we are aiming to create an immersive and focused learning environment for students to deeply learn about behavioral health through a person-centered story. The use of 360 videos, first person point of view storytelling and VR headsets will allow us to focus learner's attention and guide their learning experience through a fictionalized character rooted in real-life experiences. Please see Questions #67 and #68 for more information.

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**Question #72:** In RFP Section A.3.b, on page 4, what elements are you looking for in the video treatment?

**A:** The contracted producer will be responsible for creating a video treatment, which will include, but is not limited to, a storyboard, script, filming production project plan timeline and checklist for all videos that will be produced. The attached Sample Storyline is initial concept and not to be considered a final scope of videos and scenes, but a starting point for pre-production planning. The video treatment will include all documents and action plans that will results from pre-production meetings with DSHS staff. The video treatment will be submitted by the producer for review by DSHS before any actor contracting and filming production is to begin.

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**Question #73:** In RFP Section A.3.d, on page 5, can you clarify how many reviewers you will have and how many rounds of review you anticipate needing? What will our role be in the focus group testing?

**A:** Please see Question #13.

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**Question #74:** In RFP Section A.3.h, on page 5, what VR platforms and VR hardware and software are you considering?

**A:** Please see Question #6 and #62.

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**Question #75:** Could you provide one or two VR360 examples you've seen that you like? We've found that VR360 means different things to different people, so we'd like to make sure we understand whether you want an immersive 360 video experience with interactions, or if you want a VR experience that's 360 with interactions.

**A:** DSHS is seeking to produce 360 videos, without interactions/branching, for simultaneous classroom display in a VR headset. See Question #6 for technical clarity on the type of VR 360 videos we are expecting. See RFP Section 2. Background for information on the content and objectives for these videos. DSHS is interested in bidders that have produced content on a behavioral health or sensitive subject matter previously.

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**Question #76:** Would DSHS consider allowing bidders to submit a Facebook link for one of their required VR360 videos (DSHS specifically asks for YouTube or Vimeo)? Would you be able to accept a public Facebook link as a work sample?

**A:** Bidders should upload and submit their samples via YouTube or Vimeo. DSHS is unable to access, and will not accept, Facebook links.

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**Question #77:** Will DSHS provide access/introductions to all necessary stakeholders & SME's (subject matter experts)? Meaning bidder will not need independent sources SME's or stakeholders.

**A:** Please see Questions #24, #25, #48.

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**Question #78:** Regarding subtitles for all videos, do subtitles need to be provided in English only or will additional languages be required?

**A:** Please see Questions #12 and #19.

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**Question #79:** How many rounds of review will be required for the complete VR360 videos?

**A:** Please see Question #13.

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**Question #80:** Regarding the VR Delivery Platform: Will DSHS work with contract winner to determine best delivery platform? The method of headset final delivery could impact production.

**A:** Please see Question #6 and #62.

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**Question #81:** Where does the Washington State Department of Social and Health Services plan to store this project? Will the project be uploaded to a Learning Management System (LMS)?

**A:** The primary location of video files will be delivered through an in-classroom VR platform that will simultaneously cast videos to all learners. The contracted producer will provide all original media, project files and final videos to DSHS and should budget for external hard drive costs to do so. DSHS reserves the right to store and utilize video files in a variety of places. Please see Question #6 and #62 for more information.

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**Question #82:** Do you have guidelines for learner tracking and/or testing parameters?

**A:** Please see Questions #8 and #29.

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**Question #83:** Who/How many people will be involved with the review process for this project?

**A:** Please see Question #13.

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**Question #84:** How many rounds of revision will be expected over the duration of the project?

**A:** Please see Question #13.

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**Question #85:** What is your expectation for interaction with the partnership if we were selected for this project?

**A:** See RFP Section 3 for Project Scope and expectations of the contracted producer. Generally, the producer should be readily available, for both in-person meetings and production filming and online for project updates, questions and communication.

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**Question #86:** Who will be in charge of updates once the project is completed?

**A:** DSHS reserves the right to modify, update or change completed project files. See RFP Section A.6 for Additional Services.

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**Question #87:** Ideally, how many different actors/actresses would you like to be featured in the project?

**A:** Please see Question #16.

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**Question #88:** With the end goal of creating a learning ecosystem, would the Washington State Department of Social and Health Services be open to including traditional eLearning modules inside the same scope of work as a supporting element for the VR 360 video project?

**A:** No, additional eLearning modules are not needed for this contract.

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**Question #89:** Ranking in importance, what stands out to the Washington State Department of Social and Health Services the most? Price, Speed, or Quality?

**A:** Quality is of upmost importance to DSHS for the final video products due to the sensitive nature of the subject matter. See RFP Sections A.5 and A.7 for parameters on timeline and funding.

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**Question #90:** Are we able to use your real people medical professionals on camera and if so will there be a cost for these, or are all on camera talent to be actors?

**A:** See Question #16 for information on actors. Bidders should assume on-screen talent will be hired actors that will be the responsibility of the contracted producer to recruit and hire.

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**Question #91:** Can this be scheduled to shoot sequentially within a single block of time, or are shoots anticipated to be spread throughout the year?

**A:** Filming will most likely be scheduled for a sequential block of time during the production phase of the contract for ease of scheduling locations and planning. Re-shoots may occur during the review phase. See Question #13 for more information. Contracted producers should provide appropriate flexibility in scheduling production to best serve the needs of Western State Hospital staff with limited impacts on active, daily care.

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**Question #92:** Does DSHS currently have all scenes planned out, or are bidders responsible for that also?

**A:** Please see Question #72.

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**Question #93:** Does DSHS have a hardware criteria for the 360 Camera? Or will that be left up to bidders?

**A:** Please see Question #6.

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**Question #94:** What devices will DSHS users have when experiencing this VR project?

**A:** Please see Question #6.

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**Question #95:** Does DSHS require virtual reality creation for these training videos? A 360 video without VR would enable a trainee to experience an event from another's perspective, such as a patient's perspective, while the training program maintains complete control of the outcome of the experience. Virtual reality requires a simulated digital environment that would put the trainee in control of the experience, with full freedom of movement around a virtual environment. The short version of the issue is that actual VR would require expensive programming, creation of avatars representing other characters, and the ability of the avatars to move in response to the movements of the trainee, e.g. to follow them over to a window from the center of the room. It would be extremely difficult to simulate a role-playing exercise with real people by using virtual reality. But you can capture 90 percent of that empathy-building experience by just using 360 video.

**A:** Please see Question #6 and #11.

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**Question #96:** When referring to VR 360, does DSHS mean: A) 360 video, where someone looking at a computer screen or wearing a headset can see in all directions around a central point? Or do you require B) virtual worlds as created for virtual reality, which require substantial, expensive coding to build? A 360 video would seem to be adequate to the task of allowing us to simulate a character's perspective. In RFP Section A.3.b. Pre-production, on page 4, you refer specifically to "professional-grade 360 video rigs," which would suggest you're thinking of option A.

**A:** Please see Question #6 and #11.

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**Question #97:** Does the central character, i.e. the viewer, control the movement of the central character beyond being able to look around in any direction? In other words, can the viewer move through the environment in any direction on their own, or are they observing their environment? That is, can they be in a fixed place, while other characters move around them, or move on a fixed path, so that in a sense, the viewer can feel like they're in that character's head, but can't control the movement, other than to look around?

**A:** The learners will be able to control their gaze only. Please see Question #23 and #63 for more information on POV.

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**Question #98:** Do you require stereoscopic video?

**A:** No. Please see Question #6.

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**Question #99:** Could you give an example of what you consider a professional-grade 360 video rig?

**A:** Please see Question #6.

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**Question #100:** Would it be possible to shoot the videos at Eastern State Hospital?

**A:** Please see Question #59.

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**Question #101:** Will payments be made on completion of each individual task order, or only at completion of the entire contract?

**A:** DSHS anticipates compensating the contractor based on invoices submitted following completion and acceptance of Task Order deliverables.

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**Question #102:** Has BHA used videos in the past? If so, what vendor was used to develop the videos and will they be proposing on this contract?

**A:** BHA has not previously developed 360 videos.

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**Question #103:** Should responses cover solutions for delivery and maintenance of the content? (e.g. how will things work once training is delivered across locations?)

**A:** No, delivery and maintenance is not necessary for this contract.

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**Question #104:** What will BHA provide in terms of expertise and content to inform application of best practices and treatment methods into the video creative storytelling?

**A:** Please see Questions #22 and #25.

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**Question #105:** Is there a minimum or maximum number of assets that must be produced?

**A:** Please see RFP Section 3. Project Scope.

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**Question #106:** Is there desire or requirement for BHS staff to be considered as talent in the videos?

**A:** Please see Question #16 for information on actors. Bidders should assume on-screen talent will be hired actors that will be the responsibility of the contracted producer to recruit and hire.

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**Question #107:** Is there any reason to anticipate complexities filming on site at Western for relevant portions of the video? (e.g. limited access to important locations, challenges controlling shooting conditions e.g. noise, Blackout dates, etc)

**A:** There is a possibility of complexities of filming at Western State Hospital. We expect the contracted producer to have scheduling flexibility. DSHS will coordinate the scheduling with the production team and WSH staff to ensure there is ideal filming locations once onset. Please see Question #91 for more information.

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**Question #108:** Can you share thoughts for what the subjects of the 10-12 videos would be, or what informs that number?

**A:** Please see Attachment E, Sample Storyline for initial video concepts developed by WSH subject matter experts. This is not a complete scope of work. The contracted producer will collaborate closely with DSHS to develop the final video treatment package. Please see question #65 for more information.

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**Question #109:** How many rounds of stakeholder review per milestone are required? (if BHA can help us understand the makeup of the stakeholder group attached to this project, that would be helpful)

**A:** Please see Question #13.

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**Question #110:** What VR hardware does BHA plan to use and how many units will be available for review teams?

**A:** Please see Question #6.

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**Question #111:** Is the intent of the focus group to get feedback on approaches to the VR filming (effectively testing feedback VR as a delivery model) Or is the intent of focus groups to test the content of the specific videos?

**A:** The intent of the focus group review phase is to get feedback on both the content of the video and how they experience it in the headsets in the classroom as a group. Please see Question #13 for more information on the review phases.

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**Question #112:** If the intent is testing the content, to reduce impact of reshoot production, is BHA open to focus groups on assets that have lower production barriers than full VR (e.g. storyboards or read-throughs)?

**A:** Please see Question #111 for the intent of focus group testing. DSHS anticipates having WSH staff and stakeholders review and approve all elements of the video treatment package before beginning filming. Yes, we are expecting storyboards and actor read-throughs in the pre-production phase. This will help reduce the need for re-shoots and re-work later in the contract.

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**Question #113:** Are KPIs for evaluating the effectiveness of the videos already established, and can they be shared. If not, will they be shared prior to creative development of the videos?

**A:** Please see Questions #8 and #29.

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**Question #114:** Regarding the requirement to edit the videos for use in other training environments, will BHA agree to have licensing for use of the videos limited to internal, non-commercial/promotional purposes (applicable for talent agreements)?

**A:** Per Attachment A, Sample Contract, Special Terms and Conditions, Section 5, Rights in VR360 Video Deliverables, "*Contractor grants to the state of Washington all rights to use, edit and display the Training VR Videos to any audience, in whatever manner and for whatever purpose the state shall deem appropriate.*" DSHS is not willing to agree to limited licenses for the resulting videos.

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**Question #115:** Regarding learner feedback on the videos, is the expectation that the selected video partner play a role in structuring feedback? Is it expected that the feedback be relayed to the selected partner for updates during the contract period?

**A:** Please see Questions #8 and #29.

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**Question #116:** Does BHA have specific expectations about the following:  
1) Rough timelines for each video or for the project in its entirety?

2) Costs per asset versus the cost for a bundle of 10 final produced assets

**A:** DSHS will expect the contracted producer to provide thorough project management, including timelines, deliverable tracking, and communicating updates, for all elements of the contract, including individual videos and the status of the project in its entirety. The amount and types of individual video will be identified in pre-production through an approved video treatment plan not to exceed 12 videos total.

The total cost of the contract will include all costs associated for delivering 10-12 360 videos. Bidders may identify the cost per assets in their proposal. Costs should include all components identified in RFP Section A.3 Scope and in addition, any travel costs the bidders might expect. See Question #1-3 for in-person expectations. For further information, refer to RFP Section A.7 Funding.

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**All other terms and conditions in this Solicitation remain the same.**