

REQUEST FOR PROPOSALS (RFP)

Video Production Services

Accessible Vehicle Modification & Purchase – Multi-Modal Learning Video

Issued by: National Disability Institute (NDI)

Project Title: Accessible Vehicle Modification and Purchase – Educational Video

Proposal Deadline: December 31, 2025

1. Introduction

National Disability Institute (NDI) invites qualified video production companies to submit proposals for the creation of an accessible educational video offering multi-modal learning opportunities. The video will explain the process of purchasing and modifying a vehicle for accessibility and will draw on NDI's extensive experience delivering accessible training to tens of thousands of people with disabilities. Content will be informed by webinar materials and direct engagement with the disability community.

The final video will be publicly available through NDI's electronic communication channels, including our website, email networks, and social media platforms. Upon request, the video may also be shared with our funder's audiences.

2. Project Background

NDI is producing a video aligned with the upcoming webinar "**Accessible Vehicle Modification and Purchase**" (January 2026). The webinar introduces key components of the accessible vehicle purchase process, including national vehicle modification providers, financing pathways, and considerations for choosing and customizing vehicles.

Webinar Content Overview

Goal: Introduce national vehicle modification (V-Mod) providers and financing options.

Topics Include:

- Centers for Independent Living: accessible vehicle resources as alternatives to predatory lending
- Driver Rehabilitation: assessments and prescriptions
- Alternative Finance Programs: financing and credit-building options
- Funding Options: including assistive technology loans, ABLE accounts and SSA work incentives
- Mobility Works: vehicle selection and modification

Building a better financial future for people with disabilities and their families.

Target Audiences:

- People seeking accessible vehicles
- Senior and disability service providers
- Financial institutions
- Auto dealers

3. Scope of Work

The selected vendor will provide full-service production, including concept development, scripting support, filming, graphics, editing, and accessibility compliance.

Required Deliverables**A. Pre-Production**

- Creative concepting and storyboarding based on webinar content
- Coordination with NDI staff to integrate research and educational materials
- Development of production plan and schedule
- Identification of potential interviewees or subject-matter experts
- Preparation of accessibility workflows (captioning, AD scripts, ASL planning)

B. Creative Concept Development – Additional Guidance

NDI welcomes a range of creative approaches and encourages vendors to propose one or more of the following visual styles or hybrid concepts:

Live-Action Interview Style

- Interviews with subject-matter experts, service providers, or individuals with lived experience
- May include remote or on-site interviews

Narrative Style Storytelling

- Case studies, real-world scenarios, or personal journeys illustrating the accessible vehicle process

2D or 3D Animation

- Illustrated or motion-graphic sequences explaining technical steps, processes, or financial concepts

Hybrid Production Format

- Combination of live-action footage, interviews, b-roll, photography, animations, and motion graphics

Motion Graphics & Infographics

- Animated text, icons, diagrams, or data visualizations aligned with learning objectives

AI-Generated Elements (Optional)

Use of AI-driven visual assets, narration, or transitions is acceptable if:

- Accessibility standards remain fully met
- All AI tools and licensing terms are disclosed
- Human quality control is applied to ensure accuracy and alignment with NDI messaging

Accessibility-Centered Visual Design

- High-contrast palettes, readable typography, and clear visual hierarchy across all visual elements

Vendors are encouraged to include 1–3 optional creative concepts or mood boards illustrating potential styles and narrative structures.

C. Production

- Filming of live-action segments, interviews, or expert commentary (onsite or remote)
- Capture of b-roll showcasing accessible vehicle modification processes
- Collection of supporting footage, including mobility equipment, vehicle assessments, and service provider interactions

D. Post-Production

- Editing of all raw footage into a polished, cohesive educational video
- Creation of on-screen graphics, titles, and animated elements
- Integration of research data, diagrams, and learning content (if applicable)
- Development of motion-graphic templates for consistency across styles
- Delivery of multiple run-time cuts if requested (e.g., full length + shorter social versions)

E. Accessibility Requirements

All content must meet or exceed **WCAG 2.1 AA** standards, including:

- Open captions
- ASL interpretation
- Audio description of visual elements
- High-contrast graphics
- Keyboard-navigable digital player (if applicable)
- Fully accessible transcript

F. Final Video Outputs

- MP4 and web-optimized formats
- Social-media-ready versions (e.g., square or vertical formats)
- All editable project files (Premiere, After Effects, animation assets, etc.)

4. Project Timeline

- **RFP Release:** December 12, 2025
- **Questions Due:** December 22, 2025
- **Proposals Due:** December 31, 2025
- **Vendor Selection:** January 9, 2026
- **Kickoff Meeting:** January 13, 2026
- **Video Production:** January 14 – March 1, 2026
- **Final Deliverables Due:** March 20, 2026

5. Budget

Proposals should include a detailed budget with line items for pre-production, production, post-production, accessibility services, travel (if any), and optional add-ons. NDI welcomes cost-efficient approaches while ensuring high-quality, accessible output.

6. Proposal Requirements

All proposals must include the following:

1. **Company Profile** - Overview of business, years in operation, and primary services. - Description of experience producing accessible educational videos.
2. **Project Understanding & Approach** - Narrative demonstrating comprehension of goals, audiences, and deliverables. - Proposed creative direction and production process.
3. **Work Samples** - At least three examples of similar educational or accessibility-oriented videos.
4. **Team Qualifications** - Names, roles, and experience of staff assigned to the project.
5. **Project Schedule** - Draft timeline with key milestones.
6. **Budget & Pricing** - Detailed cost breakdown.
7. **References** - At least two clients for whom the vendor has completed similar work.
8. **Attestation** - Entity is not organized under the laws of, and does not have a principal place of business in, a foreign country.
9. **Certification** - Entity certifies that to the best of its knowledge and belief that neither it, its principals, nor any individual to be supported by this proposal:
 - Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
 - Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in

connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

- Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses identified in this certification; and
- Have not within a three-year period preceding this proposal had one or more public transactions (Federal, State or local) terminated for cause or default.

7. Evaluation Criteria

Proposals will be evaluated on the following:

- Understanding of the project and NDI's mission.
- Demonstrated experience with accessible video production.
- Quality of previous work.
- Soundness and creativity of proposed approach.
- Cost effectiveness.
- Ability to meet timeline and deliverables.

8. Submission Instructions: Questions and Proposals

Please submit proposals electronically to:

LaShawn N. Douglas

Director, Marketing and Communications

Ldouglas@ndi-inc.org

Subject Line: *RFP Submission – Accessible Vehicle Video*

Submit all materials in PDF format.

Incomplete proposals may not be considered.

9. Additional Notes

NDI reserves the right to:

- Reject any or all proposals.
- Request additional information from any applicant.
- Modify the scope of work based on available funding or project needs.

NDI looks forward to partnering with a production team committed to accessibility, inclusion, and educational excellence.