



Monterey One Water

ADDENDUM NO. 1 (Responses to Proposed Questions)

Request for Proposals

for

PUBLIC OUTREACH VIDEO PRODUCTION PROJECT

PROPOSAL SUBMITTAL DUE DATE

Friday, October 26, 2018, 5:00 p.m. PST

TO

Rachel Gaudoin,
Public Outreach Coordinator
rachel@my1water.org

ANSWERS TO QUESTIONS RECEIVED:

1. Can companies from Outside USA can apply for this? (like, from India or Canada)

Yes, firms from outside the US can apply, but all proposals must be in US dollars and include all expenses and required taxes.

2. Whether we need to come over there for meetings?

Meetings can be conducted on phone or via video conferencing.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

No. Most recording must be done on site at our facility.

4. Can we submit the proposals via email?

See RFP for answer.

5. Do you have an idea of what part or subject of the video may require animation?

Animation is not likely to be required in the phase one video. Indicating an hourly range for future animation is sufficient. We understand there is a spectrum of possibilities.

6. Is it still viable to use employees for casting? Would there be a need to use actors and how many? I know this is dependent on the script but without a script it's harder to give a set price regarding actors and animations. Is there an outline?

It is possible to use Monterey One Water employees as video "actors."

The script is to be developed in conjunction with the chosen firm.

7. Is the cost proposal to be submitted only for Phase 1 and not future projects?

A proposal with detailed cost breakdown is only required for phase 1. For phase 2, an understanding of your hourly or day rates should be submitted. Depending on the element, a range is acceptable in this section since future video details have not been provided yet.

8. Is this casting for a host of video only? If this is to be casted talent - does the M1W seek non-union or SAF AFTRA Union talent?

We will first look to our current employees to support any casting needs. If we cannot achieve the desired outcome internally, either casted talent is fine. In phase 1, the only casted talent would be voiceover.

9. Does the casting include other supporting characters for the video if so how many?

The focus of the phase 1 video is to showcase our agency, supporting character casting is not anticipated

10. Is this casting for voice over of video only? Does the M1W seek non-union or SAF AFTRA Union talent for voice?

See question 1 above

11. Is the casting internal - meaning casting for existing employees of M1W? If so, what assumptions may we make about process - will M1W allocate employee time and/or a location within M1W to host a casting for the video?

M1W will handle all necessary coordination to choose featured employees and allocate employee time

12. Will M1W provide any source files for the creation of animations such as BIM files, CAD files or other digital assets that may be used as a foundation for creating accurate animations?

M1W will provide digital assets as a foundation when available or provide examples when digital assets are unavailable

13. Does M1W seek to create 2D or 3D animations? For reference the files provided as examples from Orange County are 2D Motion graphics only.

In phase 1, 2D motion graphics only; future projects will primarily be 2D as well

14. Hourly rates may be provided for professional camera, audio, lighting post editors, writers, producers and other roles - do you want a schedule by role of these hourly rates? Some roles require a minimum half day or full day rate and are not contracted hourly. Is it permissible to submit day rates for selected roles?

Yes, please provide a schedule by role of hourly or, when applicable, day rates

15. Equipment usage is typically charged as a day rate. For example a Drone or Camera System is costed by the day -do you want to see a schedule of appropriate equipment rates as well for additional capture?

Yes, all costs should be included in the proposal, including any required equipment usage. Costs that are not incurred hourly can be broken down by day or other appropriate measure.

16. Do you have a target budget in mind? There are many possible ways to design this project and we are confident we can give you the best value for any approach, but to make the proposal relevant and compare-able to others, it would be most helpful to know what budget range we're all aiming for.

We do not have a target budget in mind. Video production is new to our outreach portfolio, and we'd like to understand what it will take to produce videos similar in quality and concept to the samples provided on page 4 of the RFP.

17. You will show this program online and from computers during live presentations. Are there any other distribution venues you may employ? Broadcast television? Movie theater? DVD or Blu-ray? (Broadcast TV would like to have closed-captioning included, and TV, DVD/Blu-ray or theater distribution would enjoy 5.1-channel surround sound, all of which we can provide if it were useful, but would be a waste if you never used it.)

We do not plan to use the video in other formats like broadcast tv, movie theaters, or DVDs.

18. Is this to be produced in English only, or do you need additional languages?

For this RFP, English only. In the future, we're likely to add Spanish to the offerings.

a. If you needed additional languages, would subtitles suffice, should all the voices be dubbed, or a combination thereof? N/A

b. Should the video production company take care of all translations? N/A

19. Your RFP talks about casting. Did you envision a professional on-camera host or any other on-camera professionals? (Otherwise, a professional voiceover narration seems appropriate for this project.)

We do not need an on-camera host or other on-camera professionals.

20. Did you envision on-camera interviews with any Monterey One Water employees or any other officials or experts? If so, can you assist in scheduling these people?

Yes, interviews with employees will be needed and Monterey One Water will handle all coordinating and scheduling.

21. Do you expect video recording to be needed at locations other than The Regional Treatment Plant in Marina, CA? If so, where and what?

Potentially. Other locations would include pump stations (located throughout the Monterey Peninsula), our administrative office (located in Monterey), or areas we service (located throughout the Monterey Peninsula and Salinas). All potential locations are about a 20-minute radius from our Regional Treatment Plant.

22. Under Phase 2 of Proposed Budget and Explanation, how would you like the hourly rate broken down for future projects? i.e. a general hourly rate that should include all services and expenses, or broken down line items that include the breakdown of different positions and services?

When possible, break costs down by different positions and services. Depending on the element, a range is acceptable in this section since future video details have not been provided yet.

23. When identifying key staff who will be working on this project, would you like a formal resume of their experience or more so a bio of their works and credits from IMDb?

An informal bio is sufficient.

24. Lastly, would you like submitted RFPs to be included in one pdf document, or separate pdf documents following the Proposal Requirements?

One PDF document please.