



Monterey One Water

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

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1. Introduction

Monterey One Water (M1W) provides wastewater treatment services to over 250,000 people in Castroville, Del Rey Oaks, Marina, Monterey, Moss Landing, Pacific Grove, Salinas, Sand City, and Seaside. Formed due to the Clean Water Act of 1972, M1W has been a regional resource in wastewater treatment for decades.

The Regional Treatment Plant, located north of the city of Marina, Calif., processes about 18 million gallons of wastewater each day; produces more than 4 billion gallons of recycled water annually for crop irrigation; and starting in 2019, will help diversify the area’s water supply through advanced purified recycled water production and groundwater recharge. By providing cooperative water solutions for the community, M1W is protecting public health, water supply sustainability, and the environment.

In order to better communicate what happens at Monterey One Water and how the Agency serves the community, M1W is seeking a video production firm to develop a multi-phase branded video series.

2. Scope of Work

M1W is seeking proposals for a multi-phase video production project to educate customers and the public on wastewater treatment and water recycling.

Services related to this RFP and specific tasks associated with the services include and are not limited to:

- Assist in writing an effective and informative script
- Storyboard the project ensuring agreement on all scenes and narrative
- Provide creative and casting direction
- Record all needed footage
- Create or coordinate any additional graphics needed
- Animate scenes where live footage cannot be accessed or is not as effective
- Edit and produce a final video which meets all design and informational needs of M1W

3. Project Description

Phase one will be implemented in the 2018-19 fiscal year. Subsequent phases are optional and dependent on successful implementation of phase one, review by the Agency, and budget considerations.

Phase 1

Project: “An Introduction to M1W” Video

Length: 1-2 minutes

Primary Objectives:

- 1) Develop the first video in a branded series that gives an overview of the Agency, including:
 - Type of agency (wastewater)
 - Mission/vision/values
 - Who we serve and our role in the community
 - What do we do with wastewater (effluent, irrigation, groundwater)

- 2) Record/Generate all footage to support the video, including:
 - Scripted interviews
 - Facility action shots
 - Aerials
 - Infographic/schematic animation
 - B-roll

- 3) Edit and produce an informative video to be used as a resource in the M1W Outreach Plan. Usage will include:
 - Website
 - Social media
 - Digital grant submissions
 - Classroom presentations

Audience: General public and those with little background on the Agency

Resulting Action: Contact M1W for a tour, stay connected on website/social media, or gain a better understanding of the treatment and reuse of wastewater

Additional Phases

Following a successful completion of phase 1 – and when budget allows – additional branded videos are needed to continue telling the M1W story.

Ideas for additional video include:

- Online tour of the Regional Treatment Plant*
- Onboarding video to help new hires have a successful transition to the M1W team*
- Background/history of the Agency
- What is seawater intrusion?
- Annual State of the Agency from the General Manager
- Project summary: CSIP (tertiary recycled water for agriculture irrigation)
- Project summary: Pure Water Monterey (advanced water purification)

**High priority videos; more detailed content required for these should help limit amount of new footage needed for remaining videos.*

Design Examples

The inspiration for this project came from a series produced by an agency in Orange County. Links to a selection of videos from this series are provided here:

- <https://www.youtube.com/watch?v=2ioICID94C8>
- <https://www.youtube.com/watch?v=5kpL4FwgMkg>
- <https://www.youtube.com/watch?v=e6I-G7y9gAQ>
- <https://www.youtube.com/watch?v=PdDCpPEnviz>
- <https://www.youtube.com/watch?v=NhujUm2vrhY>

What We Like: Overall feel, branded, consistent/repeated graphic designs, tone of music, simple and to the point, not overly complicated, combination of graphics and footage

4. Submission of Proposals

It is the responsibility of each prospective firm to review all RFP documents and to verify the completeness of the documents before submitting a proposal. Any Addenda will be posted online. It is the responsibility of each prospective firm to check online through the final date for proposal submission for any applicable addenda or updates.

Below is the RFP response timeline. Specific project timelines will be developed with the successful respondent after selection.

Request for Proposal Issued	September 28, 2018
Requests for Clarification Due	October 19, 2018, 5:00 p.m. PST
Proposals Due	October 26, 2018, 5:00 p.m. PST
Follow Up Interviews (if needed)	November 1-2, 2018
Notification of Award	November 16, 2018

Proposal Requirements

If your firm intends to respond to this RFP, proposals are due by Friday, October 26, 2018, 5:00 p.m. PST. Proposals must be sent in pdf format and include the following components:

- 1) Cover Letter: Provide a rationale for selecting your firm including a company profile, relevant experience, and why your firm is equipped to execute the project
- 2) Development Plan:
 - a. Describe how your firm will address the scope of work and specific project details
 - b. Provide insight into the creative and production process of the firm
 - c. Identify key staff who will be assigned to the project and describe their relevant experience
- 3) Examples and References:
 - a. Include links to relevant work samples
 - b. Provide two references for similar projects, including contact names and telephone numbers and emails
- 4) Timeline: Develop a time schedule for the completion of the key stages of the video production process for phase 1 of the project
- 5) Proposed Budget and Explanation:
 - a. Phase 1: Personnel; required equipment; costs related to production and editing; travel; indirect costs and any additional direct costs
 - b. Phase 2: An hourly rate for future projects
 - c. Confirmation of liability insurance

Proposal Requirements cont.

Proposals are to be submitted electronically by October 26, 2018, 5:00 p.m. PST to:

Rachel Gaudoin, Public Outreach Coordinator
rachel@my1water.org

Any proposals sent by another means will not be accepted. Proposals shall remain valid for 100 days after the due date.

Questions

Questions regarding this RFP must be submitted by October 19, 2018, 5:00 p.m. PST to:

Rachel Gaudoin, Public Outreach Coordinator
831-645-4623 or rachel@my1water.org

If the questions are deemed necessary to provide clarification, an Addendum will be posted to the following site five (5) days prior to the submission deadline:

http://montereyonewater.org/facilities_project_opportunities.php

5. Review Process

An evaluation committee will review each proposal for completeness and content. The Agency reserves the right to reject any and all proposals and to reissue its request for proposal.

- 1) Demonstrated ability to perform the creative services described;
- 2) Experience, qualifications, and expertise;
- 3) Quality of work as verified by references;
- 4) Costs cost explanations relative to the scope of services;
- 5) A demonstrated history of providing similar services to comparable entities;
- 6) Willingness to accept the Agency's contract terms; and
- 7) Any other factors the evaluation committee deems relevant.

When such criteria are used for evaluation purposes, the basis for scoring will be clearly documented and will become part of the public record.

General Information

- Proposers are encouraged to review this RFP carefully in its entirety prior to preparation of its proposal. M1W reserves the right to verify all information submitted in a proposal.
- Waiver of Irregularities. M1W reserves the right to waive any informalities or irregularities in this RFP process, or in any proposal.
- Addenda. M1W reserves the right to revise the RFP documents. Any changes to the requirements will be made by written addenda to this RFP. Failure to acknowledge all posted addenda may cause a proposal to be deemed non-responsive to this RFP and be rejected without further evaluation. Any addenda will be issued at least three working days before proposals are due.
- The issuance of this solicitation does not constitute an award commitment on the part of the Agency, and the Agency shall not pay for costs incurred in the preparation or submission of proposals. All costs and expenses associated with the preparation of this proposal shall be borne by the proposer, and all materials submitted with a proposal shall become the property of M1W.

M1W may retain all proposals submitted and may use any idea in a proposal regardless of whether that proposal is selected.

- Only one final proposal is to be submitted by each proposer. Multiple proposals will result in rejection of all proposals submitted by the proposer.
- No amendment, addendum or modification will be accepted after the deadline stated herein for receiving proposals. Proposer may modify or amend its proposal only if M1W receives the amendment prior to the deadline stated herein for receiving proposals.
- M1W will not be responsible for proposals that are delinquent, lost, or incorrectly submitted.
- Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. All proposals shall be available for public inspection at the conclusion of the selection process.
- No agreement with the Agency shall have any effect until a contract has been signed by both parties, including providing required liability insurance.
- The successful proposer will ensure all persons performing services under the Agency's contract is paid in compliance with local, state, and federal wage requirements.