



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.



Monterey One Water

ADDENDUM NO. 1 (Responses to Proposed Questions)

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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.