



# REQUEST FOR QUALIFICATIONS FOR PROFESSIONAL SERVICES

## Videos for the Carson River Watershed

### Introduction:

Carson Water Subconservancy District (CWSD) is seeking professional services for two distinct video projects:

Project 1: Develop four public relations videos highlighting floodplains as community assets. The videos will be used in various community and public outreach programs to educate the community on the benefits and importance of protecting our floodplain from development.

Below are links to videos created in the Midwest that discuss the importance of protecting the floodplain to various audiences. CWSD would like to adapt these examples to the Carson River Watershed. The focus for CWSD will need to include the critical role agriculture plays in keeping the floodplain open within the Carson River Watershed. Less relevant aspects of the example videos, such as the focus on city development, can be minimized and adapted to our more rural setting. These videos will be aired either as informational or public service announcements (PSA) on television, radio and social media. Each video will address a different audience on why it is important to protect the floodplains from development. The four audiences include:

- Public – “Floodplains as a Community Asset” provides examples of desired videos; however, CWSD videos must also include video footage from the Carson River Watershed: <https://www.youtube.com/watch?v=UPdSlp0Lcyk>
- Policy Makers/Public Officials – Floodplains as a Community Asset/Officials: <https://www.youtube.com/watch?v=uUswSHIXUUI>
- Developers – Floodplains as a Community Asset/Developers: <https://www.youtube.com/watch?v=CVIF2rquGO0>
- Agricultural Producers



## Project 2: Update Carson Water Subconservancy District (CWSD) Video

In 2008, CWSD created an 11-minute video to acquaint individuals with our work as a regional watershed agency. The video is currently used in presentations and on our annual bus tour. Although much of the historical portions of the video are still relevant, the video needs to be updated to include work done since 2008 and be put into the appropriate video and audio format.

### **General Scope of Services:**

The selected consultant will work with CWSD to develop a more detailed scope prior to entering a professional service contract. The scope of work will include both projects, but a separate work order will be drawn up for elements of Project 1 and 2 outlining the subject matter and materials such as live footage, photographs, images, graphics, length of video, opening and closing credits, scripts, voice-over, etc. The contract will include both projects; however, billing invoices need to be itemized per project.

### **Description of Services for RFQ:**

1. Floodplains as Community Assets - Public Relations / Public Service Announcement (PSA) / Videos:
  - A. The production of a series of broadcast quality videos consisting of four public relations videos about floodplains as community assets. Each video will have similar beginnings, but will be specific to audiences (public, policy makers/public officials, developers, and agricultural producers). The videos will be used in various community and public outreach programs to educate the community on the importance of protecting the floodplains from development and realizing them as community assets. The video for the public should be completed as a 30-second PSA and the videos to the other audiences can be 1-2 minutes in length. Each video should work well either visually or audibly.
  - B. The videos will incorporate a script which will initially be developed by CWSD and professionally reviewed and finalized with the contractor.
  - C. The contract will include voice-over services. Voice-over services may be in-house or subcontracted. CWSD must be involved in the selection process and concur with the selection of the final candidate for voice-over services.
  - D. For each video the contractor's scope of work will be developed that includes:
    - a. Filming (including travel and set up)
    - b. Film and Script Editing (including capture, graphic design, credits, titles, render/burn, and script)
    - c. Narration/voice-over and miscellaneous services
    - d. Video Format - .MP4, with a Minimum Display size 1920x1080 HD; 30 FPS
    - e. Separate Audio - .WAV, 160 kbps, 48 kHz, stereo.
  - E. Please provide:
    - a. Two examples of similar public outreach campaigns
    - b. An example of the process to create video with a proposed project timeline.

**Deliverables:** Four separate videos and one consolidated version. The contractor will provide digital and CD copies of the four separate videos and the one consolidated videos by August 2017.

2. Update Carson Water Subconservancy District (CWSD) Video:

In 2008, CWSD created a video that introduces its work as a regional watershed coordinating entity in the [Carson River Watershed](#). This video has been used in various community and public outreach programs to educate the community on CWSD's work. The videos will incorporate a script which will be initially developed by CWSD and professionally reviewed and finalized with the contractor.

- B. The contractor will include voice-over services. However, CWSD must concur with the selection of the voice-over performer.
- C. For each video the contractor's scope of work will be developed that includes:
  - a. Filming (including travel and set up)
  - b. Editing (including capture, graphic design, credits, titles, and render/burn)
  - c. Narration/voice-over and miscellaneous services

**Deliverables:** One 11–15 minute CWSD Overview video. The contractor will provide digital and CD copies of the video on or before January 2018.

## Selection Process

A selection committee will evaluate the RFQs. The committee will be comprised of staff from CWSD. The committee will select a consultant for contract negotiation based on the following point formula:

- General Information (20%)
  - Provide a general description of the company and/or team that is proposing to provide services, including all sub-consultants;
  - Provide an organizational chart showing key personnel. For each key person, provide the following information:
    - Percentage of time that each person will be committed to the project
    - Length of time with the firm
    - Applicable professional registrations and education.
- Project Team experience with similar projects in western Nevada including experience with PSAs and government public outreach (40%):
  - Provide a list of similar projects on which the project team has experience. For each referenced project, please provide the following information:
    - Description of the project, including project name and location
    - Project owner and/or client information
    - Role of the firm, including a description of the services provided
    - Role of each key team member who worked on the reference project and the percentage of time spent by each key team member on said project

- Approximate dates services were provided
  - Link to example finished videos
  - Reference information - two (2) contacts, including current telephone numbers per project.
- List current workload of project team and indicate ability to start immediately and complete project within specified timeline (20%):
  - Provide a table/list that summarizes the current major assignments of all key team members, percentage of time committed to each assignment, anticipated end date of major assignments, and percentage of time to be committed to this project. Also, include a statement as to when the team would be available to start work on this project.
- Innovations proposed to produce videos (20%):
  - Identify any technical innovations that may be incorporated and /or innovative approaches that will be used in executing the work. Also, discuss the particular expertise your firm/team offers and how you propose to use that expertise to the benefit of CWSD to add value to the project.

During evaluation, the committee reserves the right to request additional information for clarification from the Consulting Firm, or to allow for corrections of errors or omissions.

**Selection and Negotiations**

CWSD will enter negotiations with the selected firm and execute a contract upon completion of negotiation of fees and contract terms. If CWSD is unsuccessful in negotiating a contract with the best-qualified firm, CWSD may then negotiate with the second or third most qualified firm until a contract is executed, or may decide to terminate the selection process.

**Project Timeline**

At the discretion of the committee, additional information and/or oral interviews of the top-rated project teams that are deemed qualified by the committee may be requested. The committee may also select a consultant based solely on the RFQ.

Proposals due to CWSD by:	January 6, 2017
If necessary, interviews of pre-selected firms will be conducted by:	January 13, 2017
Selection Committee will make its recommendations on or before:	January 17, 2017
Authorized to proceed by CWSD Board of Directors:	February 15, 2017
Project 1 completion no later than:	August 16, 2017

**Submittal Content**

The proposal, including cover letter, shall not exceed 10 one-sided pages. Resumes of key personnel, including project manager, and related information and company brochures are not counted in the page count and should be attached as an appendix.

**Submittal Deadline**

To be considered for selection, please submit two (2) hard copies and a digital copy of your proposal to the address below by 2:00 p.m. January 6, 2016.

Carson Water Subconservancy District  
777 E. William Street, Suite 110A  
Carson City, NV 89701

**Withdrawal of RFQ**

Request to withdraw RFQ received after the time and date set for opening and acknowledging RFQ will not be considered.

**Objection by Unsuccessful Proposer**

Any firm who is not selected by the committee may file a written objection to CWSD. Any objection shall be submitted to CWSD a minimum of five (5) days prior to the CWSD Board of Directors meeting where action on this RFQ will be heard. Any late objection will be rejected.

**Minority and Women own businesses are encouraged to submit proposals.**