

**CITY OF FEDERAL WAY
Request for Proposals**

I. PURPOSE OF REQUEST.

The City of Federal Way ("City") is requesting proposals for the purpose of creating a video to raise the visibility of the Storming the Sound with Salmon ("SSS") program and new Low Impact Development ("LID") curriculum among Puget Sound school districts in order to educate more children about the connection between surface and storm water runoff, the health of Puget Sound, and salmon habitat. The City's needs are outlined in the following Scope of Work. The budget for this project is between \$15,000 and \$18,000.

II. TIME SCHEDULE.

The City will follow the following timetable, which should result in a selection of a firm by October 16, 2017.

Issue Request for Proposals	9/29/17
Deadline for Submittal of Proposals	10/6/17
Preliminary Selection of Firm	10/13/17
Notify Firm Chosen	10/16/17

III. INSTRUCTIONS TO PROPOSERS.

A. All proposals should be emailed to:

Katherine Straus, Public Education and Outreach Coordinator
Katherine.Straus@cityoffederalway.com

Or mailed to:

Katherine Straus
33325 8th Ave S.
Federal Way, WA 98003

B. All proposals must be received by 5:00 p.m. on October 6, 2017. Proposals can be mailed or emailed but faxed or telephone proposals will not be accepted.

C. Katherine Straus will notify the firm selected by October 16, 2017.

D. All proposals must include the following information:

- The names of individuals from those firms who will be working on the project and their areas of responsibility.
- Specific experience of individuals relative to the proposed project.
- A proposed outline of tasks, products and project schedule identifying key milestones with completion December 30, 2017, including the number of hours required to complete each task or product.
- A proposed budget based on the proposed outline of tasks, products and schedules.
- At least 3 references from previous projects.

IV. SELECTION CRITERIA.

<u>Factor</u>	<u>Weight Given</u>
1. Responsiveness of the written proposal to the purpose and scope of service.	25%
2. Service Provider's familiarity and experience working on municipal stormwater marketing and/or video projects.	30%
3. Price.	20%
4. Ability and history of successfully completing contracts of this type and meeting projected deadlines.	25%
<u>Total Criteria Weight</u>	100%

Each proposal will be independently evaluated on factors one through four.

V. TERMS AND CONDITIONS.

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

- B. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.
- D. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the City, the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
- E. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP. A copy of the contract is included for review and shall include requirements to comply with ADA, Civil Rights Act, and EEO requirements. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the City Attorney's office.
- F. The Recipient, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- G. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
- H. The City and School District reserve the right to approve contractor staff who are entering school district property.
- I. The RFP will be advertised on the City's website for 7 calendar days.

VI. SCOPE OF SERVICES.

A. Service Provider will create a professional standalone video, integrating clips of SSS classroom activities and field trips, and interactive demonstrations of LID elements within the region. Video will include commentary demonstrating the relationship between surface water quality and infiltration using the Green/Duwamish watershed as a case study. Video will be used to raise visibility of the SSS program and new LID curriculum among Puget Sound school districts in order to educate more children about the connection between surface and storm water runoff, the health of Puget Sound, and salmon habitat.

B. Ultimately, the video will be targeted for Puget Sound area educators and environmental outreach coordinators. The target audience for the subject video will include:

Primary (those targeted for ultimate change in behavior):

- Third grade teachers in Federal Way
- District science coordinator and school administrators

Gatekeeper (those that can prevent the primary audience from taking the desired action):

- School district science coordinators
- Elementary principals

Influencers (those that can influence the primary audience to take the desired action):

- Non-profits that work with schools
- Parents
- Municipalities

C. The final video product will be in a format (or formats) that can be distributed as follows:

- E-mail link to video to all third-grade teachers
- E-mails to electronic mailing lists
- Posts on Facebook pages that reach teachers/schools
- Post video on YouTube

D. The City of Federal Way and partners will work with the consultant to provide logistical and technical assistance that includes a creative brief, video topic guide, script writing, securing filming locations, equipment, and interviewees. The City will also be available to provide direction for technical accuracy.

E. Review: The video must be made available to be watched by City Staff at a minimum of two stages during the editing process and before each video is

complete. City Staff will review and provide responses and guidance back to the consultant within 5 business days. The first stage viewing will occur at the rough cut stage, before all titles, effects, voiceover, and music have been arranged. Any necessary changes will be made at that point. At least one viewing will occur at the final cut stage when all titles, simulated graphics, and voice-overs will be added as well as any changes from the first viewing.

F. It is anticipated the video will be in a documentary format with a voice-over narration accompanying the visuals, with occasional in-person demonstration and/or interview snips. The video is anticipated to be less than five minutes. The overall tone of the video shall be persuasive and informative. The production elements are expected to include:

- Voice-over narration.
- Interviews and testimonials from teachers, school administrators, City staff, and students.
- Footage of students on a field trip, within the boundaries of the City of Federal Way, using the LID curriculum.
- Footage of students at school taking care of a salmon tank.
- Incorporate footage of LID elements at Town Square Park, or similar areas in the region to demonstrate the connection between LID, water quality, and the SSS program.
- Music.
- Footage of stormwater runoff.
- Footage of salmon in the natural environment.
- Video editing.

G. The Contractor will provide the raw footage to the City and the City will have full ownership of video and footage when project is complete. Deadline for finished product is on or before December 30, 2017.

VII. COMPENSATION.

A. Please present detailed information on the firm's proposed fee schedule for the specifications proposed and for any variation for non-routine services, inclusive of Washington state sales tax and any other applicable governmental charges. Please provide specifics as to definitions of routine versus non-routines tasks, what is fixed as opposed to variable, and how

costs are adjusted according to that classification.

- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

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