



Request for Proposal PSA Filmmaker

Deadline to submit proposal: September 5, 2014

Background & Objective

As part of its Community Partnership Grants program, the Los Angeles Department of Water and Power (LADWP) awarded The Bay Foundation (TBF) a grant to promote energy efficiency and water conservation to creatively reach diverse communities, encouraging them to reduce their energy and water consumption through rebates, incentives, and conservation measures. Complementing this grant, TBF will utilize current organizational partnerships by working in conjunction with a grant already secured through the Metropolitan Water District of Southern California's Innovative Conservation Program (MWD-ICP).

As part of this grant, TBF will produce Public Service Announcements (PSAs) that will focus on home and business retrofitting, lawn replacement with rain gardens and drought tolerant plants, and rainwater harvesting techniques for maximum energy and water conservation.

The Bay Foundation (TBF) is a 501(c)3 non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay watershed and local coastal waters. The Foundation is the non-profit partner of the Santa Monica Bay Restoration Commission, raising and expending funds for research, education, planning, cleanup efforts and other priorities identified in the Bay Restoration Plan. As advocates for the Bay, TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and scientists, to implement innovative policies and projects that clean up the waterways, create green spaces and natural habitats in the Los Angeles region.

Services Required

- Develop & produce three, 1-2 minute Public Service Announcements (PSA)

Scope of Work

Contractor is expected to shoot, edit, and finalize, in an appropriate format, three video PSAs development based on the partnership activities.

Films should appeal to a broad cross-section of Los Angeles residents; homeowners are the

primary audience and younger viewers are a secondary audience.

Films should be designed to:

1. Create **attitude** change
2. Lead to active **behavior** change
3. Inspire viewers to want to **convert** other community members to change

Films will be shot in English. A Spanish voice-over may be used for a second edition of the same project to deepen connectivity in the Spanish-speaking community. Translations will be provided. Bilingual support will be provided to filmmaker during editorial process.

Contractor/s may be hired to film one, two, or three of the following PSAs and may submit a proposal for any combination thereof:

1. **PSA will focus on home retrofitting for energy conservation**
2. **PSA will focus on the installation of other rain water harvesting techniques such as rain barrels, cisterns, disconnecting downspouts, and curb cuts.**
3. **PSA will focus on the energy and water conservation benefits of replacing lawns with rain gardens and drought tolerant native plants**

Videos will be filmed based on the development and installation of the MWD-ICP projects.

Budget

\$12,000 - 15,000. *[if filmmaker is chosen for all three]*

\$4,000 - 5,000. *[if filmmaker is chosen for one]*

Please provide cost of services. Include labor, supplies cost, etc.

Timeline

Proposals must be received by: **September 5, 2014**

Winning contract(s) will be contacted by: **September 26, 2014**

Go-Live date Film 1: **October 31, 2014**

Go-Live date Film 2: **February 14, 2015**

Go-Live date Film 3: **April 1, 2015**

Proposal

1. Name + contact information of filmmaker with resume and/or bio.
Include name, contact information of any key crew, if any, with resume and/or bio.
2. 3-5 professional references.
3. Detailed budget breakdown for each PSA for which filmmaker would like to be considered.
4. Detailed draft schedule for each PSA for which filmmaker would like to be considered.
Use "Day 1, Day 2..." rather than specific calendar dates.
5. Brief description of concept content (500 words or less) for each PSA for which filmmaker would like to be considered; as little as one sentence but no more than a page.
6. Optional: casting commitments can be included if available, not required.

7. 1-3 media samples or a reel; total content should not exceed twenty minutes.

Note: Filmmaker must be willing to be available for press interviews after project is complete.

Submission Process

Electronic submittal of proposal is preferred; youtube or interdubs or vimeo are acceptable; files can be sent directly by email if size permits or will be coordinated through online file sharing. As an environmental non-profit organization, we use green practices whenever possible.

Please submit a complete proposal (details above), 1-3 media samples and/or a reel, and quote for services to Rod Abbott (contact information below). The Bay Foundation is an equal opportunity employer.

Primary Contact

Rod Abbott, Outreach Coordinator, The Bay Foundation
rabbott@santamonicabay.org, 310-417-3962 office, 310-400-4531 cell