



## **Request for Proposals – Educational Video Filmmaker**

### **Background & Objective**

The Los Angeles Department of Water and Power (LADWP) awarded The Bay Foundation (TBF) a grant to promote energy, water, and natural gas conservation throughout Los Angeles Unified School District (LAUSD) as part of its Outreach and Community Partnership Program Grants for School-Based Educational Activities. The goal of this project is to promote conservation through a diverse array of outreach strategies. TBF will directly engage LAUSD middle school teachers and students (grades 6 through 8) about conservation needs and solutions through engaging materials and incentives, such as infographics, story maps, and an educational video.

### **Services Required**

The contractor will create one **5 to 10 minute educational video for TBF**. The video will communicate the importance of energy, water, and natural gas conservation and is aimed at educating middle school youth. In addition, the video will make a connection between conservation needs and solutions. The contractor shall develop creative concept(s) for all components of the project. The video will be shown in classrooms and to teachers and will be made publicly available.

### **Scope of Work**

Contractor is expected to script, shoot, edit, and finalize, in an appropriate format, one educational video based on the subject of energy, water, and natural gas conservation. The video will provide an overview of Los Angeles's energy, water, and natural gas systems, simple "how-to" conservation strategies, and additional resources. Staff and partners will provide the required topics and technical detail, but the script, tone, theme, and presentation will be provided by the filmmaker – creativity and humor are encouraged. The audience will be Los Angeles Unified School District middle school students (grades 6 through 8), and will be used by teachers for lesson planning or as a standalone to be shown to students directly.

The scope of work shall include the following tasks:

- 1) Stage 1: Concept Development – Contractor shall develop three written creative concept alternates for the educational video from which TBF will select the final. Concept statements shall include a few paragraphs describing the idea and execution.
- 2) Stage 2: Video Script Development – Contractor shall develop educational video script with editorial input and review from TBF based on the final chosen concept statement.
- 3) Stage 3: Production – Contractor shall produce an educational video of approximately 5-10 minutes with editorial input and review from TBF. Final deliverable shall be for television and website ready files, as well as a digital backup (DVDs).

### **Budget**

Maximum Funding Available: \$7,000.

Please describe proposed budget and provide information for each of the following categories: concept development, video script development, production, project management, and other



categories not listed but necessary to complete this contract. Proposed budgets equal to or less than \$7,000 will be considered.

### **Timeline**

Proposal and budget must be received by: **November 10, 2016 by 12 PM**

Selection will be made by: **November 18, 2016**

Stage 1: Conceptual Development deadline: **November 30, 2016**

Stage 2: Video Script Development deadline: **December 11, 2016**

Stage 3: Production (Draft) due by: **January 13, 2016**

Completed By: **February 10, 2016**

### **Proposal**

1. **Title Page.** Include RFP project name and contractor information.
2. **Contractor responsibilities.** Your proposed approach to the project and brief description of concept ideas (500 words or less). Include a project timeline that corresponds to the timeline listed above.
3. **Background.** Briefly describe your background, including a resume and provide links to two media samples (or reel).
4. **Budget.** Provide detailed budget that corresponds to the budget format listed above.
5. **Qualifications.** Provide two professional references.

### **Submission Process**

Electronic submittal of proposal is preferred; YouTube, 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) to Rod Abbott at [rabbott@santamonicabay.org](mailto:rabbott@santamonicabay.org) on or **before noon on Friday, November 10, 2016**. TBF is an equal opportunity employer. Final proposals will be selected by a hiring committee.

### **Primary Contact**

Rod Abbott, Outreach Coordinator, The Bay Foundation  
[rabbott@santamonicabay.org](mailto:rabbott@santamonicabay.org), 310-873-3956 office

### **About The Bay Foundation (TBF)**

The Bay Foundation is a 501(c) 3 non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay (from the LA-Ventura county line to the Palos Verdes Peninsula) 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 Commission's *Santa Monica 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. TBF conducts research and mentors student interns and volunteers through its Center for Santa Monica Bay Studies at Loyola Marymount University ([www.santamonicabay.org](http://www.santamonicabay.org)).