



REQUEST FOR PROPOSAL (RFP)

The Bay Foundation (TBF) seeks qualified contractors to prepare a proposal for the production of two separate informative and educational videos directed towards recreational fishermen and the boating community in the state of California. One video will be regarding Marine Protected Areas (MPA) and a second regarding marine composting toilets.

Background

TBF is a 501(c)(3) nonprofit organization, Federal Tax ID# 330420271. TBF's [Boater Education Program](#) creates and distributes tools and resources to educate the boating community about environmental boating laws, proper waste disposal, and pollution prevention practices.

The focus of the MPA video is to educate the fishing and boating community about MPAs, what they are, why they exist, what activities are and are not allowed in MPAs, and where to find additional information regarding MPA laws. This project is grant-funded by Ocean Protection Council and Coastal Quest. The California Department of Fish and Wildlife must review and approve the final video and may request edits.

The focus of the marine composting toilet video is to educate the boating community about marine composting toilets and proper sewage disposal. This project is grant-funded by California State Parks Division of Boating and Waterways. Grant funders must review and approve the final video and may request edits. Here are two examples of videos approved by grant funders: https://www.youtube.com/watch?time_continue=4&v=nUo2S0FnkcU and <https://www.youtube.com/watch?v=Sdi4Nk1bzsq>

Scope of Work

For each video, separately:

1. Shoot video A-roll with good quality sound production.
2. Shoot video B-roll.
3. Find and recommend background music options.
4. Add text to video, such as: informational slides, subtitles, and closed captioning.
 - a. Competitive applicants will provide bi-lingual (English and Spanish) closed captioning services, however, it is not required.
5. Compile video, narration, and music together.
6. Complete all post-production tasks (i.e. balancing and mastering sound, editing)
7. Competitive applicants are required to provide a narrator / actor / actress.
 - a. For the MPA video the talent should be comfortable with swimming in the Pacific Ocean, being on a boat, and holding fishing gear.
 - b. Sample videos of talent must be reviewed and approved by TBF.



8. Animate and create original educational graphics to complement video subject material with direction from TBF. Modify, animate, and layer graphics on top of pre-existing images or frames to complement video subject material with direction from TBF.
 - a. Reference draft scripts (**Attachment A**) for subject material.

TBF will act as the Director, select A-roll locations, and coordinate with the selected videographer for shoot days. TBF has sole rights of video, text, and graphic content created for this project.

Timeline

MPA Video

11/09/2020	Final MPA video script submitted to the selected contractor
01/11/2021	First full draft of video due for review
01/22/2021	Receive first round of reviewer's edits and comments
01/29/2021	Second full draft of video due for review
02/12/2021	Receive second round of reviewer's edits and comments
02/19/2021	Final draft of video due

Marine Composting Toilet Video

11/12/2020	Final marine composting toilet video script submitted to the selected contractor
01/11/2021	First full video draft due for review
02/05/2021	Receive first round of reviewer's edits and comments
02/18/2021	Second full video draft due for review
03/18/2021	Receive second round of reviewer's edits and comments
03/24/2021	Final draft of video due

Budget

Each video has a separate budget provided by different grants. It is imperative that project budgets **do not overlap in any way.**

MPA video budget is: **\$6,000**

Marine composting toilet video budget is: **\$5,000**

Please specify and include in your proposal:

- Your video production experience.
- Your experience and expertise to complete the **Scope of Work**.
- Two to three sample reels of produced videos.
- Total cost and costs breakdown, including all / any applicable fees separated for each video.



- If you are offering us a discount. All discounts are tax-deductible.
- If certified as a Small Business, Disabled Veterans Business, Women-owned Business, or Minority-owned Business, and a current copy of your active certification.

Please send your proposal by October 14, 2020 to Andrea Carrassi at acarrassi@santamonicabay.org.

Questions regarding this Request for Proposal should be addressed to:

Andrea Carrassi
The Bay Foundation
acarrassi@santamonicabay.org

Equal Opportunity Employer

The Bay Foundation is an equal opportunity employer and does not discriminate because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, disability or any other federal, state, or local protected class.

Attachment A

Script (Vocals)	<i>Ideal</i> Video (Text, Graphics)	Video (Text, Graphics)	Notes
	<p>Opening drone shot of California shores with beach sounds and waves crashing. With text overlay: “Fishing in California? Get Clear on Marine Protected Areas”</p>		<p>There are at least 5-10 sites with high quality stock videos (here's a youtube video breaking some down)</p>
<p>Hey Anglers and Boaters!</p> <p>Today we’re giving you the facts on Marine Protected Areas and their regulations in California.</p>	<p>A-roll (ideal): Zoom to talent speaking as they get on a boat, preparing to go on a journey spearfishing (potentially carrying speargun and wetsuit).</p>	<p>A-roll: Talent speaking at Palos Verdes Estates Shoreline Preserve overlook.</p>	<p>Prop: Speargun and wetsuit (to get at a dive shop).</p>
<p>A Marine Protected Area, or an MPA, is an area of the marine environment that has been reserved to protect marine life, marine habitats, and cultural resources. In California, there is a network of 124 MPAs encompassing 16% of state waters. Because they are connected through the ocean, marine protected areas can help sustain, conserve, protect, and even rebuild marine life populations - including those of economic value.</p>	<p>B-roll (ideal): View from boat traveling to Abalone Cove SMCA. Then fade into talent speaking on the boat.</p> <p>A-roll (ideal): Talent speaking on a boat.</p>	<p>A-roll: Talent speaking at Palos Verdes Estates Shoreline Preserve overlook.</p>	<p>Text source: MPA Outreach and Education Guide, pg. 23</p>
<p>One of many successful examples is Point Lobos’ No-Take MPA. It was established in 1973 and monitoring results from 2012, almost 40 years later, showed that economically important fishes including lingcod, and various types of rockfish are larger and found in higher numbers in this protected ecosystem. As you know, fish don’t stay in one place for long, so successful MPAs like this could impact the health of nearby reefs and your pocket in the long term!</p>	<p>B-roll (ideal): Underwater Shots of Point Lobos SMR with banner underneath “Point Lobos State Marine Reserve in 2016”.</p>	<p>B-roll: Underwater footage / images</p>	<p>MPA Successes: Article/Fact Source (sec. 2.1.3 and 2.1.4 pg. 3-4)</p>

Attachment A

To accomplish this, MPAs have various degrees of protection. Some MPAs have laws that allow the take of marine resources, while others do not.

In 2012, California created the nation's **first** statewide marine protected area network, **and the largest** ecologically connected MPA network in the **world!**

A-roll (ideal): Talent speaking on a boat with backdrop overlooking the [Abalone Cove](#) SMCA.

A-roll: Talent speaking at [Palos Verdes Estates Shoreline Preserve](#) overlook.

MPA Successes: [Fact Source](#) (sec. 2.1.3 and 2.1.4 pg. 3-4)

Text source: CDFW & CMPA Paper Brochure

This network has been in place for just under a decade, and it includes different types of Marine Protected Areas within it, so let's break them down!

A-roll: Shot of talent talking in preferred location below (boat or beach) with a banner: **"Marine Area Types and Designations"**

B-roll: A map of California with dots of all MPA designation colors popping up along the coast.

MPA Designation Source: MPA [Outreach and Education Guide](#), pg. 30-31; [Tide Calendar](#); [CDFW](#); [CDFW Summaries](#); [CDFW's MPA Video](#)

The most common and most restrictive type of MPA is a **State Marine Reserve**. While fishing is not allowed within **marine reserves**, you may benefit from them when you fish a nearby reef.

Split screen of the narrator on boat or images/what's relevant | map is static

B-roll: Use color **red** to create a banner under talent as they speak, with **"State Marine Reserve (SMR)"**. Map shows SMRs.



i.e.

Split screen of the narrator at beach or images/what's relevant | map is static

B-roll: Use color **red** to create a banner under talent as they speak, with **"State Marine Reserve (SMR)"**. Map shows SMRs.



i.e.

Image Source: [Esri Map](#); [Arc Maps](#)

Color Key:

	C	M	Y	R	G	B	L	P	S	A	F
State Marine Reserve (SMR)	06	09	08	05	03	01	02	04	07	0A	0000
State Marine Conservation Area (SMCA)	05	07	06	04	01	02	03	04	0A	0B	000A
State Marine Reserve (SMR)	06	09	08	05	03	01	02	04	07	0A	0000
State Marine Conservation Area (SMCA)	05	07	06	04	01	02	03	04	0A	0B	000A
State Marine Reserve (SMR)	06	09	08	05	03	01	02	04	07	0A	0000
State Marine Conservation Area (SMCA)	05	07	06	04	01	02	03	04	0A	0B	000A
State Marine Reserve (SMR)	06	09	08	05	03	01	02	04	07	0A	0000
State Marine Conservation Area (SMCA)	05	07	06	04	01	02	03	04	0A	0B	000A

Table 1. Standardized color-coding for different MPA designations.

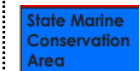
The second most common type of MPA is a **State Marine Conservation Area**. In **conservation areas**, some recreational and/or commercial take of marine resources **may** be allowed with certain gear.

Split screen of the narrator on boat or images/what's relevant | map is static

B-roll: Use color **blue** to create a banner under talent as they speak, with **"State Marine Conservation Area (SMCA)"**. Map shows SMCAs.

Split screen of the narrator at beach or images/what's relevant | map is static

B-roll: Use color **blue** to create a banner under talent as they speak, with **"State Marine Conservation Area (SMCA)"**. Map shows SMCAs.



For example, recreational hook-and-line fishing from shore is allowed at the **Bolsa Bay conservation area**, and the spearfishing of white seabass, barracudas, and yellowtail is allowed in the **Point Dume conservation area**.








Attachment A

<p>A No-Take State Marine Conservation Area, however, is more restrictive. In these conservation areas, no-take of any living, geologic, or cultural resource is allowed, except for take that is incidental to pre-existing activities and infrastructure such as dredging, beach nourishment, and water quality testing.</p>	<p>Split screen of the narrator <u>on boat</u> or images/what's relevant map is static B-roll: Use color purple to create a banner under talent as they speak, with "No-Take State Marine Conservation Area (No-Take SMCA)". Map shows No-Take SMCA's.</p>	<p>Split screen of the narrator <u>at beach</u> or images/what's relevant map is static B-roll: Use color purple to create a banner under talent as they speak, with "No-Take State Marine Conservation Area (No-Take SMCA)". Map shows No-Take SMCA's.</p>	<p>State Marine Conservation Area (no take)</p>	
<p>Another type of MPA, commonly found in the San Francisco Bay Area, is a State Marine Park. A marine park allows some recreational take but does not allow commercial take.</p>	<p>Split screen of the narrator <u>on boat</u> or images of what's relevant map is static B-roll: Use color yellow to create a banner under talent as they speak, with "State Marine Park (SMP)". Map shows SMP's.</p>	<p>Split screen of the narrator <u>at beach</u> or images of what's relevant map is static B-roll: Use color yellow to create a banner under talent as they speak, with "State Marine Park (SMP)". Map shows SMP's.</p>	<p>State Park</p>	
<p>Marine Managed Areas are also included in the MPA Network. A State Marine Recreational Management Area is a type of marine managed area where some take of marine resources and legal waterfowl hunting may be allowed.</p>	<p>Split screen of the narrator <u>on boat</u> or images of what's relevant map is static B-roll: Use color green to create a banner under talent as they speak, with "State Marine Recreational Management Area (SMRMA)". Map shows SMRMAs. Include image/video of waterfowl (option 1, option 2)</p>	<p>Split screen of the narrator <u>at beach</u> or images of what's relevant map is static B-roll: Use color green to create a banner under talent as they speak, with "State Marine Recreational Management Area (SMRMA)". Map shows SMRMAs. Include image/video of waterfowl (option 1, option 2)</p>	<p>State Marine Recreational Management Area</p>	<p>References: Waterfowl hunting species</p>
<p>Lastly, a Special Closure prohibits or restricts access in waters near seabird rookeries or resting and breeding sites for marine mammals.</p>	<p>Split screen of the narrator <u>on boat</u> or images of what's relevant map is static B-roll: Use color pink to create a banner under</p>	<p>Split screen of the narrator <u>at beach</u> or images of what's relevant map is static B-roll: Use color pink to create a banner under</p>	<p>Special Closure</p>	

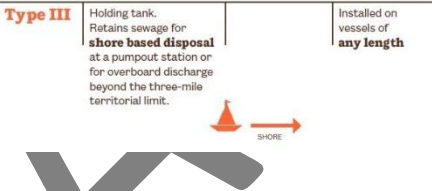
Attachment A

<p>Boating and anchoring in MPAs are allowed except if you are in a Special Closure. And, unless it is strictly prohibited, transiting through an MPA is allowed; even with fish on board. Just make sure your fishing gear is stowed.</p>	<p>talent as they speak, with “Special Closure”. Include images / video of seabirds (option 1, option 3) and mammals (whale 1, 2,).</p>  <p>I.e.</p>	<p>talent as they speak, with “Special Closure”. Include images / video of seabirds (option 1, option 3) and mammals (whale 1, 2,)</p>  <p>I.e.</p>	
<p>So, what are the penalties? Punishment for a violation of these laws would be considered an infraction or a misdemeanor with fines of up to \$1,000.</p>	<p align="center">A-roll: Talent talking in preferred location (boat or overlook), with a banner: “Laws, Penalties, and Enforcement”</p>		
<p>If you hold a commercial fishing license or operate a commercial passenger fishing boat and unlawfully take fish within an MPA, you could face fines of up to \$40,000, and imprisonment. Second offenders can be fined up to \$50,000, and imprisonment.</p>	<p>A-roll: Talent speaking on boat with pop-up of text that says the specific abbreviated code where the law comes from, “Assembly Bill No. 2369 (FGC §7857, §12000, and §12012.5) Marine Life Protection Act (FGC §2850-2863) Marine Managed Areas Improvement Act (PRC §36600-36900)”</p>	<p>A-roll: Talent speaking at Palos Verdes Estates Shoreline Preserve overlook, with Pop-up of text that says the specific abbreviated code where the law comes from, “Assembly Bill No. 2369 (FGC §7857, §12000, and §12012.5) Marine Life Protection Act (FGC §2850-2863) Marine Managed Areas Improvement Act (PRC §36600-36900)”</p>	
<p>Learn where MPAs are so you can abide by the law!</p>	<p align="center">A-roll: Shot of talent talking in preferred location,, with a banner: “Location, Location, Location”</p>		
<p>Know specific GPS coordinates for state and federal MPAs!</p> <p>There are many resources available to assist you. GPS coordinates, maps, and area-specific regulations can be found online at the California Department of Fish and Wildlife’s website.</p> <p>Remember, there are many exceptions to these rules, so be informed.</p>	<p>A-roll (ideal): Talent speaking aboard a boat anchored in Abalone Cove SMCA. On a split screen list resources: “State MPAs: www.wildlife.ca.gov/MPAs MPA Collaborative Network: http://www.mpacollaborative.org/ FishLegal App logo: </p>	<p>A roll: Talent speaking at Palos Verdes Estates Shoreline Preserve overlook. On a split screen list resources: “State MPAs: www.wildlife.ca.gov/MPAs MPA Collaborative Network: http://www.mpacollaborative.org/ FishLegal App logo:</p>	

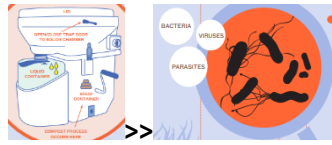
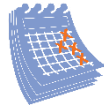
Attachment A

	<p>http://fishlegal.info/ Navionics App logo:</p>  <p>https://www.navionics.com/usa/apps/navionics-boating</p>	 <p>http://fishlegal.info/ Navionics App logo:</p>  <p>https://www.navionics.com/usa/apps/navionics-boating</p>	
Closing Remarks			
<p>Plan your fishing trip before you leave home and keep boating-friendly MPA information readily available while you're out on the water.</p>	<p>A-roll (ideal): Talent speaking aboard boat at Abalone Cove SMCA, then they turn around and proceed to grab a speargun and jump in water.</p>	<p>A-roll: Talent speaking at Palos Verdes Estates Shoreline Preserve overlook.</p>	<p>Prop: Speargun and wetsuit (to get at a dive shop).</p>
	<p>B-roll: Peaceful fishing boat anchored in background with text “The information provided here does not replace the official laws and regulations found in the California Fish and Game Code or the California Code of Regulations Title 14.”</p>		
	<p>B-roll: Peaceful fishing boat anchored in background and CDFW and California Marine Protected Areas logos, with website “wildlife.ca.gov/MPAs”</p>  	<p>Text source: MPA Outreach and Education Guide, pg. 31</p>	
	<p>B-roll: Peaceful fishing boat anchored and text “This video is funded by the Ocean Protection Council and Coastal Quest”, and logos.</p>  		
	<p>B-roll: Peaceful fishing boat anchored and text “in partnership with The Bay Foundation” The Bay Foundation logo “www.santamonicabay.org”</p>		




Attachment A

Script	Video	Notes
	Opening shot of pretty waterway and/or boats with text “Consider a Marine Composting Toilet”	Nice subtle introduction, background sound.
<p>Hi Boaters!</p> <p>Have you ever heard of marine composting toilets? Today, we’ll explore what they are, how they work, their benefits, and some of their disadvantages.</p> <p>Let’s get started!</p>	<p>A-roll: Video of talent at a selected boating community, standing on a dock.</p>	<p>Must confirm use of slip / marina</p>
<p>Marine composting toilets are considered Type III Marine Sanitation Devices.</p> <p>They meet U.S. Coast Guard “no discharge” requirements and can be installed on a boat of any length.</p>	<p>B-roll: Zoom-in to WNC page 4 that shows Type III MSD.</p> 	
<p>These toilets are entirely self-contained and waterless, serving as a convenient sewage waste disposal option.</p> <p>Let’s dive deeper into how they work.</p>	<p>A-roll: Zoomed-in shot of talent’s face with banner “Marine Composting Toilet: How do they work?”</p>	
<p>Structurally, this system is designed to separate liquids from solids. It has a urine diversion system and a handle-operated trap door for solids.</p> <p>The solids sit in a removable lower chamber that is mixed with peat moss, sawdust, or coconut husk fibers. The liquids sit in a separate removable chamber.</p>	<p>A-roll: Talent breaking down the MCT and displaying it in parts (outside of the boat, on the marina slip). Talent then puts it back together as described, with some wet coconut husk and water inside to mimic wastes. They then open and close the trap door. Or, talent pointing to a graphic of composting toilet parts that will pop up (this will be done during the editing process). With a banner “Marine Composting Toilet: How do they work?”</p>	<p>Props: Coconut husk or peat moss, composting toilet</p>

Attachment A

<p>Bacteria in the solids chamber break down the waste by consuming nutrients such as carbon, nitrogen, oxygen, and phosphorus.</p> <p>The heat from these reactions warm the waste in the solids chamber, leaving behind a black, odor-free powder.</p>	<p>B-roll: Zoom-in to solids chamber in Composting toilet infographics. Show the chemical process through accessible/very easy to understand animation of ‘chemical reactions’ (bacteria eating waste, and heat being produced) with a banner: “Marine Composting Toilet: How do they work?”</p> 	
<p>By using a paper bag, you can easily dispose of the solids in the trash.</p> <p>Don’t dump the liquids overboard. Simply empty them in a port-a-potty dump station or in a public toilet.</p> <p>To find a port-a-potty dump station near you, download the Pumpout Nav app.</p>	<p>A-roll: Cut to the talent bagging the compost from the system, and also detaching the liquids container and closing its top with a cap. Talent then takes the bag of solids to the trashcan and pours the liquids down a dump station with a banner: “Marine Composting Toilet: How do they work?”</p> <p>B-roll: Pumpout Nav icon</p>	
<p>There are many benefits to composting toilets. Boaters agree that they love these systems; some say that it is “Probably the best modification [they] have made to [their] boat.” And it’s no surprise.</p>	<p>A-roll: Talent talking with text banner: “Marine Composting Toilet: The Benefits”</p>	
<p>First, they are easy to clean. Once you’ve used them, you’ll realize there really is not much of a ‘yuck’ factor.</p>	<p>A-roll: Cut to the talent ... with a banner: “The Benefits: EASY TO CLEAN”</p>	<p>Prop: coconut husks with some water, composting toilet</p>
<p>Depending on the type of composting toilet you have and how often you use it, the liquids are typically emptied once every 1-3 days, and the solids from two people only once a month.</p>	<p>B-roll: Graphic of a calendar with X’s being consecutively marked on all days of the month with a banner: “The Benefits: EASY TO MAINTAIN”</p> 	

Attachment A

<p>Because of their simple design, the next time you plan on cruising the seas for long periods you won't be stressing out about parts breaking .</p>	<p>B-roll: A graphic of a simple map with a long trip path and a boat moving along the coastal path from the San Francisco Bay area to Ensenada Mexico with a banner: "The Benefits: SIMPLE DESIGN"</p> 	
<p>Contrary to popular belief, composting toilets have less offensive odors than regular toilets. Since the solids and the liquids are separated, it doesn't create a typical sewage smell.</p>	<p>A-roll: Talent talking (preferably near a composting toilet). With a banner "The Benefits: THEY DON'T SMELL"</p>	<p>Prop: Composting toilet</p>
<p>Without that strong, foul odor, there is really no need to use deodorizing chemicals that can be hazardous to the environment.</p>	<p>B-roll: Graphics of chemicals with a line across, or, chemicals on table, pushed off the table via animation with a banner "The Benefits: NO NEED FOR HAZARDOUS CHEMICALS"</p> 	
<p>Since these systems are waterless, there's no plumbing or stinky pipes required. Less complexity means you save time and money on installation, maintenance, and repairs.</p>	<p>A-roll: Talent speaking with a banner: "The Benefits: COST-SAVING"</p>	
<p>Lastly, composting toilets are considerably lighter in weight than conventional boat toilets. One boater found that it replaced their 150 pound system with only 35 pounds!</p>	<p>B-roll: Graphic of a tipping scale with a MCT on one side (light, up high) and a traditional toilet on the other side weighed down, with a banner "The Benefits: LIGHTWEIGHT"</p> 	
<p>But, is this really the right choice for you?</p>	<p>A-roll: Zoom-in shot of talent's face with banner: "Marine Composting Toilet: The Disadvantages"</p>	
<p>Composting toilets do not decompose the solids at high enough temperatures to eliminate all of the harmful bacteria</p>	<p>A-roll: Talent speaking with a banner: "The Disadvantages: MISLEADING FUNCTION"</p>	

Attachment A

<p>present. This means that technically, marine composting toilets do not create compost for use in garden beds.</p> <p>Compost from human waste can be produced and used for plants but only after composting in an outdoor heap at the right temperature and conditions.</p>		
<p>Some composting toilets are taller than most which may make them harder to install and access.</p>	<p>B-roll: Two graphics next to each other. One of a regular toilet and a ruler/height reading next to it, one of a MCT and a ruler/height reading next to it with a banner: “The Disadvantages: TALLER SYSTEMS”.</p>	
<p>Maintaining a semi-dry environment in the solids chamber is a key component of the system.</p> <p>Making sure solids and liquids are properly separated may take some practice for users.</p>	<p>B-roll: Graphic of system with air flow arrows running through it with a banner: “The Disadvantages: MAINTAINING A DRY ENVIRONMENT”</p>	
<p>Some composting units have a vent fan to circulate air, so electricity usage may increase.</p>	<p>B-roll: Zoom of a vent fan in the unit moving/activated with a banner: “The Disadvantages: INCREASE IN ELECTRICITY USAGE”</p>	
<p>And lastly, small bugs could enter the solids chamber from outside air vents. It is important to routinely check that vent screens are not damaged to prevent this from happening.</p>	<p>A-roll: Talent talking on the dock with a banner: “The Disadvantages: BUGS ENTERING SOLIDS CHAMBER”</p>	
<p>Closing Remarks</p>		
<p>This simple system delivers an eco-friendly and convenient way to satisfy your waste management needs.</p> <p>Conventional boat toilets and composting toilets are considerably different. If you’re in the market to replace or repair your current sanitation system, check the information available to you online and familiarize yourself with your options.</p>	<p>A-roll: Close up of talent talking</p>	

Attachment A

	<p>B-roll: Water ripples and “Protect It” iHeart logo with the water drop</p>	
	<p>B-roll: Water ripples and text “This video is funded by the California State Parks Division of Boating and Waterways Clean Vessel Act Education Program and the Federal Clean Vessel Grant Act Program” DBW logo and Sportfish Restoration logo www.dbw.parks.ca.gov</p>	
	<p>B-roll: Water ripples and text “in partnership with The Bay Foundation” The Bay Foundation logo “www.santamonicabay.org”</p>	