



REQUEST FOR PROPOSAL

The Bay Foundation seeks qualified contractors to produce one video (3-5 minutes) summarizing the [City of Los Angeles' Reusable Foodware Microgrant Program's](#) accomplishments and at least three videos (under 1 minute each) highlighting different program participants.

Background

The Bay Foundation (TBF) is a 501(c)(3) nonprofit environmental group founded in 1990 to restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the Bay's benefits and values. TBF's purpose is to support the work of the Santa Monica Bay National Estuary Program (SMBNEP) and its Comprehensive Conservation and Management Plan. SMBNEP is one of 28 National Estuary Programs (NEPs) of the US Environmental Protection Agency (USEPA) tasked with local implementation of USEPA priorities through community-based resource management, funded in part by the Clean Water Act §320. For more information on TBF: www.santamonicabay.org.

TBF has partnered with City of Los Angeles Sanitation & Environment, APTIM, and Clean Water Action and the Clean Water Fund, to co-implement the [City of Los Angeles' Reusable Foodware Microgrant Program](#). In 2023, the City of Los Angeles launched the Reusable Foodware Microgrant Program to help advance its single-use plastic reduction initiative and to assist food service establishments with their transition to reusable foodware (e.g., plates, cups, bowls, etc.) and foodware accessories (e.g., utensils, napkins, straws, etc.). This program focuses on equitably distributing microgrants to small and medium food services establishments within the City of Los Angeles using single-use plastic or non-compostable foodware and foodware accessories with dine-in operation.

To share accomplishments and results from the program, TBF is seeking a to hire an individual or entity ("Consultant") to produce:

- One 3-5 minute video that will describe the program, project partners, its accomplishments, and feature testimonial(s) from participants. An example reference can be [viewed here](#).
- Three 1-minute videos that each showcase a program participant (i.e. restaurant operator) and serve as a program testimonial. This will include the restaurant owner introducing their business, highlighting its Reusable Foodware Program experience, and results. View examples of similar testimonials [here](#) and [here](#).

Project partners (City of LA, TBF, APTIM, Clean Water Fund) will review the produced videos and the City of LA will approve video drafts prior to finalizing. The City of LA will have final approval authority.

Scope of Services

- Shoot A-roll with good quality sound production
- Shoot B-roll
- Compile videos', participants' narration, text slides, and music together
- Find and recommend up to ten options for background music
- Edit footage to generate one (1) 3-5 minute video summarizing the program, partners, plus results and three (3) 1 minute videos profiling three participants



- Deliver on three rounds of requested edits and updates per each video
- Layer subtitle text
- Complete other post-production tasks (i.e. balancing and mastering sound)
- Deliver on finalized four (4) total videos described above

TBF will help coordinate up to three shoot days at three different restaurants between the selected contractor and the program participant (i.e. restaurant owner). TBF will be present during the shoot and help guide program participant's interviews as well as liaison pilot data.

The City of LA and TBF have sole rights to video content created for this project.

Timeline

- June 7, 2024 draft outline submitted to selected contractor
- July 12, 2024 footage shot and compiling videos is initiated
- July 26, 2024 first draft of videos are due for review
- August 16, 2024 receive reviewers edits and comments
- August 29, 2024 second draft of videos are due for review
- September 13, 2024 receive reviewers final edits and comments
- September 20, 2024 final videos due

Budget

\$5,000.00

Proposal Submission Instructions

The proposal should include the following combined into one document:

- Your video production experience
- Two to three sample reels
- Total cost with all applicable fees
- If you are offering us a discount, all discounts are tax deductible
- If certified as Small Business, Disabled Veterans Business, Women-owned Business, or Minority- owned business (please provide a copy of your certification).

Please submit a complete proposal to community@santamonicabay.org on or before **Friday, May 17, 2024**. TBF is an equal opportunity employer.

Questions regarding this Request for Proposal should be address to:

Georgia Tunioli, Environmental Engagement Program Director, The Bay Foundation

gtunioli@santamonicabay.org

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.