



## SAN LUIS REY WATERSHED COUNCIL

25060 Hancock Ave, Suite 103-407  
Murrieta, CA 92562  
www.SLRWC.org

### Water Conservation Video Production RFP - 2017

#### Statement of Purpose

The San Luis Rey Watershed Council (SLRWC) is seeking proposals for the production of a series of online video-based education clips designed to provide a summary of residential water conservation techniques utilized during water harvesting pilot project installations in the San Luis Rey watershed (March 2017 – October 2017). This project is funded by the State of California, Department of Fish and Wildlife, *Upper San Luis Rey River Groundwater Recharge and Habitat Protection Project (2016)*.

**SLRWC seeks a video production Independent Contractor to develop and produce 4 online education videos, lasting approximately 5-10 minutes each, which will provide:**

- Video and audio demonstrating installation of a residential Laundry-to Landscape project;
- Video and audio demonstrating installation of a residential rain garden project;
- Video and audio demonstrating installation of a residential rain barrel and rain cistern project;
- Video and audio of a Weather Station installation & quick guide on how to access the data online

The produced videos will be used on the SLRWC website to augment existing City of Oceanside and County of San Diego water conservation and educational/outreach programs, and local agricultural utilization of data for irrigation. See "Resources" section for additional information.

The videographer will work collaboratively with the SLRWC team on the design, filming, editing, and production of the videos.

The mission of the San Luis Rey Watershed Council is to preserve, protect and enhance the natural, cultural, and economic resources of the San Luis Rey Watershed in the County of San Diego, State of California.

The San Luis Rey Watershed is located in northern San Diego County, covering roughly 360,000 acres (562 square miles), making it the largest watershed completely within San Diego County. It spans from Hot Springs Mountain to the east (6,535 feet, the highest peak in San Diego County), all the way to the beaches of Oceanside to the west. In between these two spots, the San Luis Rey River runs 55 miles long before joining the Pacific Ocean, and has a complex surface/sub-surface interplay depending on where you are within the watershed. Palomar Mountain, along the northern edge, has some of the highest rainfall averages (30-35 inches/year) in the county. There are eight Native American Tribes (seven reservations) in the watershed, providing a rich history that sets it apart from many other areas. There are many communities within the watershed, including: Oceanside, Vista, Bonsall, Fallbrook, Pala, Pauma, Valley Center, and Warner Springs.

## **Project Timeline**

The established project timeline includes a launch date to the public no later than **November 1, 2017**.

Intermediate deadlines include:

- Attend and take video footage of (1) hands on workshop (8 hours) in June 2017 (Location in north San Diego County - TBD)
- **Note:** Video footage of the Weather Station installation will be provided for editing and production.
- Draft videos completed by September 31, 2015
- Final videos completed by October 15, 2017
- Upload to video hosting site by November 1, 2017

Note the timeline above is non-negotiable. The scope of work reflects the best estimates at the time of this RFP release and will be finalized in contract negotiations.

## **Filming and Editing**

- Work with the SLRWC team to develop an approach to conducting field shoots;
- Provided recommended video formats and resolution;
- Upload unedited raw footage with metadata tags to a designated storage area;
- Work with SLRWC team to review rough cuts, develop the sequence of video clips, and identify gaps in footage for additional filming;
- Edit to final production professional grade copy with absolute attention to detail on all video, graphic, and sound elements.

## **Deliverables**

Provide SLWRC with unedited raw footage and rough cuts of all filming sessions for SLRWC to save, review and otherwise use without limitation at any point during and after fulfillment of the contract; and

Four 5-10 minute YouTube ready or equivalent videos with audio, graphics, and sound elements demonstrating:

- Installation of a residential Laundry-to Landscape project;
- Installation of a residential rain garden project;
- Installation of a residential rain barrel and rain cistern project;
- Installation of a Weather Station and guide to accessing the data.

## **Intellectual Property**

The San Luis Rey Watershed Council (SLRWC) is the sole owner of all content and materials developed under this RFP. Selected partner(s) may not use, reuse, distribute, publish, or base derivative works upon such materials without the express, prior written consent of the SLRWC.

## **Requirements for Proposal Preparation**

Applicants to this RFP may specialize in a particular area of video production, e.g., creative and educational/instructional design or video filming and editing, or possess the full range of capabilities required by the project.

The proposal submitted in response to this RFP must include the following documents:

1. Technical Proposal: (Organize and label sections accordingly)

- A. Cover page, including company name (if applicable), contact information, company/individual biography and proposal summary.
- B. Project Narrative Plan: communicates project vision, commitment to project scope and overall timeline, proposed project plan/schedule
- C. Organizational Capacity: resumes and/or summary biographies of the key project personnel with detailed description of their roles related to the project; no subcontractors are to be utilized under this contract.
- D. Proof of General Liability Insurance Policy and Worker's Compensation Insurance, if applicable.
- E. Equipment: detailed description of equipment required for project including the identification of equipment that applicant owns, rents and/or borrows for this project;
- F. Environmental Sustainability: description of applicant's environmentally responsible (i.e. "green") policies and practices, including but not limited to green equipment and services offered in response to this RFP;
- G. Related Project Experience: evidence of successful service of projects of similar size, scope and complexity, as detailed above, including demonstration of ability to work collaboratively with client teams and other vendors; experience with educational and/or instructional videos preferred and should be highlighted;
- H. Recommendations: two professional references/letters of recommendation from current clients. Current shall mean references for whom the vendor has performed work within the past 12 months. Organization name and contact information must be provided.

2. Cost Proposal:

The Financial Criteria portion of the RFP will be scored based upon the **itemized list of charges per equipment or service and the grand total.**

3. Work Sample:

At least three samples of relevant video production work products; educational and/or instructional videos preferred. Work samples may be submitted via email and include a link to completed work or submitting hard copies as detailed below.

- Email electronic copies of the proposals and link to work samples to Joshlynn Russell at [joshlynn@slrwc.org](mailto:joshlynn@slrwc.org).
- Hard copies may be mailed to: San Luis Rey Watershed Council  
25060 Hancock Ave, Suite 103-407  
Murrieta, CA 92562

Please note the following:

- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation;
- Any proprietary material submitted with the proposal that is considered confidential by the applicant must specifically be so identified, and the basis for such confidentiality must be specifically set forth in the proposal;
- Incomplete or late responses may be removed from consideration;
- Submission of quote does not constitute any type of binding agreement or contract between SLRWC and applicant;
- SLRWC assumes no responsibility for any cost incurred in developing a response to this RFP;
- SLRWC reserves the right to accept or reject responses to this RFP at its sole discretion.

Questions about this RFP should be submitted in writing to Joshlynn Russell at [joshlynn@slrwc.org](mailto:joshlynn@slrwc.org)

Please use the subject line **Water Conservation Video Production RFP - 2017**. Responses to received questions will be shared with all applicants by posting on the SLRWC website at [www.slrwc.org](http://www.slrwc.org).

### **Process Schedule**

Activity Date Release of RFP Monday, March 29, 2017

Proposals Due by 5:00 pm PST Friday, April 14, 2017

Applicants Notified of Status/Next Steps Friday, April 21, 2017

RFP Award Announced no later than Friday, April 28, 2017

### **Point of Contact for questions and submissions:**

Joshlynn Russell, Grant Administrator, [joshlynn@slrwc.org](mailto:joshlynn@slrwc.org)

### **Resources**

City of Oceanside Water Conservation:

[https://www.ci.oceanside.ca.us/gov/water/services\\_programs/save/save\\_our\\_water/default.asp](https://www.ci.oceanside.ca.us/gov/water/services_programs/save/save_our_water/default.asp)

County of San Diego Water Conservation:

<http://www.sandiegocounty.gov/dpw/watersheds/residential/conservation.html>

San Diego County Water Authority:

<https://landscapemakeover.watersmartsd.org/elearning/>

Water Harvesting Applications:

<http://www.h2o-me.com/>