



Request for Proposal
Video Production Services
November 21, 2017

RELEASE DATE: November 21, 2017

CLOSING DATE: December 8, 2017

PROJECT TITLE: Wildland Fire Mitigation and Prevention Animated Video Series

CONTACT PERSON: Ivy Dickinson
Executive Director
Idaho Firewise
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INTRODUCTION

Idaho Firewise will be partnering with the Bureau of Land Management (BLM) in developing a series of animated videos to educate communities and the public at large about wildfire prevention and safety and how to prepare homes and other valuable community assets before wildfire strikes. This RFP is to solicit proposals for the development of a series of animated videos and vignettes that will be used on web and social media sites.

PROJECT AREA

Once the videos have been developed, they will be placed on a variety of web and social media platforms to reach audiences who live in the vicinity of BLM lands in the western United States including AK, AZ, CA, CO, ID, MT, NV, NM, ND, OR, SD, UT, WA and WY.

SCOPE OF WORK

Idaho Firewise would like to develop a series of animated videos that have a similar look and feel with messages customized to reach audiences who live, recreate and operate on or near BLM land. The use of animation is desired for its ability to depict a wide variety of concepts and specific messages without the limitation of having to locate existing wildfire footage or shoot additional footage.

The first topic will be homeowner education about effective actions that homeowners can take to prepare their homes before wildfire strikes. The second topic will be fire safety and prevention messages aimed at the most common human causes of wildfires on or near BLM land. Depending on cost, we would like to develop 4 longer videos (2-5 minutes in length) and 8-10 shorter videos or vignettes. Idaho Firewise and the BLM will work closely with the contractor selected to develop messages that will be the focus of this video series.

The production of PSAs will include helping with script development, voice recording, creative design, editing and production and other tasks necessary to produce professional-level complete animated videos. The use of props and other materials for

the making of the videos may be contracted out or supplied by the production company. We have up to \$90,000 for the design and production of these videos.

The objectives of this effort is two-fold: 1) to inform residents about the actions they can take around their property that will greatly increase their likelihood of survival during a wildfire event and 2) to inform demographic groups who operate or recreate on or near BLM land about outdoor fire safety actions that can prevent wildfires and the damage they do to people, homes and natural resources.

These videos should target adults aged 18-65 and should be completed by April 1, 2018, to allow for dissemination prior to the 2018 fire season.

EVALUATION

Members of the Idaho Firewise Marketing Committee will evaluate the proposals. Evaluation and selection will be based on experience in doing this type of work, proposed deliverables, and quality of proposal. Vendors will not be viewed more favorably for coming in under budget.

AVAILABLE FUNDS

The maximum amount of funds available for this project is **\$90,000**. The selected vendor must acknowledge and affirmatively indicate that the tasks outlined in the Scope of Work will be performed within this amount.

PROPOSAL FORMAT

A qualifying proposal must address all of the following items:

1. Letter of Interest, including a statement that the proposal will perform outlined services.
2. Cover Sheet with the following information:
 - a. Title of Proposal
 - b. Name and Address of Company
 - c. Contact person, Telephone Number, and E-mail
3. Understanding of the Project: The vendor shall provide a brief response that demonstrates an understanding of wildland fire safety, prevention and mitigation principles and that clearly describes a competency to complete the project.
4. Approach: The vendor shall briefly outline how they will be responsive to the Scope of Work.
5. Qualifications of Key Personnel: The vendor shall provide the names of the key people who will be working on this project, their role in the project, and a synopsis of their experience relevant to these roles.
6. Cost Estimate(s): The vendor shall provide a total project estimate.

PROJECT MILESTONES

Milestone	Timeline
Release request for proposal	November 21, 2017
Proposals Due	December 8, 2017
Selection of Vendor	December 13, 2017
Contract Issued	December 15, 2017
Project Completion	April 1, 2018

PROPOSAL SUBMISSION

Proposals must be submitted electronically to the Contact Person. Submissions must be time-stamped no later than 5:00 PM PDT **December 8, 2017**. Receipt of the proposal will be acknowledged via email. No proposals will be accepted after this deadline.

PAYMENT

IDFW shall make payment of the vendor's invoice within 30 days of receipt of the invoice. Up to one-half of the total project cost may be invoiced on or after January 1, 2018. Vendor can invoice monthly as costs are incurred. Ten percent of total project cost will be held until final completion of the project. In order to receive reimbursement for the project, the vendor shall provide an invoice detailing services performed by task and actual costs. The vendor shall not be reimbursed for any additional expenses incurred beyond the maximum amount (described below).

1. Maximum Amount. The maximum payments for this project shall not exceed the amount agreed to in the contract for video production services, provided, however, that such amounts shall not be construed as guaranteed sums, and compensation shall be based upon services actually rendered and expenses actually incurred.
2. Budget Contingency Clause. If funding is reduced or deleted by IDFW for purposes of this project, IDFW shall have the option to either cancel the project contract with no liability occurring to IDFW, or offer a contract amendment to vendor that reflects the reduced amount. If the project contract is cancelled or amended, all services completed prior to the cancellation or amendment will be reimbursed.

NONDISCRIMINATION

The activities associated with this project will be in compliance with the nondiscrimination provisions contained in Titles VI and VII of the Civil Rights Act of 1964, as amended; the Civil Rights Restoration Act of 1987 (Public Law 100-259); and other nondiscrimination statutes: namely, Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, and the American's with

Disabilities Act of 1990. No person shall on the grounds of race, color, national origin, gender, religion, marital or family status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination.

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