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Syracuse, New York 13204
Phone: 315-472-2150

Request for Proposals

Environmental Planning Educational Video

1.0 INTRODUCTION

Onondaga Environmental Institute (OEI) is issuing a request for proposals (RFP) to produce an approximately 20 minute educational video about environmental planning. This project is being carried out in partnership with the State University of New York College of Environmental Science and Forestry (SUNY-ESF) Department of Landscape Architecture. It is funded by the U.S. Environmental Protection Agency (USEPA) under assistance agreement NE96282914-0 to Onondaga Environmental Institute. As the project will not go through the USEPA's publications review process, it therefore may not necessarily reflect the views of the USEPA and no official endorsement should be inferred.

This RFP summarizes the proposed plan for the development of the educational video. Staff from OEI and SUNY-ESF (hereafter referred to as the "project team") will provide guidance to the respondent in all aspects of project execution.

The Onondaga Lake watershed, located in Onondaga County, New York, is experiencing a flurry of environmental project planning associated with various remediation and restoration efforts. Much of this work is focused on local waterways and associated habitats damaged by a long history of industrial and municipal development. This video is intended to support public participation in environmental decision-making by providing a broad overview of how land use decisions affect waterways, various ways the public can give input in planning processes, and how to evaluate environmental project ideas relating to local waterways. The video will be posted online, screened at community meetings during summer 2015, and DVD copies will be distributed free of charge to local educational institutions.

- 1.1 **Onondaga Environmental Institute.** OEI is an independent not-for-profit institution with the mission to advance environmental research, education, planning, and restoration in Central New York. OEI has administered grants and conducted research projects pertinent to its mission for over 20 years. OEI's grant administration for the New York State Department of Environmental Conservation and USEPA has involved managing a cumulative total of more than \$12 million in subcontracts to a wide variety of private for-profit and non-profit firms, academia, and agencies.
- 1.2 **Tentative Administrative Schedule.** The anticipated 2015 administrative schedule for the Environmental Planning Educational Video is as follows (subject to modification):

Date	Item
Monday, March 9, 2015	OEI distributes RFP
4:00 PM, Monday, March 23, 2015	Deadline for submitting questions to OEI concerning this RFP
4:00 PM, Monday, March 30, 2015	OEI distributes email response to inquiries concerning this RFP
4:00 PM, Wednesday, April 8, 2015	Proposals due to OEI (via email and/or hardcopy delivery)
4:00 PM, Friday, April 17, 2015	Respondent notification
Friday, April 24, 2015	Contract execution between OEI and prospective contractor
Friday, April 24, 2015	Commence work and consultation with project team
4:00 PM, Friday, May 15, 2015	Final deadline for completion of project

2.0 SCOPE

The successful RFP respondent (hereafter referred to as respondent) will work closely with the project team on the design and production of the video. The video produced as part of this project shall become the property of Onondaga Environmental Institute.

The finished video product will be approximately 20 minutes in duration and will feature a combination of narration, digital graphics, interviews, still photos, and B-roll footage. What follows will describe the general approach. The respondent's proposed price shall include costs for all work, travel, equipment, and materials necessary to meet the requirements of this RFP.

The respondent will be provided with:

- A complete narration script that includes detailed instructions for graphics, still photos, B-roll footage, and interview footage
- A detailed outline of the aforementioned script
- Properly formatted digital graphics¹ and still photos, along with associated caption and credit information

The respondent will produce all B-roll and interview footage. The project team will work closely with the respondent to arrange all interview and B-roll shooting appointments.

- **Interviews:** The project team anticipates arranging 6 interviews, each no more than 1 hour in duration. Most interviews will take place at locations within the City of Syracuse, although there is a possibility that one interview will take place in the Tully Valley (5-10 miles to the south). The project team will be responsible for preparing interview questions and conducting the interviews.
- **B-roll:** The project team requires the following B-roll footage and will arrange trips as needed: Onondaga Lake; Onondaga Lake Park; Onondaga Creek and surrounding landscapes (rural and urban areas); and busy streets and public areas (including parks) in

¹ Please note that some of these graphics will consist of layers intended to be shown in quick succession for an "animated" effect.

the City of Syracuse and other towns in Onondaga County. The project team also has additional minor B-roll footage needs that will be discussed in detail with respondent during project planning.

Please note that revisions to the narration script may be required after interviews are completed; the project team will work closely with the respondent to review interview footage and integrate it into the narration script.

Respondent will construct the video in accordance with the provided script and visual image instructions. Additional production requirements:

- Narration will be read by an OEI or SUNY-ESF staff member with professional recording services provided by the respondent.
- During two short sections of the film (less than 1.5 minutes total running time), the respondent will layer small still images (provided by OEI and SUNY-ESF) over B-roll footage.
- Respondent will layer text over still images and b-roll footage. OEI and SUNY-ESF will provide all text and still images.
- Photographs and other graphic materials must be credited to their sources.
- Respondent will incorporate music or sound effects as needed and appropriate, in consultation with the project team. All music or sound effects will be provided by the respondent.

The respondent will maintain constant communication with the project team during every stage of planning and production, in order to ensure that video content aligns with the project team's requirements. This communication will include, but is not limited to, face-to-face meetings, phone conferences, and email correspondence.

OEI reserves the right to make final decisions on the content and layout of the video. The respondent's proposed schedule should be prepared to accommodate review by the project team prior to video completion. The project team requires regular meetings for the respondent to provide progress updates and to receive review and approval of work.

This agreement's management requirements will be satisfied by provision of a completed video in multiple file formats (including HD 1080P) both digitally (e.g. via an FTP site) and in the form of 2 to 5 reproducible DVDs.

Response to this RFP certifies that the respondent will make best efforts to conserve natural resources and protect the environment in carrying out the Project Scope.

3.0 BUDGET

The respondent's proposed budget must cover all costs, including travel and purchase of all necessary equipment. The proposed budget must be itemized, detailing all associated project costs. Payment shall be made on a time and materials basis. The total fee paid for this project shall not exceed \$10,000.

4.0 RESPONSE TO INQUIRIES

All requests for information pertinent to the preparation and submission of a proposal are to be made via email (swraight@oei2.org) or phone (607.342.2913) to Sarah Wraight, and are to be received at OEI no later than 4:00PM on Monday, March 23, 2015. No other OEI employees are to be contacted during the procurement process.

Written responses to all inquiries will be provided via email by 4:00PM on Monday, March 30, 2015 to all respondents requesting information. OEI is responsible for responding to questions only from those persons or firms who have obtained the RFP document from OEI. Persons or firms obtaining the RFP document from sources other than OEI without notifying OEI, bear sole responsibility for obtaining any responses to questions about the RFP. If it is necessary to revise the RFP after the submission date, revisions will be provided only to individuals or firms who have submitted a proposal in response to this RFP package.

5.0 SUBMISSION STIPULATIONS

OEI has circulated this RFP via its website and via electronic mail/postal service to a Solicitation List of potential qualified respondents serving Onondaga County.

Respondents should submit completed proposals to OEI by 4:00PM on Wednesday, April 8, 2015. Proposals may be submitted either electronically or in hardcopy. Electronic submissions must be in either .pdf or MSWord format, include "Environmental Planning Video RFP" in the subject line, and be delivered as an email attachment to the email address below by the proposal deadline. Hardcopies must be received by the proposal deadline at the address below. For hand delivery, please call Sarah Wraight at (607) 342-2913 to arrange a date and time prior to the aforementioned deadline.

Sarah Wraight
Onondaga Environmental Institute
102 West Division Street, 3rd Floor
Syracuse, New York 13204
swraight@oei2.org

All information and materials submitted will become the property of OEI, but respondents will retain full ownership of intellectual property submitted as part of their applications. All supporting application materials will be kept confidential and will never be used for any purposes other than this RFP. Nevertheless, respondents should not submit proprietary or confidential business information other than that which is critical to their proposals. Such information should be clearly identified. OEI will protect proprietary or confidential information to the extent possible under applicable laws.

Respondents will be notified on or before 4:00 PM, Friday, April 17, 2015.

6.0 PROPOSAL EVALUATION

The respondent must provide the following documentation as part of its proposal:

- Itemized budget detailing all associated project costs, not to exceed \$10,000

- Proposed schedule for product planning, development, review, and completion
- At least three samples of past work. If submitting proposal electronically, work samples should be accessible via links to online repositories (e.g. FTP site, YouTube, client websites etc.)
- Three references (must be former clients). The list must include complete addresses, email addresses, and telephone numbers.
- Description of how you propose to work with the project team to ensure that the video product meets requirements.
- Format and resolution specifications for still images and digital graphics to be produced by OEI and SUNY-ESF for incorporation into the video.
- Statement of litigation history and court rulings
- Statement of insurance coverage and bonding, insurance required consists of the following:
 - (a) Workers' compensation insurance for all of respondent's employees engaged in work at work sites.
 - (b) General liability and property damage insurance taken out and maintained for the duration of the contract by respondent to protect respondent and all of its approved subcontractors from claims for damages for personal injury, accidental death, and to property. The amounts of such insurance shall be as follows:
 - General Liability Insurance. Not less than one million dollars for injuries including wrongful death to any one person and subject to the same limits for each person, in an amount not less than one million dollars on account of one accident, and an annual aggregate not less than two million dollars.
 - Property Damage Insurance. Not less than one million dollars per incident.
- All insurance documented under the terms of this item must be obtained through an insurance company authorized to do business in the State of New York. Certificates of insurance that name OEI and SUNY-ESF as co-insured will be due upon contract. Certificates of such insurance shall be filed with OEI, and made part of an Appendix to the contract.
- Conflict of Interest Statement

6.1 Exclusion Criteria

These criteria will be used to facilitate the process of proposal review and to minimize unnecessary effort on the part of interested parties. At OEI's discretion, OEI may eliminate from further consideration respondents who meet any of the following exclusion criteria:

- No relevant technical experience
- Negative litigation determination is on record indicating business or professional negligence
- Respondent's insurance or bonding inadequately protects OEI's and SUNY-ESF's interests

6.2 Evaluation Overview

Proposals will be evaluated by the project team. Evaluators will consistently apply selection criteria across all proposals. Proposals must address each of the following categories (% weight in selection process is in parentheses): Business Experience and Professionalism (20%), Technical Qualifications and Proposed Approach (30%), Cost Estimate (40%), and Schedule (10%).

It is OEI's policy to make positive efforts to utilize minority and/or women-owned business enterprises (MBE/WBE) in all solicitations. Quality proposals by MBE/WBE may be favored in the selection process.

DISCLAIMER

OEI reserves the right for any reason at its sole discretion to accept or reject any or all proposals received in response to this request, to negotiate with qualified respondents, to cancel in part or in its entirety this RFP and/or discontinue discussions with a particular respondent. OEI reserves the right to modify and issue addenda to terms and conditions of this RFP. Upon receipt of proposals, OEI may request clarifications and additional information.