

REQUEST FOR PROPOSALS

SNOHOMISH



CONSERVATION DISTRICT

RFP Title: Farm, Fish, and Flood Management Storytelling and Video RFP

RFP Number: SCDRFP24103

Opening Date: April 11, 2024

Proposal Submittal Deadline:

May 10, 2024

12:00 pm (PST)

Procurement Representative:

Natalie Nelson

Email: GCA@SnohomishCD.org

Snohomish Conservation District

528 91st Ave NE

Lake Stevens, WA 98258

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IMPORTANT DATES

ACTIVITY	DATE/TIME
RFP Issued and First Advertised	April 11, 2024
Deadline For Submitting Questions	April 23, 2024 @ 5:00 pm
Responses To Questions Posted Online	April 24, 2024 @ 5:00 pm
Proposal Submission Deadline	May 10, 2024 @ 12:00 pm
Submission Review Period	May 13-17, 2024
Selection Notification and Contract Negotiations	May 17-28, 2024
Project Kick-Off Meeting	June 2024
Project Completion	January 31, 2025

CONTACT FOR QUESTIONS

Send questions about this solicitation to Procurement Representative, Natalie Nelson, at gca@snohomishcd.org, no later than the date and time shown above.

All correspondence about this Procurement must have SCDRFP24103 in the email subject line.

Questions will be answered directly through email, and a final question and answer document will be posted on the Snohomish Conservation District's website - <https://snohomishcd.org/district-business>.

Any other communication will be considered unofficial and non-binding on SCD.

Submitters are to rely on written statements issued by SCD.

OVERVIEW

Background

Snohomish Conservation District (SCD) plays a pivotal role in coordinating communications for the Sustainable Lands Strategy (SLS). SLS was brought together in 2010 by Snohomish County, Tulalip and Stillaguamish Tribes, state and federal agencies, and agricultural and environmental stakeholders to improve coordination and generate progress for fish, farm, and flood management (Farm Fish Flood) interests. SLS is a forum of

organizations, agencies, and individuals working to balance the need to restore vital salmon habitat while also protecting the viability of local agriculture in Snohomish County.

The SLS Mission: Setting the table to develop understanding, relationships, and strategies to create and achieve a shared vision and beneficial outcomes for our watersheds.

The SLS Vision: Healthy and vibrant cultures and ecosystems in our watersheds with economically viable agriculture and fisheries.

Over the course of the Sustainable Lands Strategy's work, we've already hosted digital storytelling workshops and produced several videos, and hope to expand the breadth of voices represented in our communications. We have highlighted fish, salmon recovery, farms, agriculture resilience, and the stories of those whose lives have been impacted by rising flood waters. Now we are looking to showcase projects with an emphasis on partnerships working together to benefit farm, fish, and flood management. Partnerships can be with landowners, and amongst the many organizations involved in this work.

We are looking for a video production consultant who can both produce a high-quality video and develop the storyline by facilitating a digital storytelling workshop.

Voices in this video will be of landowners/managers/rights holders, government partners who work in infrastructure, and the land, waters, and wildlife of the region.

Videos Created to Date

[Lifeblood: Connected by Water, United by Hope](#)

[Changes Are Coming – Strengthening the resilience of the local farming community in Snohomish County](#)

[Tales of Two Rivers — from our video storytelling workshop](#)

[Life in the Floodplain](#)

The purpose of this video is to:

- Showcase the personal stories and partnerships working together to address farm, fish, and flood management challenges and multi-benefit projects.
- Serve as a tool to show the benefits of integrated floodplain management.
- Acknowledge our history, our impacts, and steps being taken to forward the work being done by partners within the floodplain.
- Present a compelling case to federal, state, and local decision-makers that describes the benefit and need to work together on projects.

This project is part of an effort to increase public understanding of how government, nonprofit, tribal, farmers, rightsholders, and fish advocates are working together to create a resilient landscape. The video produced will be an SCD product but will likely be shared and distributed widely among partners.

Project Goals

The overall goals for this project are:

1. Create a visually appealing and engaging video to complement the other videos previously produced about fish, farming, and life in the floodplain.
2. Capture previously unheard stories or viewpoints of landowners, government partners, and/or tribal partners who farm, protect fish habitat and infrastructure, and work together in the floodplain.
3. Provide a video in a format that can be used by SCD for website publishing and sharing at local film

festivals, shared with partners through email, and used in other projects such as ESRI Story Maps and presentations.

The selected Consultant will work with SCD staff and key partners to develop a strategic framework that guides this work including identification of target audiences, messaging, and content delivery. The selected Consultant will work with SCD staff or alone under the direction of SCD staff to conduct interviews with local stakeholders, landowners, and members of Sustainable Lands Strategy members. Some of these interviews will be filmed and used as video content while others may be for data collection to form the story. The Consultant will supply the interviewer. Some local travel will be required to get shots at various locations such as farms, and locations within the lower Snohomish River basin.

PROJECT SCOPE OF WORK

Integrated and Strategic Video Services

The selected Consultant will provide video, audio, and imagery showcasing partnerships and multi-benefit projects addressing Farm Fish Flood challenges.

The Consultant will create a 3-5 minute video focused on Farm Fish Flood projects and partnerships. The Consultant will provide support in identifying the video title and refined focus after directing a digital storytelling workshop.

The audience is decision-makers, SLS participants, private landowners, and engaged citizens. Creating the video will provide a shared communication piece for SCD, Community Floodplains Solutions (CFS), SLS, and other partners, and create opportunities for participants to tell stories in their own words.

There is some creative freedom for video content and design. The main requirements for the story include:

- Collecting and using stories from individuals who work and live in the Snohomish River Basin.
- Capture the ongoing and changing landscape within the floodplain, and the impacts of decision-makers, project funders, and partners over the years.
- Using those stories to tell a larger story about why it is important to adapt to new and/or revised research and data and to continue the exploration of integrated floodplain management.
- Using locally shot footage at multiple (indoor and outdoor) locations, including farms, tribal land, restoration projects, etc.
- Highlight the complications and rewards of working towards multi-benefit solutions.

Videography Services Components

- Target audience and message development: Develop a strategic framework that guides the story development process, audience engagement, and distribution strategy.
- Story Development and Project Management: Story development, script preparation, and stakeholder consultation.
- Production: Manage shooting days, participants, logistics, and story integration.
- Post Processing and Editing: Provide editorial and post-processing services.
- Review: Some of the stories we are looking to tell are complex and politically sensitive or have been collected over generations of living and working in this place. Assist SCD staff to integrate key stakeholder review and iterative input.

- **Equipment Requirements:** Relevant and production-level quality equipment is required for videography work. HD/4k cameras and lenses, quadcopter, lighting, steady cam, jib crane, automated slider, editing software, and possibly equipment for stop-motion animation.
- **Music:** Incorporate quality music in videos to add emotional impact or drive editorial pacing. As needed, license music from artists through sites. Depending on budget, scoring original music for the production may be considered.
- **Voice-Over/Narration:** As needed, incorporate a narrative voice-over to guide and lead the audience.

Collaborative Capacity

SCD staff will handle the coordination of interviews and potentially some interviewing, writing, and art direction for this project. A collaborative effort between SCD staff and Consultant to write and design products would be preferable. Consultant will be responsible for pre-production technical advice on developing the video, setting up individual shots for best possible sound and video, lighting and filming individual clips, and editing and assembling final video. Consultant is responsible for supplying all video equipment.

1. **Concept and Development Meetings:** Consultant will meet as needed in person, via Zoom or Google Meet, or by phone or email to assist with development of videos including story, format, and schedule for production.
2. **Filming:** Consultant will be responsible for setting up all aspects related to sound and lighting for filming of live-action and interview shots. Filming will take place both indoors and outdoors.
3. **Editing:** Consultant will edit and organize final clips and complete any other digital manipulation of material necessary for project completion; first rough cut of the videos will be available at an agreed-upon time, and SCD reserves the right to make at least two rounds of edits before final video product(s) is approved.

PROPOSAL EVALUATION PROCEDURE

A. Bidder Responsibility Criteria

Before being awarded, Submitter must meet the following bidder responsibility criteria to be considered a responsible bidder. The Submitter may be required by SCD to submit documentation demonstrating compliance with the following criteria. The Submitter must:

1. At the time of bid submittal, have a current Washington Unified Business Identifier (UBI) number;
2. If applicable, have Industrial Insurance (workers' compensation) coverage for the Submitter's employees working in Washington, as required in RCW 51;
3. Have a Washington Employment Security Department number, as required in RCW 50;
4. Within the three-year period immediately preceding the date of the bid solicitation, the Submitter had not been determined by a final and binding citation and notice of assessment issued by the Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in RCW 49.48.082, any provision of chapter 49.46, 49.48, or 49.52 RCW.

- B. Award of the contract related to this RFP is not based solely on low bid.** A Consultant will be selected by the Evaluation Committee based upon the Consultant's experience and expertise with similar projects, the ability of the Consultant to best fulfill SCD needs and to provide value added services, the ability to complete the project in a timely manner, and the completeness of their submittal.
- C.** An evaluation committee will review all proposals that are initially deemed responsive, and they shall rank the proposals in accordance with the below criteria. The evaluation committee may recommend an award based solely on the written responses or may request interviews with or presentations from Submitters.
- D.** Interviews/presentations, if deemed beneficial by the evaluation committee, will consist of the highest scoring Submitters. The invited Submitters will be notified of the time, place, and format of the interview

and/or presentation. Based on the interview/presentation, the evaluation committee may revise their scoring.

E. Written proposals must be complete, and no additions, deletions, or substitutions will be permitted during the interview/presentation (if any). The evaluation committee will recommend award of a contract to SCD's Board of Supervisors (Board) based on the highest-scoring proposal. The Board reserves the right to accept the recommendation, award to a different Submitter, or reject all proposals and cancel the RFP. Submitters are not permitted to directly communicate with any member of the evaluation committee during the evaluation process. All communication will be facilitated through the Procurement representative.

F. Evaluation Criteria

Factor	Weight Given
1. Responsiveness of the written proposal to the purpose and scope of service.	25%
2. Service provider's familiarity and experience working on complex natural resource and multiple stakeholder storytelling video projects.	25%
3. Budget	20%
4. Ability and history of successfully completing contracts of this type and meeting project deadlines.	30%

Total Criteria Weight *100%*

G. Funding Information. The issuance of this RFP and the receipt and evaluations of proposals do not obligate SCD to award a contract. SCD will not be liable for costs incurred by the Submitters in preparation, delivery, and/or presentation of their response. This procurement may be canceled at any time by SCD prior to execution of a contract without any liability to SCD.

H. Once a selection has been made, SCD will enter into contract negotiations. During negotiation, SCD may require any additional information it deems necessary to clarify the approach and understanding of the requested services.

1. Any changes agreed upon during contract negotiations will become part of the final contract. The negotiations will identify a level of work and associated fee that best represents the efforts required.
2. If SCD is unable to come to terms with the highest-scoring Submitter, discussions shall be terminated and negotiations will begin with the next highest-scoring Submitter. If the resulting contract contemplates multiple phases and SCD deems it is in its interest to not authorize any particular phase, it reserves the right to return to this solicitation and commence negotiations with the next highest-ranked Submitter to complete the remaining phases.

APPLICATION SUBMITTAL

The following documents are required with your proposal submission. The omission or deletion of any proposal item will be considered non-responsive and may be cause for rejection of the proposal.

- A. The completed proposal is to be submitted via the SCD RFP24103 Submission Form found on the Snohomish Conservation District's Business page, <https://snohomishcd.org/district-business>, no later than the deadline listed in the Important Dates section above. A reply email will be sent when a proposal is received. Submitters are solely responsible for ensuring that their proposals are received by the time and date stated.
- B. SCD reserves the right to solicit additional information or clarification from any or all Submitters, should SCD deem such information necessary. Selection of the committee shall be final. The selected Consultant shall be notified by email by SCD, and no other method shall be considered to be an official notification of selection by

SCD.

- C. Proposal may not exceed a total of 15 pages (single-sided), inclusive of all exhibits, attachments, or other information. Provide the following information in the order in which it appears below:
1. Cover Letter (not scored). Provide a cover letter of not more than two pages, including a brief statement of the Submitters understanding of the RFP and how it relates to the overall project. While not separately scored, the statements in the cover letter may be used by evaluators to assist in scoring other Response Criteria.
 2. Qualifications and Experience. Provide sufficient information on the background, qualifications, technical competence, and specialized experience of Submitter to demonstrate its ability to provide the services required for this Project. Include a list of past projects demonstrating such qualifications and experience. Please provide links, hard copies, or digital copies to at least three samples of video production work products.
 3. Organizational Capacity. Provide the names of key person(s) anticipated to be on the project team and how the Submitter intends to structure the project team with specific areas of responsibility assigned to each team member. Describe the qualifications of each identified project team member and experience of team members working together on past projects, particularly those identified in the Scope of Work above. Include summary résumés for key staff as an attachment at the end of the proposal. List any relevant certifications and/or licenses and their expiration date(s).
 4. Equipment. Detailed description of equipment required for project including the identification of equipment that is owned or rented (with associated cost).
 5. Cost Proposal/Rate Schedule.

The following components should be included in your proposal:

- a. Project Schedule: Propose an outline of tasks, products, and project schedule identifying key milestones with completion by January 31, 2025, including the number of hours required to complete each task or product
 - b. Estimated hours of coordination with SCD staff, CFS County staff, and SLS members and Communications Group
 - c. Estimated number of drafts/cuts needed to compose the finished product(s).
 - d. Estimated number and hours of pre-production meetings.
 - e. Cost estimate of project including cost of individual deliverable items. We expect that deliverables would include:
 1. Detailed Timeline
 2. Communications framework: Audience, messages, and engagement strategy
 3. Scripts and/or storyboards
 4. Video: Raw footage, first, second, and final cuts
 5. Written permissions and all rights for all photos and graphics contained in the video(s).
Permission to reuse and distribute any and all content and materials developed under the contract
 6. Final videos in digital and hard copy
6. Recommendations: Three professional references from previous projects. Organization name and contact information must be provided.
 7. Description of Submitter's history and proposed efforts to promote diversity in employment and utilization of certified Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Small Disadvantaged Business (SDB), and Women's Business Enterprise (WBE) firms as partners, subcontractors, or suppliers on previous contracts.

- a. Describe any innovative or particularly successful measures Submitter has undertaken to work with these firms.
 - b. Indicate whether or not Submitter is currently certified in the State of Washington as a DBE, MBE, SDB, or WBE.
8. Please address the following questions:
- a. Describe your vision for this project and how you would accomplish the tasks and deliverables. Describe the tasks in greater detail.
 - b. What unique experience, talent, or vision does your organization bring to this project? What would you bring to this project that others could not?
 - c. Have you done work in the Snohomish basin before? Please describe.
 - d. How have you handled the challenge of maintaining balance while collecting stories from very distinct points of view?

Late Submittals and Modifications

Submittals and modifications thereof received after the stated deadline will not be reviewed. SCD is not responsible for late submissions.

In accordance with the due date from the Important Dates table of this RFP, the time of closing will be determined per the Pacific Time Clock at <http://www.time.gov/>.

Withdrawal of Submittals

Submittals may be withdrawn by written request up to one (1) hour after the stated time of closing, as mentioned above.

Determination of the one-hour grace period shall be calculated based on the same reference as identified in the above section.

FUNDING INFORMATION

Budget

No more than \$25,000 is available for this project. This includes all the components and deliverables described above, including pre-production, production, and post-production. Please include all costs when generating a budget.

All written reports and documents shall be provided in Microsoft Word and delivered in digital format. All video edit phases should be provided in a format viewable on VLC media player for Microsoft Windows and delivered digitally.

All discussions of award funding level, scope, and project implementation schedules are preliminary until contracts are finalized. The Consultant assumes full risks for any costs incurred prior to the execution of contracts.

SCD reserves the right to negotiate final project elements with successful applicants. Final award amount and scope may differ from what is proposed based on the needs of the program. SCD reserves the right to reject all proposals and make no award under this solicitation, or award less than the full amount of funding available.

Source of Funding

The funding for this contract is provided by SCD, from a WA State Department of Ecology Shoreline Floodplains by Design Program grant received through Snohomish County. An agreement will be issued from SCD to the selected Consultant and will be subject to the terms from the originating grant.

Method for Reimbursement

A contract will be issued with defined deliverables. The Consultant will be reimbursed on a time and materials basis as agreed to in the Statement of Work.