



Request for Proposal
for
Video Content Production
for the San Luis Obispo County
Integrated Waste Management Authority

RFP Released:

Thursday, September 26, 2024

RFP Submission Deadline:

Friday, November 1, 2024 by 12:00 PM

**San Luis Obispo County IWMA
870 Osos Street
San Luis Obispo, CA 93401
805.782.8530**

[W: www.iwma.com](http://www.iwma.com)

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SECTION I - Introduction and Background

A. Introduction

The San Luis Obispo County Integrated Waste Management Authority (IWMA) is requesting proposals from qualified Contractors to produce a series of videos promoting responsible waste reduction and disposal in San Luis Obispo (SLO) County. The video series should have a positive and educational tone, and a focus on the systems present locally with the intent to increase resident participation in blue and green bin recycling. The final video series should consist of *at least* four high-quality videos, and an accompanying library of content, for the IWMA to use in community outreach campaigns. The selected qualified Contractor will successfully demonstrate their ability to craft a compelling and factual campaign with a unifying theme.

The preferred date of completion for this project is between July 01, 2025 and December 31, 2025.

All proposals must be received by, on, or before **Friday, November 1, 2024 by 12:00 PM**. The preferred method for proposal submission is electronic via akuder@iwma.com. However, if you wish to submit a paper copy, please submit it in a sealed envelope to:

SLO County IWMA
Attn: Ashley Kuder
870 Osos Street
San Luis Obispo, CA 93401

Background

The IWMA is a government entity formed through a Joint Powers Agreement governed by a nine-person Board of countywide elected officials. The IWMA Board of Directors consists of seven incorporated City representatives, one Special District representative, and one County representative. The Board of Directors oversees the IWMA office and its mission to provide coordinated efforts to comply with state waste and recycling policy on behalf of San Luis Obispo County member agencies through practical, cost-effective programs, education, and technical support.

The Executive Director reports directly to the Board of Directors and performs all duties necessary for proper and efficient management of the IWMA, as determined by the Board, state and federal law. The IWMA has a professional staff of six (as of the publishing date of this RFP), working under the direction of the Executive Director.

The IWMA serves a unique area that is comprised of over 3,616 square miles with over 8,800 commercial waste generators. This area is a combination of urban and rural landscape served by 5 unique hauling companies operating under over 24 franchise agreements.

Recent California state law, SB 1383, mandates that all residents and commercial businesses recycle their organic waste. In San Luis Obispo County, green organics (food and yard waste), are collected in green residential curbside bins. The material is transported to an anaerobic digestion facility, where it is converted into organic compost within two weeks. The digestion process also produces renewable energy, which powers the facility operations and reintroduces enough energy into the municipal power grid to power six hundred homes. The compost created is applied on farms, vineyards and gardens around the county.

Most of the recyclable material in San Luis Obispo is sent to a single Materials Recovery Facility (MRF), where it is sorted and sold to recycling markets by a private company under franchise agreement with IWMA member jurisdictions. A recent survey done by the IWMA found that residents

are skeptical about the end destination of the recyclable materials they put in their blue bin. Commonly held skepticisms center around the misconception that all recyclables are sent directly to the landfill. The IWMA hopes to counter these misperceptions through the proposed video series.

The IWMA is a government agency, therefore, all materials produced in response to this RFP should be educational and based in fact to support the IWMA’s mission of promoting responsible resource management. The IWMA is not an advocacy group.

SECTION II – QUALIFICATIONS AND SCOPE OF SERVICES

A. Qualifications of Contractor and Personnel

The ideal Contractor will have the following characteristics:

- Basic understanding of the IWMA’s mission and goals.
- Strong and deliberate creative voice and accompanying storytelling skills.
- Ability to create a unified message understood by diverse and/or polarized groups.
- Demonstrated experience in producing video content with a similar scope.
- Technical experience with video and audio recording equipment necessary for high-quality production.
- Familiarity with San Luis Obispo County and the audience addressed by the IWMA.
- Experience working with environmental, resource management, solid waste, recovery, government or political industries relevant to the work of the IWMA.

B. Project Scope

The Contractor will produce and provide the following:

1. Video content library of B-roll footage.
2. Library of high-quality still images (at least 100).
3. At least (4) finalized videos:
Four themed videos each focused on a different aspect of resource recovery. Each of the final videos should adhere to the following schema:
 - Narrative repackaged to fit 10, 30 and 90 second timeframes.
 - Resized to fit an aspect ratio appropriate for distribution to the following media outlets:
 - Television broadcasting and streaming
 - IWMA and member jurisdiction websites
 - Instagram and related social media sites
 - Additional lengths and file formats as recommended by the qualified Contractor or requested by the IWMA.

SECTION III - TIMELINE AND SUBMITTAL INSTRUCTIONS

The following represents the tentative schedule for this RFP. Any change in the scheduled dates for the Pre-Proposal Conference, Deadline for Final Questions, Proposal Submission Deadline, or Interviews will be advertised in the form of an addendum to this RFP. The schedule for other milestone dates may be adjusted without notice.

A. Timeline

DATE – 2024	EVENT
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Thursday, September 26	RFP release date
Thursday, October 10	Optional pre-proposal phone conference at 2:30 PM (PST)
Friday, October 18	Deadline to submit written questions due by 12:00 PM (PST)
Friday, November 1	Proposals due by 12:00 PM (PST)
Wednesday, November 6	Preliminary screening process complete, including reference checks
Wednesday, November 13	Board consideration and approval of staff recommended Contractor (including proposer presentation, if requested)
Wednesday, November 20	Negotiate and finalize contract
Friday, December 6	IWMA Board President signs contract (if applicable)

B. Proposal Format and Content Requirements

All proposals must include, and will be evaluated on, the following criteria:

1. Qualifications of Contractor and Personnel (45%)

- Portfolio of past work.
- Statement of Qualifications: briefly describe how your firm meets or exceeds the desired qualifications defined in Section II (A), Qualifications of Contractor and Personnel.
- Describe your expectations of IWMA staff in the production of the video series, and what assistance the IWMA will provide in the proposed project.
- Resumes of and duties assigned to relevant personnel.
- List of technical equipment to be used in production.

2. Creative Outline: Timeline and Deliverables (35%)

Part 1. Please outline your approach to the following prompts. Include any techniques or creative devices you would use to create a compelling and memorable video. Choose 3 of the

4 following prompts:

- 1) Demonstrate the story of a blue bin recycled item compared to that same item being landfilled.
- 2) Demonstrate the story of a composted item compared to that same item being landfilled.
- 3) Tell a narrative dispelling the “Myths of Recycling”.
- 4) SLO County’s anaerobic digestion facility turns food and yard waste into organic compost but also electricity—how would you highlight this benefit to encourage organic waste recycling?

Part 2. Provide an original storyline that will promote resource recovery, source reduction, or landfill diversion.

Part 3. Briefly define a centralized theme, slogan or otherwise unifying aspect you would use to craft a cohesive campaign.

Part 4. Suggest an execution strategy including a list of deliverables and associated timeline.

Part 5. Describe your ideal outcome for the project, and how the IWMA might employ the finished video series in a community-wide outreach campaign.

3. Budget, Retainer, and/or Rates (20%)

The budget for Video Content Production, including library of B-roll and still images, shall not exceed \$150,000. The cost proposal shall provide a specific cost estimate and a “not to exceed” cost ceiling.

- Include a cost estimate broken down by pre-production, production, and post-production project phases.
- All anticipated hourly rates, fees, and reimbursable costs should be clearly stated.

4. Client References

Provide a list of current and former clients, including any governmental agencies you have serviced. Include client name, contact person and title, complete address, telephone number, type of organization, and a brief description of work performed.

5. Identify Existing and Potential Conflicts of Interest

List all current public clients in San Luis Obispo County for which the Contractor provides service. To the extent they are reasonably foreseeable, please indicate any actual or potential conflicts of interest that might arise from the Contractor’s representation of the IWMA. Please outline the manner in which conflicts would be resolved, mitigated, or avoided.

6. Disclosure of Litigation

Contractor must include in its Proposal a complete disclosure of any civil or criminal litigation or indictment involving the Contractor. Contractor must also disclose any civil or criminal litigation or indictment involving any of its joint ventures, strategic partners, prime Contractor team members, and subcontractors. This disclosure requirement is a continuing obligation, and any litigation commenced after a Contractor has submitted a Proposal under this RFP must be disclosed to the IWMA in writing within five (5) days after the litigation has commenced.

7. Additional Information

Include the location of the business and the availability of appropriate professionals as needed. Identify any other related qualifications and information not specified in this RFP that the firm may consider essential and relevant to the IWMA.

C. Questions

All questions (requests for interpretations or corrections) pertaining to the content of this RFP must be made in writing to akuder@iwma.com with the email subject line of **QUESTIONS – Video Content Production RFP by Friday, October 18 at 12:00 PM**. Requests submitted after said date may not be considered. Questions will receive a response within five (5) business days. Questions and responses will be posted anonymously on the IWMA website: <https://www.iwma.com/open-bids-rfps>. The IWMA reserves the right to determine the appropriateness of comments/questions that will be posted on the IWMA website.

D. Submittal Instructions

If you or your Contractor is interested and qualified, please submit one (1) electronic copy of your proposal, in Adobe (.pdf) format, to akuder@iwma.com with the email subject line of **PROPOSAL – Video Content Production RFP, by Friday, November 1 by 12:00 PM**.

SECTION IV - RFP PROPOSAL EVALUATION AND SELECTION PROCESS

A. Criteria Weight

The proposals shall be reviewed based on the criteria and scale in Section III (B) above. The goal is to contract with a Contractor that is qualified to help the IWMA produce a high-quality video outreach campaign.

Proposals will be reviewed upon receipt and the most qualified firms may be requested to make a presentation to the IWMA Executive Committee and/or Board of Directors.

B. Final Selection

IWMA Staff will formulate its recommendation for award of the Contract and forward its selection to the Board of Directors for approval. The final contract will be signed by the IWMA Board President.

C. Contract Award and Execution

The IWMA reserves the right to enter into contract without further discussion of the submitted proposal. Therefore, the proposal should be initially submitted on the most favorable terms the proposer can offer. The IWMA reserves the right to withdraw the RFP in whole or in part, at any time and for any reason. Submission of a proposal confers no rights upon a proposer and does not obligate the IWMA in any manner. The IWMA reserves the right to award no contract and to solicit additional offers at a later date.

The contract awarded for this request will be written by the IWMA. A sample agreement is attached as Attachment 1-A.

Each proposer, by submitting a proposal, agrees that if the IWMA accepts its proposal, such proposer will furnish all items and services upon the terms and conditions in this RFP and subsequent contract.

Proposals that do not meet the mandatory requirements set forth in this RFP will not be considered. Proposers may be disqualified, and the proposal may be rejected by the IWMA for any of, but not limited to, the following reasons:

- Failure to properly respond to the RFP.
- Evidence of collusion among the proposers submitting the proposals.
- Failure to comply with the specification requirements of the RFP.

Terms, conditions, prices, methodology, or other features of the proposal may be subject to negotiation and subsequent revision. As part of the negotiations, the proposer may be required to submit additional financial information and other data to allow for a detailed evaluation of the feasibility, reasonableness, and acceptability of the proposal.

The RFP document and the successful proposal, as amended by agreement between the IWMA and the successful proposer, including e-mail or written correspondence relative to the RFP, may become part of the contract documents. Additionally, the IWMA may verify the successful proposer's representations that appear in the proposal. Failure of the successful proposer to perform as represented may result in elimination of the successful proposer from competition or in contract cancellation or termination.

The requirements listed in this RFP are not negotiable and will remain unchanged unless the IWMA determines that a change in such requirements is in the best interest of the IWMA.

The IWMA expressly reserves the right, in its sole judgment, to accept or reject any or all proposals, with or without cause, modify, alter, waive any technicalities or provisions, or to accept the proposal which, in its sole judgment, is determined to be the best evaluated offer resulting from negotiation and taking into consideration other evaluation factors set forth in the RFP. The successful proposer will be expected to enter into a contract with the IWMA. If the successful proposer fails to sign a contract within fourteen (14) calendar days, unless the IWMA grants an extension following the delivery of the contract documents, the IWMA may elect to negotiate a contract with the next-highest ranked proposer.

IWMA shall not be bound, or in any way obligated, until both parties have executed a contract. The selected proposer may not incur any chargeable costs prior to final contract execution. The foregoing should not be interpreted to prohibit either party from proposing additional contract terms and conditions during the negotiation of the final Contract.

The supplies and services are to be provided in compliance with all applicable state and federal standards, rules, and regulations. The IWMA reserves the right to request additional written and/or oral information from proposers at any time before contract award, to obtain clarification of their responses.

SECTION V - GENERAL CONDITIONS

A. IWMA Rights & Options

All proposals must be submitted to the IWMA email address: akuder@iwma.com with the email subject line of: **PROPOSAL – Video Content Production** in Adobe (.pdf) format **by Friday, November 1 by 12:00 PM.**

- 1) All costs incurred in the preparation and submission of proposals and related documentation will be borne solely by the proposer.

- 2) This RFP does not constitute an offer of employment or contract for services.
- 3) The IWMA may, in its sole and absolute discretion, accept or reject all proposals, in whole or in part, with or without cause, in response to this RFP and to make more than one award, or no award, or postpone or cancel, at any time, this RFP process, if the IWMA determines such action to be in its best interests.
- 4) The IWMA reserves the right to remedy technical errors, modify the published scope of services and approve or disapprove the use of all sub-consultants.
- 5) The issuance of this RFP does not constitute an agreement by the IWMA that any subsequent selection process will occur, or that any contract will be entered into by the IWMA. Proposals and other materials will not be returned.
- 6) The IWMA has the right to use any or all ideas or concepts presented in any proposal or interview without restriction and without communication to all applicants.
- 7) All documents submitted to the IWMA in response to this RFP will become the exclusive property of the IWMA.
- 8) All proposals shall remain active for one hundred twenty (120) days, following the closing date for receipt of proposals.
- 9) The IWMA reserves the right to award the contract to the Contractor who presents the proposal which, in the judgment of the IWMA, best accomplishes the desired results.
- 10) The term of the contract will be two years with a start date of August 2, 2024. The contract may be renewed at the discretion of IWMA for up to one twelve-month period. Any request by the Contractor to increase pricing may not exceed national or regional CPI and must align with the IWMA's budget cycle.
- 11) Any contract awarded pursuant to this RFP will incorporate the requirements and specifications contained in this RFP. All information presented in the proposal will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the IWMA during subsequent negotiations.

Under the provisions of the California Public Records Act (the "Act"), Government Code section 6250 et seq., all "public records" (as defined in the Act) of a local agency, such as the IWMA, must be available for inspection and copying upon the request of any person. Under the Act, the IWMA may be obligated to provide a copy of all responses to this RFP, if such requests are made after the contract is awarded. One exception to this required disclosure is information which fits within the definition of a confidential trade secret [Government Code section 6254(k)] or contains other technical, financial, or other data whose public disclosure could cause injury to the proposer's competitive position. If any proposer believes that information contained in its response to this RFP should be protected from disclosure, the proposer **MUST** specifically identify the pages of the response that contains the information by properly marking the applicable pages and inserting the following notice in the front of its response:

NOTICE: The data on pages _ of this response identified by an asterisk (*) contain technical or financial information, which are trade secrets, or information for which disclosure would result

in substantial injury to the proposer's competitive position. Proposer requests that such data be used only for the evaluation of the response but understands that the disclosure will be limited to the extent the IWMA considers proper under the law. If an agreement is entered into with the proposer, the IWMA shall have the right to use or disclose the data as provided in the agreement, unless otherwise obligated by law.

- 12) The IWMA will not honor any attempt by proposer to designate its entire proposal as proprietary. If there is any dispute, lawsuit, claim or demand as to whether information within the response to the RFP is protected from disclosure under the Act, proposer shall indemnify, defend, and hold harmless the IWMA in any action arising out of such dispute, lawsuit, claim, or demand.
- 13) The proposer warrants that no official or employee of the IWMA has an interest, has been employed or retained to solicit or aid in the procuring of any contract resulting from this RFP, if any, and further warrants that such person will not be employed in the performance of the contract without immediate written notice to the IWMA.
- 14) Contractors submitting proposals shall warrant that their offer is made without any previous understanding, agreement, or connection with any person, Contractor or corporation submitting a separate proposal for the same service and is in all respects fair, without outside control, collusion, fraud, or otherwise illegal action. This condition shall not apply to proposals which are submitted by Contractors who have partnered with others to submit a cooperative proposal that clearly identifies a primary Contractor and the associated sub-Contractors.
- 15) Proposers shall comply with all laws and regulations governing nondiscrimination in employment, including the Americans with Disabilities Act of 1990, the Fair Employment and Housing Act (California Government Code, § 12900, et seq.), and the applicable regulations promulgated thereunder (2 California Code of Regulations, § 7285, et seq.).

Nondiscrimination: The proposer, regarding the work performed by them during the Contract, shall not discriminate on the grounds of race, color or national origin or other legally protected criteria in employment or the selection and retention of any potential subcontractors.

- 16) Unforeseen additional items and/or services may be required. The IWMA therefore reserves the right to negotiate with the successful proposer for additional items and/or services beyond what is described in the final contract.

B. Changes to the RFP

This RFP is posted on the IWMA's website: <https://www.iwma.com/open-bids-rfps>. Any changes, additions, or deletions to this RFP will be in the form of written addenda issued by the IWMA. Any addenda will be posted on the website. Prospective proposers must check the website for addenda or other relevant added information during the response period. The IWMA is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this RFP. Any proposer who has already submitted their proposal and desires to make corrections, may remove and replace their proposal up to the date and time for which this RFP closes.

C. Communications

All communications concerning this RFP shall be directed to akuder@iwma.com with the email

subject line of: **QUESTIONS – Video Content Production RFP**. All other communication is not binding and shall in no way modify the RFP or the obligations of the IWMA.

After the solicitation has closed, proposers can view the RFP on the IWMA website where any available award information will be posted and updated within the solicitation. Any questions and requests for information must be addressed to akuder@iwma.com with the email subject line of: **QUESTIONS – Video Content Production RFP**.

D. Insurance

The selected proposer will be required to provide insurance coverage in the amount of one million dollars (\$1,000,000) Commercial General Liability Insurance, and two million dollars (\$2,000,000) of Professional Liability Insurance.

INSURANCE REQUIRED	COVERAGE LIMITS
Commercial General Liability & Property Damage	\$1,000,000 Per Occurrence
Professional Liability	\$1,000,000 Per Occurrence \$2,000,000 Aggregate
Auto Liability / Property Damage / Bodily Injury	\$1,000,000 Per Occurrence
Workman's Compensation & Disability Benefits	\$1,000,000 Per Occurrence

The selected proposer shall provide, within five (5) days after the contract for services is executed by all parties, a certificate of liability insurance naming the IWMA and its employees and officers as additionally insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to the IWMA.

E. Exceptions and Deviations

Any exceptions to or deviations from the requirements set forth in this RFP must be declared in the proposal submitted by the proposer. Such exceptions or deviations must be segregated as a separate element of the proposal under the heading "Exceptions and Deviations". The IWMA may waive any immaterial deviation or defect in a proposal.

F. Award

The IWMA reserves the right to make awards within One Hundred Twenty, (120) days after the date of the RFP closing.