



## Request for Proposals

### Stormwater Rock Video

September 2018

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#### A. Introduction and Overview

West Michigan Environmental Action Council (WMEAC) is soliciting proposals from qualified and experienced individuals, teams, or organizations for the design and production of an animated environmental education video to accompany an existing script and song. WMEAC is working with the City of Grand Rapids to update and develop the stormwater educational materials to be more inclusive and accessible to children and audiences of all ages.

WMEAC has been West Michigan’s preeminent resource for environmental education and advocacy since 1968. Founded by a diverse group of concerned citizens and organizational stakeholders, WMEAC is a non-profit, 501(c)3 organization uniquely positioned to respond to emerging issues and new threats to West Michigan’s natural and human ecologies. WMEAC is strategically focused on building sustainable communities and protecting water resources. Our service area includes the eight-county West Michigan region: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo and Ottawa, with primary emphasis on the Grand Rapids, Holland and Muskegon metropolitan areas.

#### B. Scope of Work

The individual, team, or organization (ITO) selected under this RFP will work collaboratively with WMEAC, with input from the City of Grand Rapids, to design and produce an animated environmental education video to accompany an existing script and recorded song. The song is just over 4 minutes long, and the video will need to be easily edited to allow for the use of shorter segments of the song and video for social media and community presentations. WMEAC will provide a Spanish translation of the song lyrics so that Spanish subtitles can be incorporated into the final production.

#### C. Project Timeline

	Start Date	End Date
RFP Proposal Period	9/11/2018	9/30/2018
RFP/Candidate Review	10/1/2018	10/12/2018
Subaward Contracting	10/15/2018	10/31/2018
RFP Subaward Period	11/1/2015	12/31/2018



1007 Lake Drive SE  
Grand Rapids, MI 49506  
p. 616 451 3051

#### D. Deliverables

Initial deliverables will include concept ideas and story boards for the video. Deliverables will be updated based on the needs of the project team who will provide feedback. Final deliverables will include the completed, full-length video with split track audio, video/audio shorts, and all design, video, and animation files.

#### E. Proposal Contents

- a. **ITO Information:** Name, address, website, phone number, email address, and primary contact for each.
- b. **Work Plan Summary:** Describe in narrative form your technical and artistic approach and timelines required for accomplishing the work outlined in this request. Include a description of the requested work to indicate your understanding of the scope of this project. Provide a breakdown of tasks and sub-tasks, showing the assignment of hours to each task. Include a detailed description of deliverables.
- c. **Proposed Budget:** Please provide a detailed, itemized budget for the Work Plan and Deliverables described above. Break down proposed hours, supplies, and rates assigned to each task and sub-task. Include a budget narrative to describe the need for all such costs.
- d. **Capacity and Experience:** Please describe you team and their abilities. Include a portfolio of previous work completed, including the time required to complete each project.
- e. **References:** Please provide us with references from previous clients.

#### F. Submission and Deadlines

Please deliver all submissions to:

West Michigan Environmental Action Council (WMEAC)  
1007 Lake Drive SE  
Grand Rapids, MI 49506  
[wmeacwater@gmail.com](mailto:wmeacwater@gmail.com)

In accordance with WMEAC's Procurement Policy, we intentionally seek out and fairly consider competitive bids from minority, women, and locally owned contractors.

#### G. Contact Information

Please direct any questions about this RFP, please contact *Elaine Sterrett Isely, Director of Water Programs* at the West Michigan Environmental Action Council (WMEAC). Email: [wmeacwater@gmail.com](mailto:wmeacwater@gmail.com), 616-452-3051, ext. 125.