



## REQUEST FOR STATEMENTS OF QUALIFICATIONS (RFSQ) No. 20-020

---

**DATE:** March 5, 2020

---

**Project Title:** Drinking Water & Watershed Protection (DWWP) Educational Video Series

---

The Regional District of Nanaimo invites qualified and experienced firms to submit Statements of Qualifications to develop an educational video series that promotes the Regional District of Nanaimo (RDN)'s Drinking Water & Watershed Protection program, informs viewers on water conservation and protection in a changing climate, and inspires the audience to engage in water stewardship practices across the region.

The RDN's Drinking Water & Watershed Protection vision is for healthy, safe, and resilient water resources in the region, enabled through strong partnerships.

Part of the RDN's mission is to provide regional leadership at the watershed scale in terms of coordinating community outreach, science, and policy to support drinking water sustainability, climate adaptation, and healthy ecosystems.

Videos have been identified as part of a multimedia approach to reach broader audiences with our key messages and materials. We have direction to develop a series of educational videos to promote our initiatives and inspire water awareness and stewardship in the region. We are seeking a production team with the experience and capacity to move from concept, to creation, to completion in a highly effective manner and that can demonstrate their ability to bring key messages to life with audio and visual techniques for a product that captivates a broad audience.

### **A. Intent**

This Request for Statements of Qualifications (RFSQ) is issued to determine the most qualified and experienced service provider that can meet the Regional District of Nanaimo's requirements, expectations and timeline.

The Regional District of Nanaimo will review submissions received in response to this RFSQ and enter into discussions with the top-ranked Respondent to negotiate the terms, scope, timeline and cost based on the actual scope of work required (the Work). Should these negotiations fail to result in a contract for the Work, the Regional District of Nanaimo may then elect to negotiate with the next highest ranked service provider.

In any event, the Regional District of Nanaimo shall not be bound to enter into a contract with any Respondent to this RFSQ and, at its sole discretion, may elect to collapse this process.

## **B. Background**

The Drinking Water & Watershed Protection (DWWP) program is a regional service within the RDN's Water Services department. Since its inception in 2009, the DWWP program has delivered education, science, and planning initiatives that benefit the long-term water sustainability of our region.

Water, in our region and beyond, faces challenges including climate change, increased pressures from development, and complex cross-jurisdictional management. Water sustainability means having adequate, reliable water supply for the long-term health of our communities and ecosystems. This is a focus of regional government, as water sources overlap electoral areas and municipalities. The DWWP program has successfully completed its first ten years of implementation and now, after a recent update of the program's Action Plan, we are starting our second decade with renewed approaches to engage the community, including exploring the use of multimedia.

We are seeking a videographer and production company to create a video series showcasing the various messages and initiatives of the RDN's Drinking Water & Watershed Protection program. RDN staff will provide video topics and outlines ranging from the ecological function of watersheds, to drinking water sources and treatment, to the future of water sustainability. Our audience includes rural and urban communities; residents, businesses and visitors; and those who have subject-matter knowledge, as well as those who have limited background in water-related topics.

The budget for this project is \$30,000.

## **C. Contemplated Scope of Work and Timeline**

The successful proponent will be tasked with creating five to six educational videos, ranging from two to three minutes in length. The production process will include developing video storyboards with direction from RDN staff; meeting with RDN staff and filming at various locations throughout our outreach season; editing video and audio content; and incorporating graphics that align with the RDN brand.

The DWWP educational video series will be used as an engagement tool, viewed primarily online and through social media, to support the following goals:

- Raise awareness around the Drinking Water & Watershed Protection program in the region.
  - Inform residents and business owners in the region about key messages to do with water conservation, watershed health, and protection of water resources.
  - Capture the visual beauty and emotional appeal of water in our region.
  - Showcase real people working in water and water stewardship.
  - Inspire people to understand why they should care and engage.
  - Provide links and information on how to find out more information and get involved.
  - Be clearly identifiable as part of the RDN brand.
-

In addition to the creation an educational video series, two to three promotional clips that are no more than thirty (30) seconds in length will be requested for promotional purposes through social media and other online platforms. Promotional clips are to be delivered concurrently with video development as the project progresses and with direction from RDN staff.

Video shooting will occur opportunistically through April – September at locations spanning the Regional District of Nanaimo and member municipalities, from Cedar to Bowser, which may require light to moderate travel. Shooting will primarily take place outdoors at regionally identifiable locations, at community events and other DWWP organized activities, and may involve the filming of interviews with RDN staff, partners, and the public.

The proponent must be able to take a concept, key messages, and draft script and transform this into a storyboard, final script, and video and/or graphical imaging with clear audio and text captions. The proponent must demonstrate their abilities through their portfolio of past work, as well as, proposing a methodology that shows a strong understanding of our project request.

The completed DWWP educational video series should meet all of the goals outlined above, in addition to being visually captivating and approachable to a wide range of audiences. Videos can consist of 'live action' camera work, animation and graphics, or a mix of media to achieve our project goals. The final video series and promotional clips must be submitted in high quality for the purposes of online engagement and potential screenings.

We would like to premier at least one of the videos in time for Rivers Day in September 2020. The complete and finished video series is to be delivered to the RDN by October 30th, 2020. If videos can be delivered earlier, that is also desirable.

#### **D. Statement of Qualifications and Evaluation**

The statement of qualifications should be no longer than five (5) pages in length (not including cover page, cover letter and appendices), and should be submitted electronically in pdf format to: [cbrugge@rdn.bc.ca](mailto:cbrugge@rdn.bc.ca). Please include the following:

- Company profile. Describe the company and approach to bringing video concepts to creation.
  - Qualifications and areas expertise of the company and key personnel. Please include the resumes of key personnel that will be working on the project and explain how these individuals will provide value for the RDN.
  - Experience of the company in previous relevant work. Provide at least three (3) examples of similar projects completed by the company. Links to online video content will be accepted.
  - A statement of your company's capacity to complete quality work within the timeframe described, including equipment and technical expertise that could enhance the value of the video series and promotional clips.
  - References and contact info for three (3) previous clients who have received completed services with your company.
-

Statements of Qualifications (the “SOQ”) will be evaluated by the Regional District of Nanaimo. Any or all SOQs will not necessarily be accepted. Evaluation criteria:

- Company profile and approach to work;
- Qualifications of the company and key personnel including areas of expertise;
- Experience of the company in similar projects;
- Ability to meet the Regional District of Nanaimo’s timeline and capacity to deliver quality material;
- References from three (3) previous clients.

**E. Submission Date & Time**

Statements of Qualifications should be received by 3:00:00 p.m. local time on the 20<sup>th</sup> day of March, 2020. The RDN reserves the right to accept late submissions.

**F. Questions and Submissions**

Questions and submissions shall be directed to:

Capri Brugge

Special Projects Assistant, Drinking Water & Watershed Protection  
[cbrugge@rdn.bc.ca](mailto:cbrugge@rdn.bc.ca) | 250-390-6560 Local: 6758