

## **Request for Proposals NFF Strategic Storytelling Content**

**Background and Statement of Work:** The NFF seeks a contractor to produce in-depth storytelling for at least two of our projects or programs. These two content packages will showcase the impact of our work through interviews and compelling stories. The content will help the NFF reach more people and grow our audience.

### **Information Requested**

If interested in submitting a bid for this project, please provide a proposal for the above statement of work by providing:

- technical approach
- work experience
- estimate of cost
- capacity for this project
- experience in similar projects

Specific requirements are detailed below.

### **I. PROJECT OVERVIEW AND REQUIREMENTS**

#### **General Specifications**

(a) Description of Work – This Request for Proposals is for communication services related to NFF strategic storytelling content including the following:

1. Content Package #1 – Project TBD
  - i. Content creation will feature the impact of our work in the region and local communities. Content will be human-centered and feature individuals connected to or impacted by these projects and National Forests.
  - ii. Deliverables:
    1. Minimum of at least one hero video 2-4 minutes long (horizontal)
    2. Minimum of at least eight vertical videos for social media
    3. Minimum of at least 10 minutes of b-roll footage
    4. Minimum of 20 still photos from content capture featuring content creators and interviewees
2. Content Package #2 – Project TBD

- i. Content creation will feature the impact of our work in the region and local communities. Content will be human-centered and feature individuals connected to or impacted by these projects and National Forests.
  - ii. Deliverables:
    - 1. Minimum of at least one hero video 2-4 minutes long (horizontal)
    - 2. Minimum of at least eight vertical videos for social media
    - 3. Minimum of at least 10 minutes of b-roll footage
    - 4. Minimum of 20 still photos from content capture featuring content creators and interviewees
- 3. Two short vertical videos to promote 2025 National Forest Week™ campaign utilizing content captured for the above packages.
- 4. Promotion of content
  - i. The NFF hopes to amplify and share the content alongside the contractor.
  - ii. Contractor should identify and propose promotional opportunities of the content.

The Contractor shall identify what they can supply in terms of materials, labor, equipment, supplies, supervision, quality control, and incidentals required to complete the work described. The Contractor shall perform all work in a safe and conscientious manner.

(b) Project Location – Filming locations will be determined with the contractor. Contractor will provide feedback on storytelling potential for filming locations. Potential filming locations include, but are not limited to, telling stories from two of the following locations: Pisgah National Forest (Asheville, North Carolina), Chugach and Tongass National Forests (coastal Alaska), Tahoe National Forest and Lake Tahoe Basin Management Unit, (Lake Tahoe, California), Gila National Forest (Silver City, New Mexico).

(c) Work Schedule – Estimated production schedule during April – June 2025.

Targeting content release by September 30, 2025.

### **Other Project Requirements and Specifications**

(a) Utilities – In many locations there will be no or limited sanitation, water, electrical or housing services available. The Contractor shall make its own arrangements for temporary facilities if needed.

### **Insurance Requirements**

Upon selection of the winning bid, the Contractor agrees that it has and shall maintain the following insurance coverage indicated below. The effective date of all coverage shall precede the start of any work.

- a. State minimum workers' compensation insurance coverage for its employees, if any.
- b. Broad form general liability, property damage, and automotive liability insurance in the minimum amount of \$1,000,000 for bodily injury, death, or damage to property of

any person and \$2,000,000 for bodily injury, death, or damage to property of more than one person. The Contractor shall name NFF an Additional Named Insured and provide NFF with a certificate of insurance evidencing such coverages, prior to the initiation of the Scope of Services.

- c. If the Scope of Services includes professional services as identified herein, Contractor shall also provide professional errors and omissions liability insurance. Professional services for purposes of this section include, but are not limited to performing architecture, engineering, landscape architecture, land surveying or planning, preparation and signing or stamping of drawings, maps, surveys or construction specifications, or design and development of computer software, programs or websites by the Contractor or by subcontractors on behalf of the Contractor, for which professional liability insurance would typically be required. The minimum coverage limits required are \$1,000,000 for each claim and \$1,000,000 annual aggregate.

### **Prohibited Telecommunications Services and Equipment**

If required, the Contractor is responsible for compliance with the prohibition on certain telecommunications and video surveillance services or equipment identified in 2 CFR 200.216.

### **Payment/Performance Security**

Contractor shall post cash, a letter of credit, bond, or other financial security that is easily convertible into cash in a form acceptable to the NFF, in its sole determination, to assure completion of the work required under any subsequent agreement and payment of all amounts lawfully due to all persons supplying or furnishing to the Contractor or Contractor's subcontractors with labor, laborers, materials, rental machinery, tools or equipment used or to perform the work. Contractor may incorporate required associated costs into mobilization costs or other approved expenses.

- a. Work that is classified as construction in accordance with the Miller Act or Little Miller Act or if required per conditions of the funding source, payment and performance bonding will be required in the full amount of any Agreement. For the purposes of this Request for Proposal, construction is defined as "any contract greater than \$100,000 for the construction, alteration, or repair of any public building or public work where the federal government is the owner", or
- b. If Contractor is not self-performing at least 85% of the total contract value or if the cost of materials is in excess of the larger of \$100,000 or 50% of the contract total, payment and performance bonding will be required in the full amount of the agreement, or
- c. If the value of the agreement is in excess of \$250,000, Contractor will be required to post financial security in a form acceptable to the NFF in the amount of 5% of the total agreement value up to \$250,000 in total financial security.

### **Federal Exclusion Verification**

The selected Contractor will be required to affirm that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

**Federal Flowdown Provisions**

Flowdown Requirements: Any Agreement associated with this RFP may be subject to flowdown requirements under associated federal or state funding agreements, which are included and made part of by this reference.

**Competitive Range**

The expected competitive range for bids to this solicitation is \$250,000 to \$350,000.

**(b) REQUIRED COMPONENTS**

**Technical Proposal**

Please provide a detailed technical approach to the work.

**Contractor Qualifications**

- (a) Past Experience – Please provide a brief explanation of previous work experience with land management agencies.
- (b) References – Please provide three professional references that can speak to past performance.

**Pricing Schedule**

Contractor shall price work according to the schedule below. Prevailing wages are required per conditions of funding sources.

- Pre-production
- Production
- Post-production
- Admin fees
- Other

	<b>Task/Item</b>	<b>Units</b>	<b>Unit Cost</b>	<b>Extended Cost</b>
(a)	<<fill in using description of work bullets above>>			
(b)				
(c)				
(d)				
(e)				
			<b>Total Bid</b>	

## (c) SUBMISSION, EVALUATION, AND CONTACTS

### **Contractor Selection Process**

This is a request for proposals only and bids furnished are not offers from the National Forest Foundation. This request does not commit the National Forest Foundation to pay any costs incurred in the preparation or submission of the proposal or to contract for supplies or services.

The NFF will use the Evaluation Factors below to review each submitted bid. Based on the outcomes of that selection process, the NFF will notify successful and unsuccessful bidders by November 11, 2024 and will prepare a separate contract document.

### **Evaluation Factors and Relative Importance**

The following criteria will be used in the evaluation of submitted proposals, ordered from highest weighting (level 3) to lowest weighting (level 1).

#### Level 3 Criteria

- Price / cost
- Equipment and contractor capability
- Timing of when contractor can begin and/or finish the project
- Past performance, references, and USFS feedback

#### Level 2 Criteria

- Technical proposal / proposed approach to project
- Overall strategic benefits to meeting NFF goals and grant needs, requirements, and timelines

#### Level 1 Criteria

- Benefits to the local community
- Relationship to local community

### **Point of Contact**

Please submit any questions about the project in writing to the Point of Contact.

Hannah Featherman  
National Forest Foundation, Communications Manager  
hfeatherman@nationalforests.org

Responses will be shared with known interested parties by email or otherwise posted at <https://www.nationalforests.org/rfp>.

### **Bid Submission**

Submit bids via email to hfeatherman@nationalforests.org by November 1, 2024.

### **Equal Opportunity Provider**

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest

Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.