REQUEST OF SUBMISSION OF CONSULTANT FIRM
REQUEST FOR PROPOSALS FOR:

US 36 Bus Rapid Transit (BRT) Video

I. INTRODUCTION
36 Commuting Solutions (36 CS) is requesting proposals from video production firms to create a 3 minute video for US 36 Bus Rapid Transit (BRT).

The project is funded through the Denver Regional Council of Governments (DRCOG), and the Colorado Department of Transportation (CDOT). All activities by the selected consultant must meet the administrative criteria of the funding agencies.

36 CS will serve as the lead agency for project oversight, working in collaboration with the Regional Transportation District (RTD) and the US 36 Express Lanes and CDOT public information staff.

To submit proposals and request additional information, please contact:
Audrey DeBarros
Executive Director
36 Commuting Solutions
287 Century Circle, Suite 103
Louisville, CO 80027
audrey@36commutingsolutions.org
(303) 604-4383

RFP Due Date: March 6, 2015

II. BACKGROUND AND PURPOSE OF THE PROJECT
Project Summary:
The US 36 corridor is undergoing major changes with the opening of the US 36 Express Lanes Project in Summer 2015 and completion in early 2016. 36 CS has secured funding to work with local governments, the Colorado Department of Transportation (CDOT), the Denver Regional Council of Governments (DRCOG) and the Regional Transportation District (RTD) to educate the public about the features and benefits of US 36 BRT.

The US 36 Express Lanes Project will construct a new Express Lane in each direction from Westminster to Louisville by mid-2015, and a new Express Lane in each direction from Louisville to Boulder by early 2016. Use of the Express Lanes will be prioritized first for BRT operations. Those traveling in a carpool will be able to use the Express Lanes for free, while those driving alone will be tolled. There are two general purpose lanes in each direction of US 36 that are open to everyone.

In addition to the US 36 Express Lanes Project nearing completion, commuters in the Northwest region of the Denver metro area will also benefit from RTD’s new commuter rail and BRT services. The RTD FasTracks program is among the nation’s most ambitious transportation projects and is expanding light rail, commuter rail and Bus Rapid Transit throughout the Denver metro region. The Northwest region will have two mass transit investments—Northwest Rail and US 36 Bus Rapid Transit.
The purpose of the video is to educate the general public to the features and benefits of BRT, as it is RTD’s first BRT project. We also want to inform the public US 36 BRT is part of the RTD FasTracks program and that it will provide fast and reliable service that connects regionally. There are several innovative services that the Flatiron Flyer will provide for the first time on US 36 such as Bus on Shoulder, Intelligent Transportation Systems and Ticket Vending Machines.

36 CS would like the video to start with describing the multi-modal aspect of the US 36 Express Lanes and then move into BRT. The core elements of BRT are as follows: Priority Transit Lanes, BRT Stations, New Vehicles, Improved Fare Collection, State-of-the-art Technologies, More Frequent and Reliable Service and Modern Branding Identity. The video should be no more than 3 minutes in length and may include 3-D animations to showcase the upcoming Flatiron Flyer service.

The video will mainly be distributed electronically through links to the video from 36 CS’ YouTube account, the 36 CS website and newsletters. RTD, US 36 and local governments will also use the video to educate the public about US 36 BRT.

III. SCOPE OF WORK AND DELIVERABLES
Task 1 – Pre-Production
- Define main goals of video, target audience, length of video
- Review 36 CS storyboard outline
- Define list of assets needed
- Plan location and timeline for filming taking into consideration the need for 3-D animation. The Flatiron Flyer bus won’t be available to see in person until June. RTD plans some BRT stations to be installed this spring, so we may need 3-D animation or renderings for stations.
- Plan dates to schedule video staff, talent and interview sources

Deliverable - Due upon outset of project
- Meeting with 36 CS upon project outset
- Initial project timeline outlining due dates for project budget
- Meeting with 36 CS team to proceed to Production stage

Task 2 – Production
- Define a storyboard, choose interview sources and list filming locations
- Define 3-D animation needed, photos and renderings
- Write script
- Plan type of narrator needed, music, graphics, titling
- Edit video
- Review video rough cut with 36 CS

Deliverable -
- Status report (monthly)
- Rough cut of video in TV quality and also compressed for the web.
- Meeting with 36 CS to proceed to post production stage
Task 3 – Post Production

a. Incorporate narration, music, graphics and titling into video
b. Review film with 36 CS after suggested editing changes have been made
c. Review final film
d. Make final edits
e. Give video and assets to 36 CS
f. Invoice 36 CS

Deliverable:
- Final summary report

IV. CONTENT OF PROPOSAL
Proposals should include the following information, but not necessarily in the order as presented below:

1. Summary Statement – (one-two pages): The proposal will contain an opening statement summarizing how the production company will accomplish the purpose of the project and should also summarize the roles and qualifications of the production company. Please discuss how you will identify the issues, problems and opportunities, any special data needs, special methods of analysis, milestones, end products and procedures that are believed to potentially enhance the project.

2. Project Timeline – (one page): A timeline that corresponds to the sequence contained in the proposal.

3. Clients and References – (one page): A list of clients, including their names, addresses and telephone numbers, for whom you have performed similar work of a similar scale.

4. Project Team – (one-half page per person): A description of the project team and resumes of key staff, including the role of all subcontractors. Include an organizational chart for the team. Resumes and hourly rates can be included in the Appendix.

5. Project Manager – (included in the project team description): The name, telephone number and e-mail address of the project manager. Project manager must be available for the duration of the project unless otherwise approved by 36 CS.

6. Demonstration of Skills – (up to three pages): A statement describing the production company's experience in conducting similar projects focused on the development of transportation behavior change and evaluation. The production company should also describe their experience in producing a video while working with citizens, businesses and professional and government leaders. Please provide a minimum of three examples of similar projects that demonstrate experience, and what roles were played in the project.

7. Task Effort and Proposed Budget – An estimate of the percent of effort anticipated for each task and associated budget. An appropriate PERT, Gantt or CPM chart for the project is recommended.
V. EVALUATION CRITERIA
Negotiations and award of the contract will be to the agency that provides the most advantageous proposal. The 36 CS Executive Director reserves the right to reject any and all proposals.

Upon receipt of proposals, agencies will be shortlisted and telephone or in person interviews will be requested. Each agency’s proposed project manager must take part in the presentation. If selection is approved, 36 CS will generate a consultant agreement between 36 CS and chosen consultant. The proposals and oral presentations will be evaluated on the basis of cost and the weighted criteria listed as follows:

1. Professional Qualifications: (Weight 30%)
The agency must demonstrate qualifications and experience to satisfactorily perform the work needed to produce the video. Previous experience producing BRT, transit or transportation videos is highly desired.

2. Excellence of Summary: (Weight 25%)
The summary should cover issues and opportunities and discuss the consultant’s approach to performing the project. The summary must not repeat the scope of services described above – the summary statement should be organized by tasks with a detailed description of how the agency will complete the scope of services. The details should include a project schedule, special data needs, and special methods of marketing, milestones, end products and procedures.

3. Application of Innovative Techniques: (Weight 35%)
The activities contained in the scope of services are representative of a general approach to meet the project objectives. Consultants may (1) develop alternative approaches, and (2) offer suggestions for enhancing specific tasks or the overall work and (3) specific recommendations the consultant can offer to add to the creativity of the project to save funding (such as having existing footage).

4. Knowledge of Local Conditions: (Weight 10%)
The summary statement must demonstrate your understanding of the interaction of this project with local conditions.

VI. ADMINISTRATIVE REQUIREMENTS
A. Submission Date: Proposals must be submitted by 5:00 PM, March 6 to Audrey DeBarros, Executive Director, 36 Commuting Solutions, 287 Century Circle, Suite 103, Louisville, CO 80027. Proposals submitted after this time and date will not be considered.

B. Number of copies: Five (5) copies of the proposal are to be submitted along with an electronic version on a compact disk or removable hard-drive.

C. Length of proposal: See Section IV for page limit details. Resumes of participants should be limited to one-half page with the exception of the project manager.

D. Contract: The contract will be between 36 CS and the selected firm who will be administratively responsible to 36 CS. The contract will be of the cost reimbursable with a fixed fee, not to exceed type. Contract standards will be
consistent the standard articles of agreement required by CDOT.

E. Billing will be monthly unless specifically approved by 36 CS and CDOT. Reimbursement payments shall occur from 30 to 45 days after receipt.

F. Certification of Eligibility: A certificate is to be included in the proposal for each firm stating that:

"The firm is not ineligible to receive award of a contract due to the firm's inclusion on any federal, or Colorado State lists of debarred contractors, or otherwise ineligible to be awarded a contract using federal or state funds."

G. Project Schedule:
   - Distribution of RFP: February 19
   - Receipt of Proposals: March 6
   - Evaluation of Responses/Selection of Consultant: March 13
   - Conduct Telephone or In Person Interviews: March 16-27
   - Production Firm Selected: March 27
   - Final Video Completion: May 22