



Kansas City Streetcar Authority
KC Streetcar Video Design and Development Project
Request for Proposal
June 10, 2015

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (RFP) to firms or individuals interested in providing video design and development services (Proposers) to support the design, development and final production of KC Streetcar informational videos. The short format videos will be used to support the communication of KC Streetcar Authority's safety and general information campaign. To be considered for this video design and development project, please submit the following information to **Ebony Jackson, re: Video RFP, to ejackson@kcstreetcar.org by Noon, July 8, 2015.** Proposals received after the deadline may not be considered.

All applicants must meet the following requirements:

- Must have extensive experience writing, directing and producing informational short-format videos.
- Must demonstrate prior experience designing and developing video content suited for on-line viewing, TV, and alternative formats.
- Must have the technical capacity to support and execute all facets of video development process. Including scriptwriting, pre-production, graphics and audio production.

Proposers are responsible for making a careful examination of the scope of this RFP and to comply with all terms and requirements. Proposers must supply concise answers to questions within this document. Failure to address any of the requirements in this RFP could subject the Proposer's proposal to rejection.

The estimated project budget is \$20k and the price quoted should be all inclusive. The budget must encompass all elements necessary for development of final videos. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of subcontractors, it must be clearly state this in your proposal.

Please include:

- **Basic information about your company** – such as how long you've been in business, company philosophy, typical clients with which your company works, etc. The more we know about your company, the better we'll be able to match up our needs as an organization to your services.
- **General services** that your company provides which will benefit the KCSA during this process.
- Your company's **proposed process and scope of work** for designing, producing, editing, and launching the proposed video series.
- **Schedule** broken down from start to finish – design through implementation.
- **Basic cost /contract terms/payment schedule** if available, or possible costs to be incurred throughout the entire process (even the most minuscule).
- **Three to five client references** with contact information.
- **Five video samples** of videos that your company has designed and produced. Samples should include your most creative work, as well as any examples that might be similar in scope to this

request (i.e. non-profit, local government, transit or economic development). Please specify your specific role in respect to each example.

PROPOSALS ARE DUE by NOON Wednesday, July 8 2015.

Purpose

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (“RFP”) to firms interested in providing video design and development services to support the advancement of the KC Streetcar’s public safety and general information campaign. The selected firm will work to apply and extend the already developed KC Streetcar brand (“RideKC Streetcar”) and the safety campaign theme (“Respect the Rail”) and related imagery to specific short-format public safety and general information videos. It is currently anticipated that 3 to 5 videos, each with a length succinct enough for web viewing and possibly PSA airing, likely somewhere between 15 and 45 seconds. The content and storytelling should determine final length produced, however the specific number of videos and the length would be determined based on the final number of videos produced and by the information that must be conveyed as set forth by the KCSA Marketing Committee. Below is an illustrative example of videos that could ultimately be considered (final video content selection will be based on discussions with selected vendor):

Video 1: General - KC Streetcar Overview

Video 2: Safety - Pedestrian Safety

Video 3: Safety - Share-the-Road

Video 4: Safety - Bicycle Safety

Video 5: Safety - How to Ride

The videos must be progressive, clever, concise and above all, informative. They must match the look and feel of the KC Streetcar Brand as set forth in the Brand Guide.

Background

The project website address is: <http://www.kcstreetcar.org>. The current website is currently serving as the home for construction related project information and this URL and after transition it will ultimately be home to the final Ride KC Streetcar and KCSA presence. This site will be the primary home for final video content however other distribution techniques including social media will also be considered.

The KCSA has approved a formal “RideKC Streetcar” brand that will be used to guide the look and feel of supporting video work. Additionally the KCSA Marketing Committee has developed preliminary safety campaign messaging and graphics to guide the look and feel of the safety related messages. KCSA has also formalized a partnership with Operation Lifesaver, Inc. (<http://oli.org/>), who serves as a national resource on public education of rail safety. OLI has worked with streetcar systems in Washington, D.C. and Atlanta on the development of similar safety public education and video work.

Audiences

Transit Riders, Downtown Residents, Businesses, and Visitors.

Key Dates

June 10, 2015: RFP is released

July 8, 2015 Proposals due to KCSA

July 17, 2015: Short list announced

July 31, 2015: Agency visits and presentations
August 5, 2015: Final selection determined

Evaluation Factors for Award

The factors used to evaluate proposing sponsors include the follow:

- The vendor's stability, experience and record of past performance in delivering such services.
- Project Understanding and Proposed Approach
- Quality of Creative Execution of Prior Videos
- Overall cost of the vendor's proposal
- Timeframe for completing the project.

Selection Process

Selection of proposals will be at the sole judgment of the KCSA. KCSA will consider all parts of the proposal collectively, but place an emphasis on evaluation factors outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that in the sole judgment of KCSA best satisfies the requirements in the RFP and the expectations of KCSA and can do so at the best value to KCSA. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the KCSA.

Selection does not guarantee a contract. After selection, the contractor and KCSA will discuss and agree on final scope of work and final contract amount and terms of the contract. If the contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposal.