

## REQUEST FOR PROPOSAL

The Regional District of Nanaimo (RDN) is seeking responses to the following Request for Proposal (RFP):

**Regional District of Nanaimo Solid Waste Services**  
**Solid Waste Management Plan Animated Video – Request for Proposal**

This Proposal is for production of **short (e.g. 1-1/2 min) animated video(s)**.

The RDN is seeking a production team to produce a short (e.g. 1-1/2 minute) animated video(s) for use during the Public Consultation on the RDN Solid Waste Management Plan Update. The RDN anticipates that additional communication media (e.g. print, story boards) will also be used to communicate the Solid Waste Management Plan Update and the RDN's preference is to work with a single service provider in this regard. Communications expertise and pricing on this broader spectrum of services will be considered in the evaluation of proposals.

The RDN appreciates all proposal responses; however, only short-listed or successful Proponents will be contacted.

**Instructions:**

1. Proposals sent by facsimile (fax) or email will be accepted.
2. There will be no public opening for this RFP.
3. Proposals are to be submitted in sealed envelopes, faxed or emailed clearly marked with:
  - Name and address of the Production Team
  - Proposal for Solid Waste Management Plan Animated Video
4. Proposals shall be addressed to one or more of the following:
  - Mail: Regional District of Nanaimo Main Reception Desk (2<sup>nd</sup> Floor), Administration Building, 6300 Hammond Bay Road, Nanaimo, BC V9T 6N2
  - Email: [MLarson@rdn.bc.ca](mailto:MLarson@rdn.bc.ca)
  - Fax: Attn: Meghan Larson, Solid Waste Planner
5. The RFP closes at 4:00pm, (Pacific Time) June 26<sup>th</sup>, 2017
6. Proposals may be withdrawn before the deadline upon written notice (facsimiles of notice will be accepted) to the Solid Waste Planner, Solid Waste Services, at the address noted herein or at fax number 250-390-1542.
7. Alternative proposal (s) may be submitted as part of this RFP. It is preferred that alternate proposals be provided as distinct and separate proposals.
8. Proposals must remain valid for 60 days following the closing time and date. Proposals are irrevocable after the closing time and date.

This RFP does not commit the RDN in any way to select a Preferred Proponent, or to proceed to discussions or negotiations for a Contract, or to award any contract, and the RDN reserves the complete right to at any time reject all Proposals, and to terminate this RFP process for any reason.

The Proponent acknowledges the rights of the RDN under this clause and absolutely waives any right of action against the RDN for failure of the RDN to accept its proposal whether such rights of action arises in contract, negligence, bad faith or any other cause of action.

The RDN is subject to the provisions of ***The Freedom of Information and Protection of Privacy Act***. As a result, the *Act* does offer some protection for third party business interests, the RDN cannot guarantee that any information provided to the RDN can or will be held in confidence.

Information regarding the specifications in this solicitation may only be obtained from:

Meghan Larson  
Solid Waste Planner  
Regional District of Nanaimo  
(250) 390-6560 (tel.) or toll free in BC 1-877-607-4111  
MLarson@rdn.bc.ca

# Request for Proposals

## RDN Solid Waste Management Plan Animated Video

### 1. Purpose

The RDN is seeking a production team to produce a short (e.g.1-1/2 minute) animated video(s) for use during the Public Consultation on the RDN Solid Waste Management Plan Update. The RDN anticipates that additional communication media (e.g. print, story boards) will also be used to communicate the Solid Waste Management Plan Update and the RDN's preference is to work with a single service provider in this regard. Communications expertise and pricing on this broader spectrum of services will be considered in the evaluation of proposals.

### 2. Scope of Work

The video will be used as an engagement tool for the Public Consultation on the RDN Solid Waste Management Plan Update. Our goals are to:

- Create a video or videos to raise awareness around “Building the Business of Diversion”;
- The video will highlight to the audience the various roles and players involved in diversion in our region i.e. Depots, curbside collection, private waste haulers, individuals;
- Video(s) may be used at public events, social media and open houses;
- Interactive communication tool to get people to understand why they should engage and learn more;
- Inform residents and business owners in the RDN that the RDN is currently consulting on the Plan;
- Provide a brief highlight of what is included in the RDN Solid Waste Management Plan Update;
- Provide links and information on how to find out more information and get involved in the Plan Update;
- Create a video that is clearly identifiable as part of the RDN brand;
- Have the video available for public viewing by mid- August 2017

The maximum budget for the video(s) \$15,000.

The RDN anticipates developing other communication tools which may include print material, story boards and infographics to inform the community on the Solid Waste Management Plan which could result in additional future work in addition to the video. Proponents should describe their abilities and experience to provide services through these and other communication venues.

### 3. Proposal Submissions

In your proposal please include the following information:

- Qualifications – identity and qualifications of the principals
- Experience – with topic, medium, public sector etc.

- Project Brief – what can your team offer or recommend to bring value and effectiveness to the project
- Process – describe the process to achieving deliverables
- Ability – capability, skill, flexibility, and sufficiency of resources to do the work
- References – provide minimum of two (2) references or work samples of a similar genre (i.e. solid waste)

#### **4. Proposal Evaluation:**

The evaluation will compare and evaluate each Proposal to determine the Proponent's strength and ability to provide the Services in order to determine the Proposal which is most advantageous to the RDN, using the following general criteria:

- a) Proposed design approach
- c) Project schedule
- d) Pricing including total cost for the video and fee schedule
- e) Project team

The RDN, at its discretion, may request clarifications or additional information from any Proponent with respect to any Proposal. The RDN may also consult with others including other RDN staff members, third party consultants and references. Such additional Information may be considered as part of the evaluation process.

#### **5. Attached Supporting Material**

Attachment 1: Stage 2 SWMP Highlights Document

Attachment 2: RDN Graphic Standards

Attachment 3: Stage 2 SWMP Report