



NASHVILLE AREA

Metropolitan Planning Organization

Annual Membership Luncheon Video Production RFP

I. Overview

The Nashville Area Metropolitan Planning Organization (MPO) is seeking video production services for the MPO's Annual Membership Luncheon.

This request for proposal outlines the scope of work for the event video. If your company wishes to be considered for this project, we request a written proposal that addresses the points detailed in this brief no later than **Friday, Sept. 18**.

III. Organization Profile

The MPO is committed to providing leadership to the region in the planning, funding, and development of a regional multi-modal transportation system; one that promotes personal and social economic prosperity while encouraging sustainable growth and development practices to protect and preserve valuable community and natural assets.

MPO Guiding Principles:

- **Livability** - MPO plans and programs will work to enhance the quality of life in the region by supporting initiatives that increase opportunities for affordable housing, education, jobs, recreation, and civic involvement without increasing the burden on citizens to enjoy their community.
- **Sustainability**- MPO plans and programs will strive to support growth and prosperity without sacrificing the health, environment, natural and socio-cultural resources, or financial stability of this or future generations.
- **Prosperity**- MPO plans and programs will contribute to the continued economic well-being of the greater Nashville area by investing in transportation solutions that increase access to education, jobs, and amenities, reduce the cost of living and doing business, and attract new investment to the region.
- **Diversity** - MPO plans and programs will recognize the multitude of needs and the variety of perspectives and backgrounds of the people that live and work in the greater Nashville area by promoting a range of transportation choices that are designed with sensitivity to the desired context.

III. Intended Audiences

Key audiences:

- MPO Membership
- Local media
- Community and business leaders
- Elected officials at all levels of government
- General public

IV. Scope of Work and Requirements

The Annual Membership Luncheon presentation will contain a combination of PowerPoint presentations and one video which will highlight selected projects from the 2040 Regional Transportation Plan. The video must be integrated with the PowerPoint to flow with the event script.

Video work includes:

- Taping of approximately 8-10 subjects total
- Taping sessions of 15-20 minutes each
- Graphic development to communicate each highlighted project (5-7 total) – graphic elements may include, but not limited to, charts and infographics (animated and still) to communicate key concepts like revenue vs need, distribution of planned transportation investments and expenditures, and project concepts.
- Editing of videos with music and animation to match theme of Annual Membership Luncheon and MPO branding.

Final Products:

- One finished video 5-8 mins in length with music and voice over.

Additional requirements:

- Must provide a location for taping and be available to travel to subject location if necessary
- Assist with day-of AV support to run videos during event
 - Location for event has not been finalized. AV will be provided. Video production vendor must provide staff for pre-event run-through as well as run-of-show assistance and support during the event.

V. Design and Branding Specifications

The MPO's staff will work directly with the selected vendor to develop a design that matches the organization's brand and event theme.

VI. Budget and Timeline

Budget: up to \$10,000

The Annual Membership Luncheon will be held at the Wednesday, Nov. 4, time and location to be determined.

VII. Expectations

(Please address all of these in your proposal.)

The MPO expects its selected vendor to provide the following services:

- Work closely with MPO staff to ensure content is appropriate for event and follows brand standards.
- Development and adherence to a detailed production schedule.
- A dedicated project manager for the project.

VIII. Evaluation Process and Timeline

The MPO will award the project based on the following timeline:

- Written proposal must be received no later than **Friday, Sept 18**, to Michelle Lacewell:

lacewell@nashvillempo.org

Nashville Area MPO
PO Box 196300
Nashville, TN 37219

- The project will be awarded by **Friday, Sept 25**.
- The selected agency will begin work no later than **Monday, Sept 28**.

IX. Additional Questions

Agency Overview Questions

- Please provide a brief overview of your company history and philosophy.
- Describe what you consider to be your strongest competitive advantage.

Client-Related Questions

- Please provide at least two client references.
- Please provide at least three examples of similar work for other clients.

Budget-Related Questions

- Please provide a brief overview of your approach to project scope, project management and expenses.
- How do you bill for services?
- Please provide hourly rates for the various team members you anticipate will support this account.