



Request for Qualifications – Community facing video project

1. The Client

The Johnson Creek Watershed Council is a 501(c)(3) non-profit organization founded in 1995 and based in Portland, OR. The Council engages in science-based watershed restoration with the help of the community and is currently managing two outreach projects for a restoration project at the Leach Botanical Garden.

2. Project Background

The back 5 project was conceived in 2018 as a living laboratory to provide science and mindfulness experiences through a habitat restoration project with BIPOC youth. The 3 acres that was previously a pig farm is being transformed into a healthy native ecosystem and urban field station. This five partner project includes The Blueprint Foundation, The African Youth and Community Organization, Wisdom of the Elders, Leach Botanical Garden and the Johnson Creek Watershed Council.

The approach is to use a living laboratory model, STEM concepts and education, and mindfulness techniques to foster a safe and representative learning environment for historically and continually marginalized groups. While restoring the land, the youth are participating and learning about tracking the success of the project. An emphasis is placed on culturally matched educators, and many mentors from within the groups have trained to lead on these activities. Projects to date have included Traditional Ecological Knowledge, plant transects, amphibian and macroinvertebrate surveys, and mindfulness activities like forest bathing and sound mapping.

Outreach materials are needed to share this project with the surrounding community, celebrate our accomplishments, invite new partnerships and directions, and build capacity to continue the work.

3. Project deliverables

- A. No less than one video, two minutes in length. If budget allows, more content is preferable.
 - a. Ideally this will be content that is accessible to the general public and other community groups, or grant applicants. General themes of the process of creating partnerships and collaboration as a model for others.

- B. A budget to complete this project, with line items for:
1. Video filming
 2. Video editing
 3. All other materials, labor, and subcontracting costs necessary to complete/implement the project
- C. The Contractor can expect to meet with representatives of the Leach Back 5 Coalition 3 times, once for information gathering and twice for reviews before the final product is released.

Each session will be less than four hours. Information gathering should be pre-initiated by the Contractor prior to the first session in a written format, including collating the metrics for the review of final product. Coalition partners will supply content or ideas to discuss during the first meeting. Subsequent content delivery and communications with Contractor will be managed by a primary Coalition contact.

- D. The Contractor can expect to be available to answer questions about the project by telephone and/or email.
- E. The Contractor can expect to have a contract signed by August 1, 2022
- F. The Contractor can expect to submit their completed project in an mp4 and a format for suitable use on YouTube by June 1, 2023.
- G. The project will assume compliance with all federal, state, local, and other relevant laws, codes, and regulations.

4. Submittals responding to this RFQ

- Brief résumé of the lead director and any others who will be designing this project.
- Brief descriptions of at least two projects the Contractor has completed in the past four years that is similar in nature to this project, focusing on education, nature, community collaboratives, etc.
- Contact information for two clients associated with the above projects completed by the Contractor.
- Please list which of the line items in the Project Deliverables in #3 you will be able to complete for the \$7,500 not-to-exceed cost.

5. Contractor requirements

- Contractor must be a BIPOC owned business.
- Contractor must attend a project site visit with Leach Back 5 coalition members before awarding the contract.

6. Evaluation of qualifications

The proposal / design cost must not exceed \$7,500. The Coalition will select a contractor who, in its opinion, will give the best value, as decided by the Coalition, of:

- A. Examples of professional qualifications and experience of the contractor in completing prior projects with similar goals;
- B. References of clients for whom the Contractor completed projects with similar goals

7. Intellectual property

All video, film, photography, and other products resulting from this project will remain the property of the Leach Botanical Garden, including electronic and paper files.

8. Timeline

All qualifications must be received electronically by the Coalition by 5 p.m., Pacific Standard Time, Friday, May 27, 2022. Relevant information must be sent by email to:

Courtney Beckel
Volunteer Program Manager, Johnson Creek Watershed Council
Contracting Officer for this project
courtney@jcw.org

Please direct all questions to:
Courtney Beckel at 503-652-7477 ext 101