



JOSEPH A. CURTATONE
MAYOR

CITY OF SOMERVILLE, MASSACHUSETTS COMMUNITY PRESERVATION COMMITTEE



CALL FOR PROPOSAL: MULTIMEDIA PACKAGE FOR THE COMMUNITY PRESERVATION ACT PROGRAM

Background Information

With the passage of the Community Preservation Act (CPA) in November 2012, the City of Somerville joined 176 other communities in the Commonwealth of Massachusetts, who now receive a steady funding source dedicated to preserving and improving their character and quality of life. The CPA is a Massachusetts state law (M.G.L. c. 44B) that enables adopting communities to create a dedicated fund for preserving open space and historic resources, and expanding community housing and outdoor recreation opportunities. Somerville voters passed the Act by 76%, the second-highest passage rate in CPA history. This achievement has provided Somerville the opportunity to use these resources to make the city an even more exceptional place to live, work, play, and raise a family. The goal of the CPA program is to contribute to SomerVision by ensuring that Somerville maintains and enhances the character that makes it a diverse and unique city. This year is the sixth round of the Somerville's CPA funding and the eighth year since the CPA was passed by Somerville voters. A lot has been accomplished: CPA funding is increasing available affordable housing, improving local historic treasures, and improving recreation spaces for Somerville children and adults to play.

Overall Objective

The objective of this proposal is to select a firm or individuals to produce a creative, integrated multimedia package for the CPA program. The firm or individuals will identify groups with current housing, open space, and/or historic preservation needs, and past CPA recipients' success stories, and use those to produce a package aimed at raising the visibility of the CPA program through creative forms of media. The package materials will creatively communicate and showcase the CPA program's best practices and successes, with the goals of educating community members about the CPA program, and encouraging them to apply for a CPA grant if they have an appropriate project that needs funding. The materials will educate the public on the CPA program focusing on interviews with various stakeholders, relevant documents, and have a consistent and distinct style that bears a clear message about the program's mission, goals, and impacts. The package will include creative, high-quality materials to be aimed primarily at residents, community organizations, and private homeowners. The ultimate goal is that the materials also be widely shared through several platforms and beyond these target audiences.

Scope of Services, Expected Outputs and Target Completion

The package aims to increase the visibility of the CPA program and demonstrate how the program is improving daily life for Somerville residents. The successful firm or individuals shall be paid not more than \$9,999 to complete the work.

The following will be included in a scope of work:

1. Review relevant documents and materials on the CPA program in consultation with the CPA Manager.
2. Develop a story about the CPA program.
3. Propose multimedia materials for Somerville Community Preservation Committee's (CPC's) comments and review.
4. Recruit and interview identified stakeholders.
5. Produce several short (30 seconds to 5 minutes) and medium (10 minutes) documentary videos.
6. Present the package materials to the CPA Manager and the CPC for review and feedback.
7. Incorporate comments and feedback on the materials and resubmit them for final approval.
8. Finalize the communication package materials after incorporating feedback from the CPC.
9. Final materials will be made available in English with different language subtitles (Spanish, Portuguese, and Creole).

Timeframe

The assignment is expected to commence immediately upon signing the contract, and be completed within six months of the signing date.

Payment schedule

The successful firm or individuals shall be paid according to the schedule detailed below:

Phase #	Description/Deliverables	Payment (% of Total)	Amount
1	Finalization of the Plan	20%	\$2,000
2	Submission of 1 st Drafts	40%	\$4,000
3	Submission of 2 nd Drafts	30%	\$3,000
Close Out	Final Products	10%	\$999
Total		100%	\$9,999

Reporting

The selected firm or individuals will correspond directly with the CPA Manager to submit drafts, seek approval of the final products, and discuss and outline the timeline and submission process of the final products. Any changes to format, content or timeline must be communicated in writing promptly to the CPA Manager, and implemented only upon receiving approval. All information about this assignment belongs to the City, which the firm or individuals may come into contact with while performing their duties under this assignment. The final products shall remain the property of the City of Somerville, which shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be

disclosed to the public or used in any other manner, without written permission of the City of Somerville.

Minimum Eligibility Requirements

- Demonstrated ability to produce communication and outreach materials, videography and script writing
- Demonstrated experience in documentary and media video development
- Experience using video software packages
- Experience developing infographics
- Previous experience developing a similar package for cities is a plus
- Good planning and organizing skills
- Creativity
- Client Orientation
- Strong knowledge of the technological landscape and the scope of the tools/platforms available
- Recommendation letters from three clients

Evaluation

Applications will be evaluated based on the following criteria and scoring system (85 points):

Criteria	Score (points)
1. The expertise of firm	10
2. Proposed methodology, approach and implementation plan	10
3. Key personnel - Resumes highlighting past working experiences and achievements	10
4. Reputation of firm staff / credibility / reliability	10
5. Sample works of past similar projects	10
6. Experience (minimum 3 years) in communication and video production	5
7. Expertise on infographics	5
8. Experience developing multimedia materials for cities	5
9. Presentation - Is the firm's presentation clear, demonstrating the creative linkage between the proposed content and formats, and realistic in approach to execute effectively	10
10. Experience with multilingual products and audiences	10

Please submit an electronic proposal describing your approach to the scope of service, the components you would include in your proposed multimedia package, and resumes of all individuals who will be involved in the project by Thursday, April 30, 2020, not later than 4:30pm to Judith Tumusiime at jtumusiime@somervillema.gov or a USB with electronic materials may be dropped off at the SomerStat Office, City of Somerville, 2nd Floor, Somerville City Hall, 93 Highland Ave Somerville, MA 02143