

## Request for Proposals (RFP)

### Production and Post-Production Services: National Freeway Fighters Summit and Cornel West Rally Visit

**Issued by:** Our Streets

**Date Issued:** [Insert Date]

**Submission Deadline:** [Insert Deadline]

### Overview

Our Streets is seeking proposals from qualified filmmakers or production teams to partner with us in creating dynamic and impactful video content for the **National Freeway Fighters Summit** in Minneapolis, April 2025. The selected filmmaker will work with Our Streets from January to April 2025 to produce short-form and long-form video content highlighting our work on highway projects and community narratives.

### Scope of Work

#### Production Period: January 2025 – April 2025

- **Production Days:** 6 aggregate days between January and March 2025 to accommodate flexible shooting schedules, including quarter-day and half-day shoots.
- **Summit Production Days:** 3 full production days during the National Freeway Fighters Summit (April 24–27, 2025).

### Deliverables

1. **Production Element 1: Short Film to screen at Summit**
  - Filmed interviews with local stakeholders, particularly BIPOC community members working against Twin Cities area highway projects
  - A **short piece (under 3 minutes)** to be presented at the summit, amplifying the voices and stories of these stakeholders.
2. **Production Element 2: Cornel West visit coverage**
  - Filmed interviews between Cornel West and local stakeholders, particularly BIPOC community members working against Twin Cities area highway projects
3. **Production Element 3: Summit coverage**
  - Filming and conducting interviews with key stakeholders at the National Freeway Fighters Summit, including:
    - Summit discussions and presentations on Our Streets' highway projects.
    - Community members and special guests, such as representatives from the "War on Cars."
  - Capturing the essence of the summit through dynamic visual storytelling.
4. **Post-Production**

- Integrate footage from both production elements into a **longer-format film (under 30 minutes)** to share the broader context, challenges, and vision for addressing freeway expansion and reconnecting communities.

## Timeline

Activity	Timeline
Pre-Production Planning	December 2024 – January 2025
Filming (Aggregate Days)	January – March 2025
National Freeway Fighters Summit	April 24–27, 2025
Post-Production	April – May 2025
Final Deliverables Due	May 31, 2025

## Budget

- The estimated budget should account for:
  - Pre-production, production, and post-production.
  - Travel and accommodations during the summit.
  - Equipment, crew, and other necessary production expenses.
- Proposals should align with the flexible schedule outlined, reflecting the need for quarter-day and half-day shoots during the aggregate filming period.

## Submission Requirements

Interested applicants must submit the following:

1. **Proposal Narrative:**
  - Approach to filming, editing, and storytelling.
  - Understanding of the project goals and audience.
  - Proposed timeline and milestones.
2. **Budget Proposal:** Detailed breakdown of costs.
3. **Experience and Portfolio:** Links to previous work, including projects with a similar scope or subject matter.
4. **References:** Contact information for two previous clients or collaborators.

## Evaluation Criteria

Proposals will be evaluated based on:

- Creative approach and alignment with Our Streets' mission.
- Relevant experience and demonstrated ability to tell compelling stories.

- Cost-effectiveness and feasibility within the proposed budget.
- Availability and capacity to meet the outlined timeline.

## **Submission Details**

**Deadline:** [Insert Deadline]

**Submit to:** [Insert Email Address]

**Subject Line:** RFP Submission – National Freeway Fighters Summit Videos

For questions or clarifications, contact [Insert Contact Information].

We look forward to reviewing your proposal and working together to bring the stories of impacted communities to life while inspiring a national movement for transportation justice.

# Scoring Rubric for RFP: National Freeway Fighters Summit Videos

**Total Possible Points: 100**

## 1. Creative Approach and Storytelling (30 points)

Criteria:

- Clarity of vision for the project and alignment with Our Streets' mission.
- Innovative and compelling storytelling techniques proposed.
- Thoughtful approach to capturing diverse community voices, especially BIPOC stakeholders.

Scoring:

- **27–30 points:** Outstanding. Clearly demonstrates a creative and innovative approach with strong alignment to project goals. Compelling storytelling techniques are proposed.
- **23–26 points:** Excellent. Provides a clear and effective creative approach with minor room for improvement. Strong storytelling focus.
- **19–22 points:** Good. Adequate creative approach with some alignment to goals but lacks innovation or depth.
- **15–18 points:** Fair. Basic understanding of the project with limited creativity or alignment to goals.
- **Below 15 points:** Poor. Does not demonstrate a clear or compelling creative approach.

## 2. Relevant Experience and Portfolio (25 points)

Criteria:

- Demonstrated experience with similar projects or storytelling for social justice topics.
- Quality and relevance of past work provided in the portfolio.
- Experience working with marginalized communities and/or highway justice projects.

Scoring:

- **22–25 points:** Outstanding. Extensive relevant experience with exceptional quality in the portfolio that aligns perfectly with the project's goals.
- **18–21 points:** Excellent. Strong relevant experience with high-quality portfolio examples and minor room for improvement.
- **15–17 points:** Good. Sufficient relevant experience with a portfolio that is adequate but lacks depth or alignment.
- **10–14 points:** Fair. Limited relevant experience or portfolio examples with some alignment to goals.
- **Below 10 points:** Poor. Minimal relevant experience or portfolio examples; does not align with project needs.

### 3. Budget Feasibility and Cost-Effectiveness (20 points)

Criteria:

- Proposed budget aligns with project scope and is cost-effective.
- Budget breakdown demonstrates clear and reasonable allocation of resources.

Scoring:

- **18–20 points:** Outstanding. Budget is highly feasible, detailed, and cost-effective while fully covering project needs.
- **15–17 points:** Excellent. Budget is clear, reasonable, and aligns well with project goals.
- **12–14 points:** Good. Budget is sufficient but may lack some clarity or cost-effectiveness.
- **8–11 points:** Fair. Budget has notable issues with feasibility, detail, or alignment to the project.
- **Below 8 points:** Poor. Budget is unclear, unrealistic, or misaligned with project needs.

### 4. Understanding of Project Goals (15 points)

Criteria:

- Demonstrates clear understanding of the National Freeway Fighters Summit's purpose and Our Streets' mission.
- Addresses the importance of community voices and storytelling in advancing transportation justice.

Scoring:

- **13–15 points:** Outstanding. Deep understanding of the project and mission with clear strategies to address goals.
- **10–12 points:** Excellent. Strong understanding of project goals with minor gaps in clarity or strategy.
- **7–9 points:** Good. Basic understanding of the project with room for improvement in strategy or alignment.
- **4–6 points:** Fair. Limited understanding of project goals with weak strategies to address them.
- **Below 4 points:** Poor. Does not demonstrate understanding of project goals or mission.

### 5. Availability and Timeline Feasibility (10 points)

Criteria:

- Proposed timeline aligns with project schedule and demonstrates ability to meet key deadlines.
- Availability during pre-production, filming, and post-production is clear and feasible.

Scoring:

- **9–10 points:** Outstanding. Availability and timeline are fully aligned with the project schedule, with clear feasibility.
- **7–8 points:** Excellent. Strong alignment with the schedule, with minor potential challenges.
- **5–6 points:** Good. Sufficient availability but may require adjustments to meet deadlines.
- **3–4 points:** Fair. Limited availability or significant challenges in meeting the timeline.
- **Below 3 points:** Poor. Availability and timeline feasibility are unclear or do not align with project needs.