



Midpeninsula Regional
Open Space District

R-21-94
Meeting 21-20
July 14, 2021

AGENDA ITEM 3

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Award of Contract with Digital Story Company to develop and produce a video documentary commemorating Midpeninsula Regional Open Space District's 50th Anniversary to support public outreach and education goals

GENERAL MANAGER'S RECOMMENDATION *denk*

Authorize the General Manager to enter into a contract with Digital Story Group to develop and produce a 48- to 58-minute documentary commemorating the 50th Anniversary to use as a public outreach and education tool for a total contract amount not to exceed \$90,696.

SUMMARY

In 2022, the Midpeninsula Regional Open Space District (District) will celebrate 50 years of open space and agricultural land preservation, natural resource protection and ecologically sensitive public access. Plans are under development to commemorate the milestone with a year-long celebration of the District's founding, evolution, and accomplishments to connect constituents to the District's missions and work. Based on the results of a Request for Proposals (RFP) issued on January 5, 2021, the General Manager recommends awarding a contract to Digital Story Company (DSC) to develop and produce a video documentary commemorating the 50th Anniversary for a base contract amount of \$90,696 for on-air broadcast. This video will be used in 2022 and beyond as a public outreach and education tool on the website, with elements used on social media platforms, as part of visual presentations, on partner communication platforms, and in many other ways. The fiscal year (FY) 2021-22 adopted budget includes sufficient funds to cover the cost of the recommendation.

DISCUSSION

The goals of the 50th Anniversary Celebration are to connect the public to the District's work and mission, and increase public awareness of and positive regard for the District; to tell the whole story of the open space legacy that has been possible through broad public support, including why nature is essential, how open space is preserved, the role of rural and working lands, and the partnerships involved; and to engage and celebrate our diverse communities, partners, and volunteers for our collective accomplishments.

During previous discussions to review preliminary plans, the Board of Directors indicated a strong interest in a documentary video project designed to highlight the District history and help people understand the benefits and complexities of preserving and maintaining open space. The documentary about the District's role in the preservation and management of over 65,000 acres of regional open space will be a key communication tool that endures after the anniversary

year celebration. The documentary will air on NBC Bay Area and will be edited into shorter segments to be featured on the District website, on social media, as part of visual presentations, on partner communication platforms, and in many other ways.

Consultant Selection

A Request for Proposals (RFP) for 50th Anniversary Planning, Events and Video Production Services was issued on January 5, 2021 on BidSync. In addition, a project announcement was emailed to several firms. The deadline for submission was February 1, 2021. The RFP highlighted five categories of project elements:

- Anniversary Year Celebration Plan
- Communications and Media
- Gatherings, Symposium and Events
- Explore Challenge
- Video Production

Firms were invited to submit proposals for any or all elements. Of the 17 submissions received, 12 firms included a video production proposal for a documentary and 10 oral history videos with costs ranging between \$12,700 and \$262,000.

At its April 14, 2021 regular meeting, the Board provided feedback to staff regarding scaling back or postponing the video and oral history portions of the 50th Anniversary Celebration to control costs. This contract allows the documentary project to proceed within the budget parameters identified. The video proposals were reviewed by a selection panel from Public Affairs, Natural Resources and the General Manager Office. The selection panel determined Digital Story Company to be the best suited and most qualified to develop the 50th Anniversary documentary at a fair and reasonable price. DSC was the only proposal to include and guarantee the desired television broadcast component of the project. DSC produces television, internet, mobile and other media projects. Its flagship enterprise, OpenRoad with Doug McConnell, is a weekly television series beginning its seventh season on NBC Bay Area. DSC is well known for the quality and integrity of its work and deep commitments to the Bay Area and northern California and to the preservation and interpretation of natural, cultural and historical treasures throughout the American West and elsewhere in the world.

Consistent with prior Board feedback, staff is deferring the oral history work and retaining the proposals for future consideration. If time and budget allow, this work may be pursued in a future fiscal year.

Consultant Scope

Under this contract, DSC will plan and produce a 48- to 58-minute documentary exploring the big picture of what it takes to make public open space happen in the Bay Area, featuring the District and close partners: how land becomes public open space, how land managers care for the land, how public access is planned and how it all comes together to create the essential benefits of nature. The documentary will be broadcast on NBC Bay Area during 2022. Individual video segments will be edited and provided to the District to use on the website, social media, and other platforms.

FISCAL IMPACT

There are sufficient funds in the adopted FY22 Budget to cover the cost of the recommendation.

BOARD AND COMMITTEE REVIEW

This Project previously came before the Board of Directors at the following public meetings:

- **November 17, 2020:** Legislative, Funding and Public Affairs Committee review and input on the proposed scope of the 50th Anniversary Celebration Plans. ([R-20-130](#), [meeting minutes](#))
- **December 9, 2020:** Board review and input on the proposed scope of the 50th Anniversary Celebration Plans. ([R-20-148](#), [meeting minutes](#))
- **December 16, 2020:** Board discussion and input on the proposed scope of the 50th Anniversary Celebration Plans. ([R-20-148 - revised](#), [meeting minutes](#))
- **February 24, 2021:** Oral update and board discussion on 50th Anniversary Celebration Plans. ([meeting minutes](#))
- **April 14, 2021:** Oral update and board discussion on 50th Anniversary Celebration Plans. ([meeting minutes](#))
- **May 12, 2021:** Board approval of contract for consulting services for the 50th Anniversary Celebration Plan. ([R-21-61](#), [meeting minutes](#))

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

NEXT STEPS

Upon Board approval, the General Manager will direct staff to enter into a contract with Digital Story Company. Appointed board liaisons will provide input and feedback on the preliminary documentary script. The documentary will be filmed for broadcast on NBC Bay Area in 2022.

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