



Request for Proposal: Madison Metropolitan Sewerage District

Collect, Treat and Return Video Series

Advertised starting September 22, 2025

Questions and Answers

Question	District Response
I see that animated videos are requested, but my question is do you also want the contractor to collect and include any onsite footage.	The use of animation is preferred, but the incorporation of other styles is an option. Some of the content we need to portray is of invisible systems we are unable to capture with traditional methods. As such, a blend of styles may be part of the pitch, if a vendor wishes. The District is open to ideas as long as they follow our Brand Standards.
Can it be up to us for interpretation if it will be live action, animation or a combo?	The use of animation is preferred, but the incorporation of other styles is an option. Some of the content we need to portray is of invisible systems we are unable to capture with traditional methods. As such, a blend of styles may be part of the pitch, if a vendor wishes. The District is open to ideas as long as they follow our Brand Standards.
The RFP states that the use of animation is preferred. Is there a desire for any video footage of water being returned to the local waterways?	The use of animation is preferred, but the incorporation of other styles is an option. Some of the content we need to portray is of invisible systems we are unable to capture with traditional methods. As such, a blend of styles may be part of the pitch, if a vendor wishes. The District is open to ideas as long as they follow our Brand Standards.
Any preference on video style (e.g., 3D animation, 2D animation, or live footage)?	The use of animation is preferred, but the incorporation of other styles is an option. Some of the content we need to portray is of invisible systems we are unable to capture with traditional methods. As such, a blend of styles may be part of the pitch, if a vendor wishes. The District is open to ideas as long as they follow our Brand Standards.

The RFP mentions that the use of animation is preferred. Are you hoping the animation style will be consistent with the style used in the past video campaign example linked in the RFP?	The use of animation is preferred, but the incorporation of other styles is an option. The District is open to new artwork ideas as long as concepts and execution follow our Brand Standards.
Are there preferred animation styles, sharable examples, or visual approaches beyond what's defined in your brand guide?	The District is open to ideas on visual approaches as long as they follow our Brand Standards.
Is the "Flushables" sample you shared representative of the exact animation style you're looking for, or are you open to other approaches, such as 3D animation, character animation, etc.?	The incorporation of other styles is an option. The District is open to ideas as long as they follow our Brand Standards.
For any video footage that is needed, can that footage all be shot in and around Madison? Or is there a need for any travel outside of Madison?	The District's service area is within Dane County. There would be no need for travel outside of the Madison area. https://www.madsewer.org/our-communities/service-area/
The RFP states that we would be responsible for developing and refining the scripts. Do you have a working script for us to refine, or would we be creating the initial draft?	Right now, we have working scripts for two of the three videos and a very rough approach for the third. By the time a vendor is selected and creative concepting begins, we hope to have the third script in good form. We imagine the winning proposer will use their talents to help refine the working scripts.
Will you be providing content details from which we will prepare a script? Or, will you be providing the script?	Right now, we have working scripts for two of the three videos and a very rough approach for the third. By the time a vendor is selected and creative concepting begins, we hope to have the third script in good form. We imagine the winning proposer will use their talents to help refine the working scripts.
Would initial scripts be provided for copy editing, or would the selected agency/production company be responsible for all scripting?	Right now, we have working scripts for two of the three videos and a very rough approach for the third. By the time a vendor is selected and creative concepting begins, we hope to have the third script in good form. We imagine the winning proposer will use their talents to help refine the working scripts.

Upon award, will the District share existing data metrics from previous campaign engagement, data regarding the public's general knowledge of your work, or other key factors that can be utilized to shape your narratives?	The District expects to collaborate with the vendor to provide tools for their success. Right now, we have working scripts for two of the three videos and a very rough approach for the third. By the time a vendor is selected and creative concepting begins, we hope to have the third script in good form. We imagine the winning proposer will use their talents to help refine the working scripts.
If we wanted to incorporate video footage into the project, would we have access to your facilities?	Yes, videographers could have access to our facilities and staff as talent, as needed. However, some of our infrastructure (specifically, sewer pipes underground in the collection system) is not easily accessible for video capture.
Are there any existing District video assets, footage, or graphics available for reference or inclusion?	The District has some video assets and b-roll footage; however, depending on the proposed approach, these assets may not align with the creative required for this project. View the District YouTube channel @madmetrosewer for a library of past videos.
Will the District provide any existing assets for the contractor to incorporate into your video series, i.e., photos, video, infographics, or stats? Or will the selected contractor create entirely brand new assets?	The District has some video assets and b-roll footage; however, depending on the proposed approach, these assets may not align with the creative required for this project. View the District YouTube channel @madmetrosewer for a library of past videos.
Do you have a budget range in mind?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We expect vendors to use their best judgment with their submissions.
Is there an anticipated budget range or a not-to-exceed amount for this project?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We

	expect vendors to use their best judgment with their submissions.
A rough budget range, so we can tailor our approach accordingly?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We expect vendors to use their best judgment with their submissions.
Is there a budget cap we should keep in mind?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We expect vendors to use their best judgment with their submissions.
Are there any budget parameters established for the project?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We expect vendors to use their best judgment with their submissions.
Has an Independent Government Cost Estimate (IGCE) been conducted for this project? If so, what are the findings? If not, what is the budget or budget range for this project?	We purposefully did not include a budget range in the RFP, though pricing will be a consideration in proposal scoring. We understand pricing will vary depending on the approach taken with the videos. We expect vendors to use their best judgment with their submissions.
Could you share the payment terms and milestone schedule as outlined in your Professional Services Agreement?	The RFP includes a link to a template for the Professional Services Agreement (PSA) on page 6. During the PSA development and signing process, payment terms and a milestone schedule will be negotiated with the selected vendor.
How many stakeholders will be involved in the review/approval process?	A final list of stakeholders involved in the review/approval process has not yet been determined; however, there will be at least two to three at various stages.

How many stakeholders are involved in the project engagement, review, and approval process of the tasks and deliverables under this contract?	A final list of stakeholders involved in the review/approval process has not yet been determined; however, there will be at least two to three at various stages.
What is the expected turnaround time for feedback at each stage?	We expect vendors to come up with a feedback and revision schedule as part of the proposal, as each vendor works differently. Proposals will be evaluated for this in the Approach section of the scoring rubric.
How many rounds of revisions are expected for each stage of deliverables (script, storyboard, draft video, final)?	We expect vendors to come up with a revision quantity and schedule as part of the proposal, as each vendor works differently. Proposals will be evaluated for this in the Approach section of the scoring rubric.
How many rounds of review and feedback are required by your team (at a minimum) for each stage of pre-production, production, and post-production?	We expect vendors to develop a feedback and revision schedule as part of the proposal, as each vendor works differently. Proposals will be evaluated for this in the Approach section of the scoring rubric.
Across the pre-production planning and collaboration with District staff for developing and refining video scripts and storyboards, does your team envision these sessions as in-person meetings or video meetings?	This will depend on the selected vendor's location. The District is flexible with the approach.
Should the hard drive delivery arrive by 12/17, or is there wiggle room on the physical delivery? (Assuming that we are allowed to provide downloadable files for 12/17).	Electronic files have a hard deadline of 12/17. There is some wiggle room on the physical delivery, but not much. We would like the entire project wrapped before 12/31, keeping holiday outages in mind.
Do you have a preferred voiceover talent style, or should we plan to make a recommendation?	We expect the vendor to provide options and/or make recommendations on voiceover talent as part of the creative development process.
For the voiceover narration, would the District prefer (1) one voice across all (3) three videos? Or would you like a different voice to narrate each specific video?	We expect vendors to make a recommendation on the voiceover approach.
When you mention editable source files, are you referring to full project files (e.g., After Effects, Premiere, etc.)?	Yes, as a vendor is able.

Could you share the District's Brand Standards document referenced in the RFP?	A link to the Brand Standards document is on page 6 of the RFP.
Are there specific accessibility compliance requirements we should follow beyond standard closed captioning (e.g., WCAG 2.1 AA, Section 508)?	We expect vendors to consider any work required for accessibility compliance as part of their proposal.
Does this need 508AA compliance in addition to traditional closed captioning?	We expect vendors to consider any work required for accessibility compliance as part of their proposal.
For the closed captioning and accessibility, would you like these playing at all times, or prefer options to be embedded as features your audience can activate when needed?	We expect vendors to consider any work required for accessibility in their proposals. However, the idea of embedded features for audience control is appealing.
The evaluation criteria include "conceptual alignment" and "brand alignment," can you please provide more context as to how proposals will be evaluated for these two criteria?	Proposals will be scored against the following: To what extent does the proposal present innovative and creative concepts? Are the approaches aligned with the project's intended purpose? Do examples exhibit the ability to design quick, engaging, educational concepts? Does the proposal show the ability to be integrated with brand standards?
Is there a preferred format for the submitted proposal document? (e.g., 8 1/2" x 11" portrait)	No. However, proposals must be limited to no more than four pages, not including portfolio/work samples.
How will the Madison Metropolitan Sewerage District team measure the success of your video series? What milestones, goals, and/or audience performance metrics are you seeking to achieve?	We have not yet determined a campaign strategy for the videos. As such, performance metrics have not yet been set. The creative goal of the series is to educate viewers on the collection system, the treatment process and the return of clean water to the environment.
The Project Background references that the videos should be engaging for a wide range of audiences; who are your core target audiences?	The videos should be geared to audiences of all ages. We plan to show these videos on plant tours and will likely do a digital campaign, but the campaign strategy has not yet been determined.
Is the video link found in the Resources section currently in use by the District? Additionally, are videos like this an ongoing effort, or are they produced on an as-needed basis?	The videos are embedded on the District website but are not part of an active ad campaign. Videos are produced on an as-needed basis.

To effectively engage with your wide range of audiences, will you require multiple language versions of your content or is everything expected to be in English? If multiple language versions are required, please specify which specific languages.	We expect vendors to make recommendations on deliverables, including the need for multiple languages.
In thinking about social media use, should contractors budget for several video bites in each format or will District develop video bites from files delivered by contractor? In addition, what are your preferred social media platforms for this video series?	We expect vendors to make recommendations on deliverables, including video bites. The District has not yet determined a campaign or outreach strategy; however, available social channels are listed at madsewer.org/social .
Is there an incumbent for this work? If no existing incumbent(s), who has the District worked with in the past on previous types of similar work?	In the past, the District has worked with Creative Co-op and Fatbird Creative.