



## **GROWING GREEN 2017**

### **Best Management Practice Videos For Reducing Water Quality Impacts From Cannabis Grows In The Yuba Watershed**

#### **Request for Proposals:**

#### **Videographer Services**

**Submission Deadline: March 24, 2017 at 5:00pm**

The South Yuba River Citizens League (SYRCL) is inviting vendors to submit proposals for video production services for a series of two “how-to” videos. The videos will provide an explanation of the connection between cannabis growing and water quality and describe best management practices (BMPs) with a focus on small farmers. Footage will be shot between the months of April 2017 and October 2017, and will take place at locations within Nevada County.

#### **Project Overview**

SYRCL’s Growing Green Program focuses on promoting education about water quality and watershed health to cannabis farmers in disadvantaged communities (DACs) within the Yuba River watershed. This program works directly with DACs to research and develop Best Management Practices (BMPs) pertaining to cannabis grow operations. Once BMPs are developed, SYRCL will conduct outreach, hold BMP workshops, and disseminate educational materials to local farmers and interested community members. The videos and accompanying materials will provide hands-on, step-by-step instructions on how to improve farming techniques with an eye toward measurable water quality improvements. This project will create two BMP videos which will be available for free online to reach a widespread audience and have a large impact on the ongoing issue of pollution sourced from unregulated cannabis farms. While the project’s focus is the Yuba watershed, we expect that the materials, results, and outcomes will be applicable to watershed communities throughout California’s Central Valley and beyond.

#### **Approach, Specifications and Scope of Work**

The videos will highlight small-scale farmers implementing BMPs. The story will be told through a combination of voiceover narration and interviews with farmers or others in the industry. Footage will include scenes of farming practices throughout the seasons, the Yuba River, as well as footage of five workshops. Specific shoot dates and locations have not yet been identified. The field production shoots will take place on location with both interior and exterior scenes: during the months between April and October, 2017.

- Work with SYRCL to develop two how-to best management practice videos (4-7 minutes each) which
  1. explain the connection between cannabis growing and water quality; and
  2. provide hands-on, step-by-step instructions on improving farming techniques with an eye toward measurable water quality improvements.
- Specific topics and scripts will be provided by SYRCL.
- All educational content will be provided by SYRCL, as will downloadable materials to accompany and expand on information presented in the videos.
- Film one six-hour workshop in Grass Valley on Sunday, April 30, 2017.
- Film four two-hour workshops in Grass Valley/Nevada City, dates TBD.
- Anticipated date for start of work: Monday, April 3, 2017.
- Anticipated date for completion of work: Monday, October 2, 2017.

## Instructions for Submission

1. Please contact Frieda Slavin at: [frieda@syrcl.org](mailto:frieda@syrcl.org) with any questions pertaining to this RFP.
2. What to include:
  - a statement of qualifications, including an overview of your organization's expertise as it relates to this project;
  - samples (online links) of previous work, particularly relevant issues and experiences;
  - resumes of your team;
  - a bid sheet with detailed line items of equipment and/or personnel along with associated costs to meet those requirements.
3. Proposals are due by Friday, March 24, 2017.
4. Proposals can be delivered or sent to:  
 SYRCL, c/o Frieda Slavin, Community Engagement Coordinator  
 313 Railroad Ave. Suite #101  
 Nevada City, CA 95959  
 Or via email to: [frieda@syrcl.org](mailto:frieda@syrcl.org).
5. SYRCL reserves the right to negotiate with the selected bidder in the event that the price exceeds available funds.