

**PRE-QUALIFICATION PROGRAM**

Work Type Definition / Submittal Requirements

# Work Type Definition

## 21.4 Digital Media Production

### Description

MnDOT communications and engagement strategies and tactics are designed to meet the following objectives:

**Engage in two-way communications with** residents, motorists, businesses and key community groups, to provide project awareness, to listen to concerns and address those concerns as they relate to design and construction impacts.

**Provide a collaborative, transparent process** for sharing information, exchanging ideas, and offering informed consultation with agencies, other government partners and key community audiences.

Informthe general public on the purpose of the project, the need, the schedule, and the opportunities to provide comment.

The consultant will develop and/or execute a communications and engagement plan with goals, strategies and tactics to effectively inform and/or involve residents, community groups, businesses, motorists, government partners and other groups, including minority, low-income, non-English speaking, and other underserved populations in transportation projects. The consultant must have experience and education in effective communications and public engagement techniques within the decision making process.

### Standards and Specifications

Standards and specifications required for a project under this work type may include the following:

1. All work is in compliance with MnDOT policy, procedures and industry standards.
2. All work is in compliance with current MnDOT schedule specifications.
3. The work must comply with all project specific requirements and include sufficient level of detail, as dictated by the project scope, size, geographic locations & background conditions.

### Provided by Consultant

Tasks that may be performed by the consultant for a project may include the following:

1. Create multimedia (audio/video) content for various projects.
2. Oversee and manage multimedia project from start to finish.
3. Produce script, storyboard, manage budget, allocate resources, set deadlines and select optimal forms of media for projects.
4. Adhere to MnDOT and Associated Press Stylebook (AP) guidelines.
5. Perform internal Quality Assurance and Quality Control (QA/QC) activities throughout the duration of the project to ensure delivery of a quality product in a timely manner that conforms to established contract requirements. Materials created must meet all standards and guidelines before submitted to MnDOT. Materials should be in a ready to release condition.
6. Help define and deliver next-generation video/audio experiences, keeping up with evolving multimedia and technology trends.
7. Develop production schedules; plan video shoots; scout, select and reserve shoot locations.
8. Shoot, record and edit video/audio and/or select and hire professional crew and talent.
9. Reserve and rent equipment as needed.
10. Develop multimedia content that meets accessibility standards and can be utilized on MnDOT’s website and social media accounts.
11. Evaluate analytics.

### Plain Language and Accessibility Standards

1. Plain Language.

Except for designs, plans, layouts, maps and similar documents, the firm must provide all deliverables in “Plain Language”. Executive Order 14-07 requires the Office of the Governor and all Executive Branch agencies to communicate with Minnesotans using Plain Language. As defined in Executive Order 14-07, Plain Language is a communication which an audience can understand the first time they read or hear it. To achieve that, the firm will take the following steps in the deliverables:

* Use language commonly understood by the public;
* Write in short and complete sentences;
* Present information in a format that is easy-to-find and easy-to-understand; and
* Clearly state directions and deadlines to the audience.

1. Accessibility Standards.   
   Except for designs, plans, layouts, maps and similar documents - the firm agrees to comply with the [State of Minnesota’s Accessibility Standard](http://mn.gov/oet/images/Stnd_State_Accessibility.pdf) for all deliverables under this contract. The State of Minnesota’s Accessibility Standards  entail, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 of the Rehabilitation Act, as amended. The firm’s compliance with the State of Minnesota’s Accessibility Standard includes, but is not limited to, the specific requirements as follows:

* All videos must include closed captions, audio descriptions and a link to a complete transcript;
* All documents, presentations, spreadsheets and other material must be provided in an accessible format. In addition, the firm will provide native files in an editable format. Acceptable formats include InDesign, Word and Excel; and
* All materials intended for downloading and printing such as promotional brochures, must be labeled as such and the content must additionally be provided in an accessible format.

# Work Type Submittal Requirements

* A consultant firm becomes pre-qualified based on the qualifications of the personnel that are employed by the firm.

| Key Personnel Requirements | Description |
| --- | --- |
| **Minimum Number of Staff** | * At least one key employee with the proper professional certification, license, degree and/or applicable experience. All key personnel must meet the defined qualifications.  Work may not be assigned or delegated to personnel if they are not on the Approved Key Personnel list maintained by MnDOT. |
| **Professional Certification / Licensure** | * Bachelor’s Degree in Video Production, Broadcasting, Digital Video & Media Production, Strategic Communications, Marketing, Advertising, Communications, Public Administration, Mass Communication, Public Relations, Graphic Design or closely related degree is required. Extensive experience with high quality examples may be considered in lieu of Bachelor’s degree. |

| Work Type Submittal Requirements | Description |
| --- | --- |
| **Resume and Relevant Project Experience Form - Form PQ1**  [Submit in Microsoft Word format] | Complete Parts 1, 1A and 2 of Form PQ1   * **Part 1:** Fill out general information, name(s) of personnel, identify which level (1, 2, or 3) each applicant is applying. * **Part 1A**: Fill out one “1A” for each person listed in Part 1. Experience of the qualified staff must be demonstrated by reference to completed projects in the activities for which pre-qualification is desired. Describe 3 relevant project experiences in the last 5 years. Clearly identify how each person meets this criteria: * Minimum of 3 years’ experience producing digital multimedia (audio/video) with non-linear editing suites (Adobe Premiere, Final Cut Pro, others) is required. * Strong background in broadcast-style writing. * Strong background and knowledge of social media platforms such as Facebook, Twitter, YouTube and Instagram. * **Part 2:** Project Examples listed must correlate to those described below in “Project Example Requirements.” |
| **Project Example Requirements**  [Submit in PDF format] | For the projects identified in Part 1A, submit 3 project summaries (1-2 pages max. each) of prior, successful digital multimedia production work, demonstrating experience. All examples are required to include work completed in the last 5 years. At least one project summary should be for a non-MnDOT project. |
| **Proof of Certification / Licensure** [Submit in PDF format] | Provide a current copy of the applicable Professional Certification/ Licensure. |

| Work Type Submittal Instructions | Description |
| --- | --- |
| **Instructions for Submittal**  [Each file should be saved in the format identified.] | Submit **5** flash drives that include the following individual files or folders in this order:   * Resume and Relevant Project Experience Form - Form PQ1 [Submit in Microsoft Word format] * Project Example Requirements [Submit in PDF format]   This should be a folder that includes individual files clearly named according to Part 2 of Form PQ1.   * Proof of Professional Certification/Licensure [Submit in PDF format] |