



Request for Proposal
One Call Process – How to Create Efficiency
Educational Video Series, Materials and Distribution Plan

BACKGROUND

The Common Ground Alliance (CGA) seeks to engage an agency to create an educational video series, accompanying digital and non-digital materials, and distribution plan focused on each stakeholder in the one call process to be available to CGA members and damage prevention stakeholders.

Established in 2000, CGA is committed to saving lives and preventing damage to North American underground infrastructure by promoting effective damage prevention practices of today and tomorrow. CGA is a member-driven association of nearly 1,800 individuals and 250 member companies in every facet of the underground utility industry. Membership in the CGA is open to all stakeholder groups (Excavators, Locators, Road Builders, Electric, Telecommunications, Oil, Gas Distribution, Gas Transmission, Railroad, One Call, Public Works, Equipment Manufacturing, State Regulators, Insurance, Emergency Services and Engineering/Design) with a genuine interest in reducing damages to the underground infrastructure. CGA's top-tier members represent some of the largest companies and organizations in North America.

CGA was created, in part, to promote the concept that damage prevention is a shared responsibility and that it is in the public interest to ensure the safety, environmental protection and utility service reliability of underground facilities. Damage to underground utilities can result in deaths and injuries to individuals, damage to property and the environment, utility service interruptions and disruptions due to evacuations and road closures.

CGA is a non-profit organization that receives financial support from the owners of underground utilities (oil and gas pipelines, electrical power lines, water systems, telecommunications lines, cable television systems and others), excavators, one call centers, equipment manufacturers, the insurance industry, government regulators, the general public and the federal government through the U.S. Department of Transportation, Pipeline & Hazardous Materials Safety Administration (PHMSA).

PROBLEM STATEMENT

CGA's Educational Programs Committee focuses on educational and promotional outreach, including initiatives such as the 811 campaign, educational video and material development, and the promotion of CGA's core programs. As part of the committee, a task team was created



to address each stakeholder in the one call process on the impact of misuse and potential for damages. The task team is looking to create deliverables that will start a conversation to help change process and eliminate existing problems.

SCOPE OF WORK

The CGA is seeking an agency to create an educational video series, accompanying digital and non-digital materials, and distribution plan focused on each stakeholder in the one call process, which will be made available to CGA members and damage prevention stakeholders.

The selected agency will be responsible for holding virtual meetings/check-ins, with CGA staff and task team co-chairs who will provide input, oversight and guidance.

The selected agency should be experts in video production and editing, as well as the creation of support materials – both digital and non-digital, for educational purposes.

PROJECT DELIVERABLES

1. **Project planning:** Work with CGA staff/task team members to define a strategy and execution plan to achieve project deliverables and goals.
2. **Script development and writing:** Develop and create scripts for each educational video for a specific audience.
3. **Educational video series:** Develop five videos approximately three minutes in length. Video file types should include .mov, .mp4, .wmv, and avi. Audiences will include:
 - Excavators
 - Facility operators
 - Oil and natural gas
 - Telecommunications
 - Electric
 - Water
 - One call centers
 - Locators
4. **Accompanying materials:** Design digital and non-digital assets to accompany the educational videos. Materials include infographics, printable handouts, talking points, PowerPoint templates, etc.
5. **Distribution plan:** The selected agency will work with CGA staff/marketing support to design and develop a strategy for sharing/distributing videos and support materials to CGA stakeholders.



If you can only bid on part of this project, please indicate and explain how you would address the other deliverables.

SCHEDULE

The following is a general schedule intended to give agencies a sense of CGA expectations. The schedule is subject to modifications. It is anticipated that the successful bidder will have interaction, via video conferencing (Zoom, Microsoft Teams, etc.), throughout the process with members of the CGA staff and members who will provide input, oversight and guidance.

Draft schedule – Subject to Modifications:

- Deadline for agencies to submit RPF proposals to CGA: Monday, Feb. 14
- Interview top three agencies: Week of Feb. 21
- CGA selects agency: Friday, Feb. 25
- Project kick-off call: Week of Feb. 28
- First video and materials finalized: Friday, March 25
- Second video and materials finalized: Friday, April 8
- Third video and materials finalized: Friday, April 22
- Fourth video and materials finalized: Friday, May 6
- Fifth video and materials finalized: Friday, May 20
- Distribution plan finalized: Friday, June 3

BID PROCESS

Submitting Proposals:

To express an interest in becoming the CGA's contractor for this Scope of Work, please submit the following:

- A statement of capabilities relative to the goals and deliverables of the project described above.
- A description of any relative prior experience.
- An outlined of the intended approach to the Scope of Work.
- An outline of pricing and proposed billing method for the Scope of Work in the form of one of the following: hourly rate, flat rate, deliverable rate or combination structure.



Proposals must be submitted electronically by Monday, Feb. 14 at noon EST to:

Lisa O'Leary

lisao@commogroundalliance.com

(Electronic confirmation of receipt of proposal will be sent following submittal)

Questions:

Send any questions related to the scope of work or RFP to lisao@commogroundalliance.com.