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TRANSPORTATION RESEARCH BOARD

Request for Interest
TRB Centennial Five-Minute Video Project
February 19, 2019

Summary

The Transportation Research Board (TRB), of the National Academy of Sciences (NAS), turns 100 on November 11, 2020. As part of the celebration, TRB is soliciting interest in producing a five-minute video that would focus on the future of transportation and the role of research.

The audience for the short video is college and graduate school students, and young professionals who are not yet committed to transportation as a profession. The goal of the video is to excite young people into considering transportation as a career path. The video must be completed by December 2019.

Background

TRB would like to produce a five-minute video that will be hosted on TRB's Centennial Website beginning in January 2020, and looped for display in the Centennial Booth at the 2020 and 2021 TRB Annual Meeting exhibits, and made available to organizations that would like to host the roaming exhibit during 2020. In addition, TRB expects to post the video on its website after the conclusion of the TRB Centennial Celebration. Collectively, we expect these various venues to give significant short- and long-term credit and exposure to the organization that partners with TRB on this effort.

The primary goal of the TRB's overall Centennial Celebration is to promote the value of transportation research and TRB's critical role in the process. In addition, TRB will strive to use its Centennial Celebration as an opportunity to do the following:

- Recognize and honor volunteers, sponsors, major contributors, and staff;
- Highlight TRB's accomplishments and its sponsors' roles in those accomplishments;
- Celebrate and promote the TRB community; and
- Elicit pride in participation in TRB activities.

Since the majority of TRB's Centennial Celebration products focus on history, TRB would like the five-minute video to focus on the future. By addressing the future, TRB believes this video will have a shelf life past the conclusion of the Centennial Celebration.

The audience for the video is college and graduate school students, as well as young professionals that are working in emerging disciplines that could be drawn to transportation. For example, young professionals working on automated vehicles and drones have likely crossed over to transportation from other career paths.

The primary goal of the video is to excite young people and interest them in transportation as a career path. The video should be engaging to a diverse pool of young people that is representative of the diverse transportation workforce and of the greater population that TRB serves. A message of the video should be that inclusivity and diversity enhance innovation and creativity in all areas of transportation and transportation research.

For the purposes of the production of the video, diversity includes experiences, cultures, or physical attributes that influence interactions within a community. These attributes include, race, language, sexual orientation, age, culture, socioeconomic status, gender, religion, perspective, disability, and experience.

In order to attract the attention of a younger audience, TRB suggests that the story arc includes a technical component as it has a broad appeal. In consultation with TRB's Young Members Council, we are suggesting that the focus of the video be on either sustainability and transformative technology or transformational technologies and services. However, TRB is open to discuss the central topic of the video with the partnering organization.

In order to convey authenticity and accurately represent the transportation culture in the video, TRB would like to avoid the use of stock images or videos that depict images of students, professors, and professionals portrayed by models. To the greatest extent possible, TRB would like images used in the video to depict real people who are already engaged in the transportation community.

As part of TRB's 50th Anniversary, then called the Highway Research Board, a video was produced titled *Research: The Common Denominator* (<https://tinyurl.com/y9vkreyy>). Like that video, the 100th Anniversary video should focus on addressing:

- New transportation technologies and ideas related to a topic that has broad appeal;
- The role of research in supporting and enhancing those ideas and technologies; and
- TRB's role in supporting and promoting that research.

In addition, the five-minute video should address future transportation challenges and the opportunities for social and personal fulfillment that addressing those challenges will bring.

The video should have a strong takeaway so that those who view it will feel invested and empowered to “make a difference by joining the transportation community.”

In a separate project, TRB is collecting video-based testimonials from volunteers related to their interaction with TRB and the value they place on the role TRB has played in their personal and professional development. These testimonials may be a resource in the production of the five-minute video described herein.

Schedule

The TRB Centennial Celebration will officially begin in January 2020, in conjunction with TRB's 99th Annual Meeting. The theme of the 99th Annual Meeting will focus on TRB's history. The celebration will conclude in January 2021, in conjunction with TRB's 100th Annual Meeting, the theme of which will focus on the next 100 years of transportation research.

The video must be completed by December 2019 so that it can be added to the Centennial Website in advance of the January 2020 Annual Meeting.

Roles

TRB proposes the following:

Partnering Organization

The partnering organization, in consultation with TRB, will be responsible for the following:

- Developing a timeline and plan for development of the video;
- Identifying the topic the video should focus upon;
- Developing the script for the video;
- Developing an outline or storyboard describing the shot sequence that will align with the script (storyboard);
- Filming any original content needed for the video;
- Editing the video; and
- Delivering the finished product to TRB in an agreed-upon format.

Transportation Research Board

TRB, with advice from its Centennial Task Force's Products Subcommittee, will be responsible for the following:

- Approving the timeline, topic, script, outline or storyboard for the video as well as the final version of the video;
- Locating and securing B-role for the video;
- Collecting all copyright and releases for the use of videos, still photos, individuals, etc. in the video;
- Providing the video production crew complementary access to TRB meetings and events necessary for the production of the video;
- Identifying and securing participation of TRB volunteers in the filming of the video;
- Paying permission fees for material to be used in production of the video, subject to preapproval by TRB; and
- Access to the pre-publication version of TRB 100th Anniversary history book.

Copyright

NAS' TRB will hold all copyright for the final video, however, permission for reasonable uses of the video will be granted to the partnering organization upon request.

Expressions of Interest

It is not required, but highly encouraged that organizations interested in potentially responding to this Request for Interest (RFI) contact email Russell Houston, Associate Executive Director, Transportation Research Board, rhouston@nas.edu to let him know that you are considering responding. Those that contact Russell will receive copies of answers to any questions TRB may receive from other interested parties.

Responding to this Request for Interest

Organizations interested in responding to this request for interest to produce the video as asked to submit the following information to Russell Houston at rhouston@nas.edu by Friday, March 15, 2019.

Qualification

Please provide a description of your organizations qualifications to produce this video. What types of video production capacity and experience does your organization poses?

Examples of Past Work

Please provide examples of past videos your organization has produced that you believe demonstrate your ability to take on this project. It would be helpful if the examples provided are transportation-related or have a focus on a similar audience type as this video. For each example video, please describe your organization's level of responsibility in developing the timeline and development plan for the video, the amount of time the video took to produce from conception to delivery; and your organization's role, if any, in identifying the topic and scripting of the video.

Organization

TRB believes that a video in excess of five minutes will cost more to produce and potentially attract fewer views. You have undoubtedly noticed there is a number of goals and issues that TRB would like addressed through the video. Within the five-minute video length constraint, please provide a high-level outline of how you might organize a video that addresses the goals and issues for this project as outlined in the background section of this document.

Compensation

What is your quote to produce this video? TRB has a limited budget for this activity. As a result, we would also like to know your level of willingness to accept in-kind compensation for all or part of the payment for your organization's efforts.

The in-kind compensation would be in the form of recognition as a Centennial Celebration Century Patron. A Century Patron is a public or private organization that has contributed \$3,000 to \$20,000 to help support TRB's Centennial Celebration. The logos of Century Patrons will be included in the TRB history book, at various locations during

TRB's 2020 and 2021 Annual Meetings, on the Centennial Website, and through other print and electronic channels.

If your organization is already a Century Patron, the in-kind contribution would be added to your existing contribution amount to determine your recognition level.

Additional information on the Century Patron program is available online at <http://www.trb.org/Centennial/CenturyPatron.aspx>

References

Please provide names and contact information of at least three past organizations for which you have produced videos.

Evaluation Criteria

TRB's evaluation of partnering organization's capabilities and qualifications will be based on all elements of each response, including the partnering organization's ability to meet goals of the video within the timeframe included in this RFI. Specific factors that TRB will consider in its evaluation of proposals include the following about the partnering organization:

- The record of accomplishments including a description of qualifications to be able to produce such a video.
- The quality of examples of past work including the level of responsibility or overall control in development of the examples. Extra credit will be afforded for past work in the transportation field.
- The quality and clarity of the high-level organizational outline.
- The reasonableness of the proposed fees and flexibility to accept all or part of the compensation in the form of an in-kind contribution as described in this RFI.
- References from current and former clients.

If TRB is not able to make a clear decision based on its evaluation of responses, TRB may need to further evaluate partnering organizations through presentations and phone interviews. These meetings will be designed to provide a forum to further assess each partnering organization's capabilities to provide proposed video, meet the key resources who would be involved in delivering the video to TRB and discuss business issues. In addition, TRB may hold additional follow-up/due-diligence discussions with selected potential partnering organization(s), as necessary.

Selection Timeline

The goal is to have a partner for this effort selected and a kick-off meeting scheduled by the end of the first half of April 2019.

Questions

Feel free to submit questions about any aspect of this Request for Interest up to Thursday, March 7, 2019. TRB will share any questions received, along with answers, with all prospective organizations. Organization identities will be kept confidential throughout this process.

Many thanks for your interest in this project!

Sincerely,

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