



**Texas Trees Foundation
for
South Dallas Greening Initiative**

**Request for Proposals for
Storytelling and Content Creation**

RFP Release Date:

Thursday, January 16, 2025

PROPOSALS DUE:

**Friday, January 31, 2025
11:59 pm Central Daylight Time**



**Texas Trees Foundation
3000 Pegasus Park Drive
Suite 740 Dallas, TX 75229
REQUEST FOR PROPOSAL (RFP)**

Table of Contents

Section 1 Request for Proposal.....3
Section 2 Background3
Section 3 Project Purpose.....4
Section 4 Scope of Work.....5
Section 5 Contents of Proposal.....8
Section 6 General Requirements and Submittal Instructions8
Section 7 Selection Process9
Section 8 Acceptance or Rejection and Negotiation of Proposal10
Section 10 Questions10
Section 11 Reservations.....10
Equal Opportunity Statement11
Closing Date and Time12



Section 1 Request for Proposal

The Texas Trees Foundation (TTF) is seeking proposals from qualified storytellers and content creators to document the impact of the South Dallas Greening Initiative, capturing social impact stories that reflect community voices at each stage—before, during, and after tree planting interventions—as specified in this Request for Proposal (RFP). The required services and performance conditions are described in the Scope of Work. Consultants are encouraged to suggest additions or modifications to the scope that will enhance or clarify the work, and these suggestions should be incorporated in the proposal. If the consultant hires a subcontractor for in-person public engagement, the subcontractor must be approved by TTF.

Section 2 Background

Texas Trees Foundation, a 501(c)(3), is dedicated to connecting people with trees with the goal of improving human health and wellbeing. For over 40 years, Texas Trees Foundation (TTF) has had a longstanding commitment to trees and people, especially the benefits of trees to people. Additionally, this organization implements research-based greening in hopes to educate and mobilize the public to increase stewardship of the urban forest. Texas Trees collaborates with urban planners, landscape architects, developers, corporations, and municipalities to improve the overall quality of life in urban communities.

The South Dallas Greening Initiative (SDGI) is a community-driven, urban forestry-based, transformation surrounding South Dallas (including Mill City, Wheatley Place, Queen City, and surrounding neighborhoods) that will improve human health by expanding tree canopy, increasing green space, and providing accessible urban forestry education and career training opportunities. The SDGI is funded through a grant received from the USDA Forest Service as part of the Inflation Reduction Act for Urban and Community Forestry. Over the next five years, upwards of 3,000 trees will be planted in vacant lots, rights-of-ways, schools, and partner-owned land in South Dallas neighborhoods such as Mill City, Wheatley Place, Queen City, Jubilee, Dolphin Heights, Bertrand, and South Blvd/Park Row.

The project area was selected by analyzing TTF's 2022 [Tree Equity Planting Map](#). This map is a prioritization tool that shows areas within Dallas that are in the greatest need for increased tree canopy to help combat urban heat, poor air quality, and improve human health. This map shows the South Dallas area and surrounding neighborhoods as “urgent” and “emergent” high-priority planting areas. This data was used in combination with community-based needs identified by our organization to solidify the selection process of the Fair Park and surrounding neighborhoods in South Dallas.

The SDGI is unique to TTF in that it aligns all of TTF's programs in one geographic area to move the needle on human health. This will include community engagement and education, [Cool Schools program](#), [Green Jobs Workforce program](#), and priority tree plantings. It is worth noting

that populations in our project area in South Dallas have on average 20+ years shorter life expectancy when compared to neighborhoods immediately North. This is due to multiple issues that lie within the intersection of social and environmental factors- which we're hoping to address through the South Dallas Greening Initiative. We see that trees have enormous potential to help cool our city, provide clean air, and improve community member's overall mental and physical health but having a true impact on community member health is going to take focused and intense greening efforts that the SDGI will deliver.

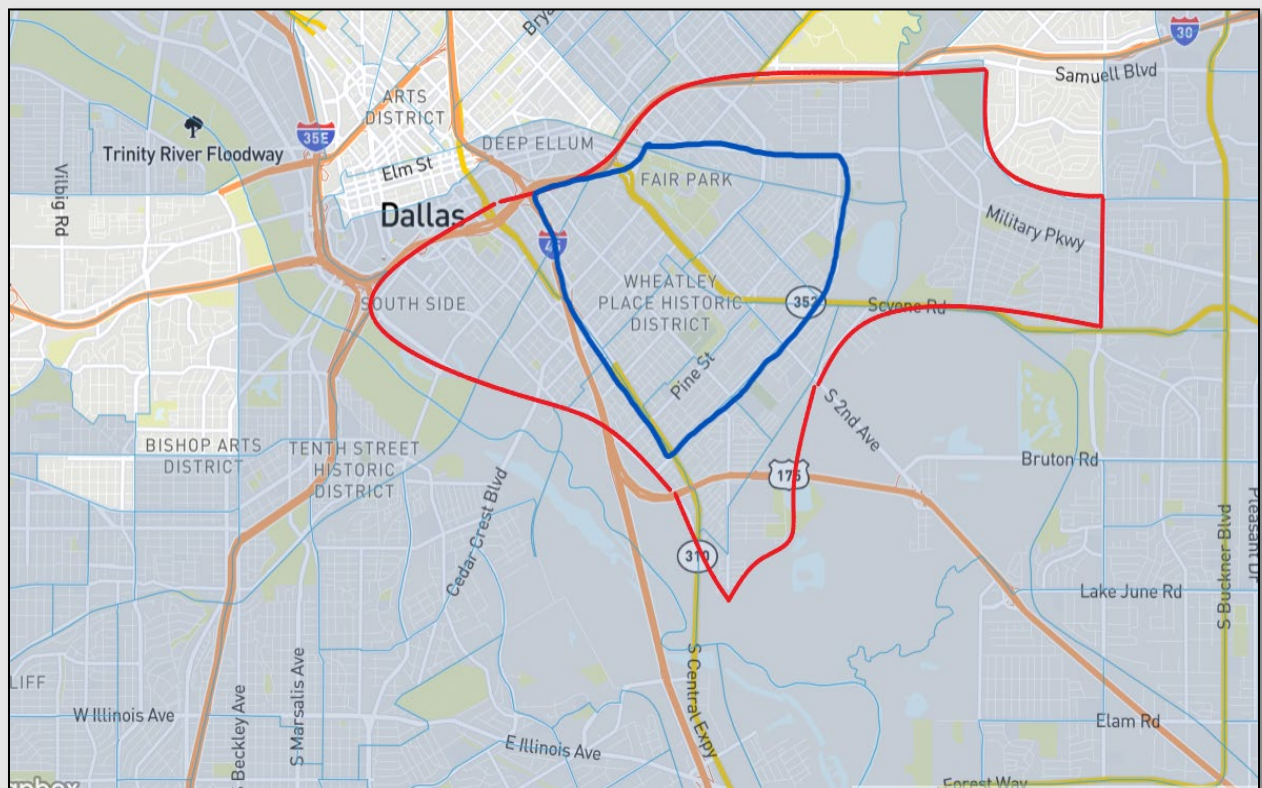


Figure 1 Blue outline indicates Core Project Area, which will be the focus of our greening efforts, and red outline indicates Community Partnership Areas, which we will expand into for additional greening efforts and educational opportunities.

Section 3 Project Purpose

Capturing the stories and social impact of the South Dallas Greening Initiative is crucial to highlighting and sustaining its positive impact on the community. This project will focus on documenting the initiative's journey, amplifying community voices, and illustrating the transformative effect of tree planting in South Dallas. The project will foster greater engagement, create a platform for social impact stories, and ensure that the community's perspectives and experiences are central to the initiative by embedding community narratives before, during, and after tree plantings and other events and programming in the project area.

The purpose of this project is to engage a storyteller and content creator who can document these stories and develop compelling content that celebrates community and inspires actions. The final deliverables will include a rich collection of stories and visuals for use on



social media platforms, the TTF website, presentations, and outreach materials, showcasing the ongoing work and achievements of the South Dallas Greening Initiative.

Section 4 Scope of Work

The consultant will document and capture the community-centered impact of the South Dallas Greening Initiative, highlighting the transformation of urban spaces and community engagement at each stage of the project. This storytelling effort will unfold across three phases: **Before, During, and After** the tree planting or greening interventions. The consultant should note that the timeline for this project will start in the Spring of 2025 and run through 2028.

Once community narratives are gathered and reviewed, the consultant should develop a range of digital content for public engagement that highlights the ongoing impact of the South Dallas Greening Initiative. This content will include short narratives, video clips, and impactful imagery tailored for social media platforms and other outreach channels. These pieces should effectively communicate key moments, transformations, and community voices, allowing TTF to showcase the initiative's value to a broader audience.

The scope of work should include three sections: 1) 'Before' Phase, 2) 'During' Phase, and 3) 'After' Phase. Each section should include details on how the consultant will capture and deliver community narratives, along with cost per section.

Deliverables for each section include:

1. Before: Setting the Stage
 - Attend a kick-off meeting with Texas Trees staff to discuss project goals, existing community relationships, and previous and upcoming projects.
 - Capture the initial conditions of the project areas and the community's vision for a greener future.
 - This should include 4-6, 30-45 second reels/videos showing the existing conditions, multiple resident/partner organization interviews and responses to potential change. (delivery to be 30 days after initial shooting date)
 - This should include initial footage that can be woven together in a long-form (max 5 minute) video that will chronicle the entire project over multiple years (delivery an agreed-upon date). The priority should be on capturing the community perspective and what the project means to them and the future of the area.
 - This should include a finished 90-second-2 minute video that explains the project "before" and give a foreshadowing of the work, impact TTF will have on the neighborhood (delivery an agreed-upon date).

- This should also include a photo gallery of 50 images that can be used in marketing material/social media to promote the project and bring awareness to the needs of the area (delivery to be 30 days after initial shooting date).

2. During: Documenting the Journey

- Conduct interviews with community members, volunteers, and key project contributors to reflect on the experience and the impact they are observing as the project unfolds.
- Collect a blend of still photography, video, and audio to create visual and narrative content that embodies the spirit of the initiative and its milestones.
 - This should include 4-6, 30-45 second reels/videos capturing key moments of action, including tree planting, community involvement, and events or activities that illustrate community participation (delivery to be 30 days after initial shooting date).
 - This should include initial footage that can be woven together in a long-form (max 5 minute) video that will chronicle the entire project over multiple years (delivery an agreed-upon date). The priority should be on capturing the community perspective and what the project means to them and the future of the area.
 - This should include a finished 90-second-2 minute video that explains the progress of the project and give an overview of what's been done by highlighting key moments of action, including tree planting, community involvement, and events or activities that illustrate community participation (delivery an agreed-upon date).
 - This should also include a photo gallery of 50 images that can be used in marketing material/social media to promote the project and bring awareness to the progress project and impact on the area (delivery to be 30 days after initial shooting date).

3. After: Showcasing the Impact

- As the tree planting interventions are completed, document the visible changes in the environment and the community post-intervention, emphasizing both the physical transformation and the social impact.



- Capture stories that highlight the success and benefits of the greening efforts, drawing on interviews with community members and stakeholders about the initiative's lasting impact.
 - This should include 4-6, 30-45 second reels/videos capturing key responses from community members of the impact of the initiative. What did it mean to them personally? To the community as a whole? How do they see it impacting the area's future? (delivery to be 30 days after initial shooting date)
 - This should include a finished 90-second-2 minute video that explains the progress of the project and give an overview of what's been done by highlighting with a focus on community transformation and ecological benefits (delivery an agreed-upon date).
 - This should also include a photo gallery of a minimum of 100 images that can be used in marketing material/social media to promote the project and bring awareness to the impact of the project on the area and its long-term effects (delivery to be 30 days after initial shooting date).
- Develop final content piece that demonstrates the outcomes and long-term vision for South Dallas' green spaces, with a focus on community transformation and ecological benefits. Present final showcase materials to TTF staff by December 15, 2028. Progress documentation of this final content piece should be submitted at 6-month intervals (semiannually) between project launch date and December 15, 2028.
 - This should include initial footage that can be woven together in a long-form (max 5 minute) video that will chronicle the entire project over multiple years. The priority should be on capturing the community perspective and what the project means to them and the future of the area.

Progress Reporting and Updates

- Meet with the Director of Communication bi-monthly for progress updates and check in.
- Once a month, provide a brief report that includes an update of the previous month's activities.
 - Report provided in PDF format and should include a summary of previous month's activities such as data analyzed, maps created, etc.
 - Report is due by the 5th of each month.



Section 5 Contents of Proposal

Proposals should be submitted in PDF format and not-to-exceed 6 pages. Proposals must include the following information:

- General description of the firm, and the credentials and background of the team members who will be responsible for the project.
- Summary of the consultant's experience in crafting compelling narratives and content for community engagement, along with two (2) references and their contact information from previous clients.
- Consultant's recommended Project Schedule/Timeline, based on project start date in Spring 2025 and closing by December 31st, 2028.
- Description of consultant's approach to managing the project. Description should include all tasks listed in the Scope of Work. The consultant should list additional steps, tasks or information the consultant feels would improve the quality of the content creation.
- Cost proposal by task and total cost.
- MWBE Certification, if applicable.

Section 6 General Requirements and Submittal Instructions

The selected consultant must meet the following requirements:

- Consultant should possess all applicable licenses and certifications required by the State of Texas and shall also maintain all other business and professional licenses that may be required by Federal, State and Local Codes.
- Provide a W-9.
- Selected Consultant, their employees and subcontractors must pass a background check and maintain acceptable status whenever requested by TTF.
- Must satisfy all requirements pertinent to insurance, including a Certificate of Insurance.

To be considered, respondents shall submit their proposals electronically by sending one complete PDF file by email or other electronic transmission service accessible by email (such as Dropbox, Google Drive, etc.) no later than **11:59 pm Central Daylight Time on Friday, January 31, 2025**, to:

Emily Plauche, TTF Community Greening Manager
emilyp@texastrees.org



An email response will confirm receipt for all electronic submissions successfully received. The cost for preparing a proposal in response to the RFP is the responsibility of the Consultant.

Any questions or concerns regarding this RFP shall be directed to:

Texas Trees Foundation
Emily Plauche, Community Greening Manager
3000 Pegasus Park Drive, Suite 740
Dallas, TX 75247
Office: 214-953-1184
Cell: 469-865-5694
emilyp@texastrees.org

Section 7 Selection Process

TTF will select Consultant based on the proposal submitted and presentation to TTF staff. TTF may also make the selection of the Consultant based on negotiation with one or more of the respondents. In conducting such negotiations, TTF will avoid disclosing the content of competing proposals. TTF reserves the right to award multiple contracts for various portions of the requirements to different consultants including, but not limited to, the creation of data-based reports and interactive dashboards.

After submission of a proposal but before final selection of the Consultant is made, TTF may permit a respondent to revise its proposal to obtain the respondent's best and final offer or to provide clarification as requested by TTF.

TTF will review all submitted proposals to determine those consultants that best meet the requirements of this RFP and the evaluation criteria listed below:

#	Evaluation Criteria	Weight
1	Demonstrated ability to complete scope of work	30
2	Expert in creative direction, storyboarding, scripting, sound engineering, and graphic design and ability to transfer those skills into marketable storytelling that properly represents community narratives.	25
3	Demonstrated expertise, including professional and/or lived experience, engaging and serving historically marginalized communities. Experience in outdoor or environmentally focused photography/videography.	20
4	Reasonableness of proposed cost	15
5	Minority-and/or woman owned business enterprise	10



	Total Points Possible	100

All proposals submitted shall be valid for a minimum period of one-hundred and twenty (120) calendar days following the last date established for proposal submission. Proposals may be withdrawn on written request from the consultant at the address shown in this solicitation prior to the last date for proposal submission. Negligence on the part of the consultant in preparing the proposal confers no right of withdrawal after the time set for proposal submission.

It is the intent of TTF to enter and execute a contract for services with the selected consultant no later than sixty (60) days of the last date established for proposal submission. TTF reserves the right to reject any and all proposals. The final selection will not necessarily be based on the lowest bid, but rather the best value.

Section 8 Acceptance or Rejection and Negotiation of Proposal

TTF reserves the right to accept or reject any or all proposals or select more than one firm to complete this work. After selection by TTF, the contents of the submitted proposal will become a contractual obligation. Failure to agree to include the proposal as part of the contractual agreement will result in the cancellation of the award. TTF reserves the right to negotiate a modification to, or accept any part of the proposal, and will not be obligated in any way to accept those parts that do not meet the approval of TTF. Terms and conditions of the contract will be subject to the approval of TTF legal counsel. The proposal, draft report, and final report shall become the property of TTF.

Section 10 Questions

Questions regarding this RFP should be submitted in writing and directed to Emily Plauche, TTF Community Greening Manager via e-mail at emilyp@texas-trees.org no later than **January 28, 2025**, by 5:00 pm CDT. As necessary, responses to questions will be issued via an addendum to all prospective bidders. TTF reserves the right to reject any and all proposals. TTF looks forward to your response to this Request for Proposals and appreciates your interest.

Section 11 Reservations

Additional information regarding RFP submittal, content, processes, and procedures are listed below:

- 1) All proposals will become the property of TTF and will not be returned to consultants.



- 2) TTF reserves the right to reject any and all proposals, whether minimum qualifications are met, and to modify, postpone, or cancel this Request for Proposal, in whole or in part, or decide to award a contract to perform only some of the services outlined in this Request For Proposal, without liability, obligation, or commitment to any party, Consultant, or organization.
- 3) In addition, TTF reserves the right to request and obtain additional information from any candidate submitting a proposal, and to negotiate the final scope of services with the selected consultant. TTF is not liable for any costs incurred by consultants prior to issuance of an agreement, contract, or purchase order. Costs of developing the proposals, oral presentations or any other such expenses incurred by the consultant in responding to the RFP are entirely the responsibility of the consultant and shall not be reimbursed in any manner by TTF. No materials or labor will be furnished by TTF.
- 4) TTF reserves the right to waive or permit cure of minor informalities and/or insignificant mistakes such as matters of form rather than substance and to conduct discussions and negotiations with any qualified respondent in any manner deemed necessary by TTF to serve its best interests. TTF also reserves the right, based on its sole judgment and discretion, to award a contract based upon the written proposals it receives without conducting discussions, interviews, or negotiations.
- 5) If, in the opinion of TTF, a proposal contains false or misleading statements or references, it may be rejected.
- 6) TTF reserves the right to obtain written clarification of any point in a consultant's proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of a consultant to respond to such a request for additional information or clarification may result in rejection of the Consultant's proposal.
- 7) Failure to comply with these instructions, and the other specific provisions of the RFP, may result in the Consultant's proposal not being reviewed.
- 8) TTF reserves the right, without qualification, to select a consultant for further discussions based solely on the content of the RFPs and relevant information obtained from others concerning the respondent's respective records of past performance.
- 9) The consultant's proposal shall not be made contingent upon uncertain events, which shall not have occurred until after the RFP is completed.
- 10) If it becomes necessary to revise any part of this RFP due to inquiries raised, an email notifying an addendum, supplement or amendment to this RFP will be provided to Consultants who received an original invitation to bid via email OR responded to us with their contact information as described on the cover letter of this RFP. Changes to the RFP shall be accomplished by an amended page or pages.

Equal Opportunity Statement

TTF is an equal opportunity employer. Employment at TTF is based solely on a person's merit and qualifications directly related to professional competence. TTF does not discriminate against any employee or applicant because of race, creed, color, religion, gender, sexual orientation, gender



identify/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy or related conditions (including breastfeeding), or any other basis protected by law.

Closing Date and Time

All proposals must be received by Friday, January 31, 2025, at 11:59 PM

It is your responsibility to make sure that you submit a response by the date and time indicated above. Late or incomplete RFP's will not be considered. If only one proposal is received in response to the RFP, the TTF may either make an award or, if time permits, re-solicit for the purpose of obtaining additional proposals.

END of Request for Proposals