

**MCEC RFP: VIDEO PRODUCTION SERVICES
FOR WASTE TO VALUE: CLEAN HEAT AND
SUSTAINABLE JOBS FROM WOODY BIOMASS**



Questions and Answers – March 23, 2026

1. Reference: RFP Section 3

Question: In how many locations will shoots happen?

Answer: MCEC currently has a list that of eight (8) potential sites. However, it is anticipated that filming will occur at no more than eight (8) sites, and potentially in as few as three (3) to four (4) sites. MCEC is open to considering alternate approaches that allow us to produce a high-quality video within the budget constraints, for example, reducing the number of shoot days, **shoot locations**, adjusting the scope, or identifying other efficiencies in the production plan.”

2. Reference: RFP Section 3

Question: Will you provide a shortlist of who we should be interviewing for the project or do you have a script prewritten for the project or will respondents be working that out with MCEC?

Answer: MCEC will provide a list of individuals to be interviewed, and the script will be developed collaboratively by MCEC and the selected vendor. An initial draft of the script is included as Appendix 4 of the RFP.

3. Reference: RFP Section 3

Question: Are there any other filming needs outside of the 5 days in New England?

Answer: No.

4. Reference: RFP Section 3

Question: Do you have an ideal timeline for each deliverable?

Answer: Post-production deliverables are due by June 30, which reflects the project end date. Respondents are encouraged to propose timelines for deliverables in the production phases.

5. Reference: RFP Section 3

Question: Will the video cover interviews, events, or facilities?

Answer: Interviews and facilities. No events are contemplated to be part of this project. Shooting may include local scenery, forests, drone footage, etc. Please refer to Appendix 4 of the RFP.

6. Reference: RFP Section 3

Question: What metrics will be used to determine the success of the film project? What examples of other films is your team using as a north star?

Answer: MCEC does not have a single “north star” film that we are using as a benchmark. However, we have reviewed a range of video production portfolios to help inform our expectations. These references will help shape how we assess the success of the final product.

At its core, the goal of this project is to both **inform and persuade** target audiences. As such, success will be evaluated based on how effectively the film communicates key messages in a clear, compelling way and motivates the intended audience toward greater understanding, engagement, or action. This includes qualitative measures (such as clarity, storytelling strength, and audience resonance) as well as quantitative indicators (such as engagement, completion rates, and audience feedback).

7. Reference: RFP Section 3

Question: Are you able to talk any more specifically about your needs for ADA-compliant videos & captions (WCAG) 2.1 level AA standards?

Answer: MCEC is an instrumentality of the State of Maryland and is required to meet ADA requirements. DOJ's Accessibility Rule can be accessed via this link: [Web Content Accessibility Guidelines \(WCAG\) 2.1, Level AA](#).

8. Reference: RFP Section 3

Question: Are there any animation needs or is it only live action?

Answer: Yes. Animated graphic/illustrations are currently included in Appendix 4 of the RFP.

9. Reference: RFP Section 3

Question: Can you talk in more detail about any motion or graphics, animation needs?

Answer: The primary need is for clear data visualizations to support the content. Please refer to question 8 above.

10. Reference: RFP Section 3

Question: Any metrics wise, are you looking to submit to film festivals, PBS, broadcasts? What would you consider a success? How is that measured?

Answer: MCEC is not looking to submit to any of the above. The main goal is to provide a clear, visual explanation of a technology that is otherwise complicated to explain. Please see the answer to question 7 above.

11. Reference: RFP Section 3

Question: Are there any existing bureau of assets we can work with, or should we plan on producing new footage?

Answer: MCEC has some existing data that can be used for visualization, but the majority of the video footage will be new.

12. Reference: RFP Section 3

Question: How much creative direction will MCEC provide versus what is expected from the vendor?

Answer: This will be more of a collaborative effort but MCEC will be providing Creative Direction.

13. Reference: RFP Section 3

Question: Are you able to talk about your review and approval process?

Answer: This is expected to be a collaborative effort with regular check-ins where MCEC and other stakeholders will provide guiding feedback over the course of the production process.

14. Reference: RFP Section 3

Question: Is it safe to say that this is an educational or training piece?

Answer: This is best described as an **educational piece with a persuasive component**, rather than a traditional training video.'

The primary video is intended to explain how biomass energy is produced and communicate its value, making it informative in nature. At the same time, it is designed to build understanding and support around a potentially controversial topic, so it also includes a persuasive element.

15. Reference: RFP Section 3

Question: Will anyone from MCEC be on site in New England to coordinate details, conduct interviews, etc.?

Answer: Yes. At least two MCEC staff members will be on site to coordinate logistics and support the production process.

16. Reference: RFP Section 3

Question: Who will be coordinating stakeholders and site access? MCEC or the vendor?

Answer: MCEC.

17. Reference: RFP General

Question: Is there no need for an emotional call to action or more general public engagement for this video?

Answer: The video is designed to both explain a complex process and thoughtfully address a potentially controversial topic. Because of this, it will balance being informative with being persuasive.

Rather than relying on a strong emotional appeal, the focus will be on clear, credible storytelling that builds understanding and trust. The video will include a **general call to action**—such as encouraging viewers to learn more or engage further—while still guiding the audience toward greater awareness and consideration of the subject.

18. Reference: RFP Section 4.2

Question: Can you confirm that the \$40,000 budget needs to include travel and crew expenses?

Answer: MCEC confirms that the budget specified in the RFP needs to cover all aspects of the vendor's cost. Note that MCEC is open to reviewing alternate approaches that could still allow us to produce a high-quality video within those constraints, for example, reducing the number of shoot days, adjusting the scope, or identifying other efficiencies in the production plan.

19. Reference: RFP General

Question: Is it important that the vendor be local, or are you open considering vendors who will travel?

Answer: MCEC is open to receiving proposals from vendors who are not local. However, please note that in order to execute a contract with MCEC, vendors must be registered and in good standing with the state of Maryland. Please use this link to register your business in Maryland: [MD Business Registration Link](#).

20. Reference: RFP Section 3

Question: Will the vendors be required to do any scheduling during the tours, or will that be MCEC's responsibility?

Answer: MCEC will be scheduling the tours. However, MCEC is open to receiving the vendor's input in the scheduling process.

21. Reference: RFP Section 3

Question: Where in New England will the filming be done, and can you share the addresses with the vendors?

Answer: Filming will be done in Vermont and New Hampshire.

22. Reference: RFP Section 3

Question: Can you provide town names, for travel budgeting purposes?

Answer: We anticipate filming in and around the following towns in Vermont: Bennington, Cambridge, Granville, Pittsfield, Bart, New Port, St. Johnsbury.

23. Reference: RFP Section 3

Question: Are there any safety precautions required to visit these sites? Any welding or fumes or lasers?

Answer: No. MCEC staff has visited previously and was not required to have any safety gear. Heavy boots are required for some of the sites due to muddy ground.

24. Reference: RFP Section 4.1

Question: Section 4.1.4 of the RFP is incomplete. Is MCEC planning to revise the RFP?

Answer: MCEC has posted a revised RFP to the RFP bulletin Board, and this section of the RFP is revised as follows:

- "4.1.4. Provide detailed summaries of at least three specific assignments that demonstrate the unique capabilities of your firm, the scope of work provided and

the individual(s) that served as the primary contact(s) for your firm. Each summary should include:

- The client's name and type of organization.
- A brief overview of the project, including the audience and key objectives.
- A brief description of the services performed, including their relevance to this project.
- The type of videos or media produced (e.g., educational films, documentary content, promotional videos, etc.)
- The names of individual(s) from your firm who served as project lead(s) and a brief description of their role.

MCEC reserves the right to contact any previous client whether or not provided as a reference.”

25. Reference: RFP Section 3

Question: Do you think there'll be a benefit to including drone photography/videography for the project?

Answer: Yes, MCEC believes that this will be helpful.

26. Reference: RFP Section 2.11

Question: I don't see the RFP requirement for businesses to be registered in MD.

Answer: In addition to the response provided to question 20, the Bid/Proposal Affidavit that needs to be submitted with a vendor's response requires vendors to affirm that they are registered and in good standing with the state of MD.

27. Reference: RFP Section 3.2

Question: Section 1.1 of the RFP references “two high-quality videos”. However, the list of deliverables requested for the post-production activities in Section 3.2.3 suggests that more than two videos are required. Please clarify.

Answer: MCEC's intent is to produce **one primary, high-quality video** that explains the value of biomass energy and clearly demonstrates how it is produced. From that primary video, we will develop a **second, shorter version** that provides a high-level overview of what biomass is and why it is beneficial.

In addition to these two core videos, we are also requesting **short-form cuts for promotion and social media**. Specifically, we anticipate **approximately three short clips (15–30 seconds) from each of the two videos**, for a total of about six promotional assets.

So, while there are two main videos, the full scope of deliverables includes these additional short-form edits derived from them.

28. Reference: RFP Section 3.2

Question: Regarding the Post Production section (Section 3.2.3, e-g). Can you please clarify the file delivery requirements? Typically, I film everything in 4K UHD and master the deliverables in Full HD (1920x1080). This gives us the flexibility to punch-in/crop shots if needed without losing quality. I will then deliver the raw unedited files in 4k UHD and MP4 format via hard drive. Is this acceptable?

Answer: Yes, that would be acceptable.

29. Reference: RFP Section 3.2

Question: Regarding the audio description under the ADA requirements (Section 3.2.3 d). There are two approaches, standard and extended. Based on the description below, which do you prefer? Does this need to be done for all videos including social media?

Standard audio descriptions (AD) fit within natural pauses of a video without changing its runtime, ideal for dialogue-heavy content. Extended AD pauses the video to allow for more detailed descriptions of complex visuals, resulting in a longer video duration, which is crucial for educational, fast-paced, or detailed content.

Answer: Our purpose for including this requirement is to meet the DOJ's Accessibility Rule for 2026 which requires [Web Content Accessibility Guidelines \(WCAG\) 2.1, Level AA](#). We do not need to meet that requirement for social media videos. Regarding the standard and extended Audio descriptions, our preference would be for the version that creates the best video.

30. Reference: RFP Section 3

Question: Typically, for a documentary project like this, the filming will be the main objective of a tour like this. How do you see the natural public tour and film-making needs coming together?

Answer: MCEC aims to balance the goals of both, coordinating with the selected vendor to ensure filming can take place effectively without detracting from the tour.

31. Reference: RFP Section 3

Question: There is a specific timeline for a tour involving the public who are not part of this filmmaking goal. How does that combine with the need to stop that process to capture material for the film?

Answer: MCEC will address this during the planning phase, coordinating logistics to ensure that the public tour and filming activities are managed smoothly without disrupting either objective. Additionally, the presence of at least two (2) MCEC

personnel on site will help ensure proper coordination and oversight throughout the process.

32. Reference: RFP Section 4.2

Question: Is travel, lodging, and per diem for the New England shoot expected to be covered within the \$40,000 NTE budget, or will those be handled separately by MCEC/AGH?

Answer: Please see our answer to question 18 above.

33. Reference: RFP Section 3.2

Question: If the full deliverable package- flagship film, short-form cuts, and six social cutdowns in 4K with ADA-compliant captions can't be executed within the budget ceiling, is there flexibility in scope? If so, which deliverables are highest priority?

Answer: Please refer to question 18 above regarding budget. The Flagship film and the shorter overview edit of the Flagship film are the highest priority deliverables.

34. Reference: RFP Section 3.2

Question: Is the five-day New England shoot a fixed requirement, or is there flexibility in duration if a vendor can achieve the required coverage more efficiently?

Answer: Please refer to question 1 above.

35. Reference: RFP Section 3.2

Question: How much creative latitude does the selected vendor have relative to the draft storyboard? Is the Maryland tour group intended as a narrative device (characters we follow) or primarily as a filming opportunity?

Answer: MCEC envisions the development of the storyboard as a **collaborative process** with the selected vendor. We expect the vendor to bring creative expertise and help refine the narrative, pacing, and visual approach to ensure the final product is as clear and compelling as possible.

The Maryland tour group is a **filming opportunity**. It may provide useful context or supporting footage, but the video is not expected to follow specific individuals as characters.