

Brainstorm Media Scope of Service

Blueprint Columbus Four Pillars Videos

Blueprint Columbus is the branded name of the City's new effort to eliminate sanitary sewer overflows with a two prong approach: eliminate the excess rainwater that is entering the City's sanitary sewers, and directing that rainwater to green infrastructure in the right of way. The removal of the rainwater from the system is commonly called inflow and infiltration (I/I) removal. Blueprint Columbus includes three primary technologies for I/I removal: rehabilitating or lining sewers (including private sewer laterals between the home and the main line sewers, as well as the City's mainline sewers); redirecting roof water away from the foundation of the home; and a voluntary sump pump program. These three technologies, along with the green infrastructure component, are referred to as the Four Pillars of Blueprint. Brainstorm Media will produce five videos that will explain the pillars in a way that is easy for residents to understand.

Brainstorm Media will provide the following services to the City of Columbus Department of Public Utilities:

Produce five videos that are each approximately 2 – 3 minutes in length. One video will provide an overview of each of the four pillars that make up Blueprint Columbus and one separate video will be produced for each of the four pillars. Videos will use simple, straightforward language and visuals to demonstrate the importance of eliminating the existing problem of sanitary sewer overflows through implementation of the four pillars. Videos will serve to explain details and dispel certain misconceptions about Blueprint Columbus and how implementation of the four pillars will affect residents.

Brainstorm Media will work closely with the City during all phases of concept development, pre production, videography and editing. Tasks involved include:

- Identifying and securing shoot locations, talent and contractors to implement each pillar
- Developing script and content
- Providing on-location crew and equipment necessary to complete all of the shooting
- Providing art direction/design, music and post production/animation
- Integrating pertinent graphic elements with on-location videography during editing
- Mixing all audio elements including any voiceovers, sound effects and music

Brainstorm Media will deliver final videos in any/all formats requested.