

# City of Burien

*Request for Qualifications: Professional Photography Services*

March 4, 2016

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The City of Burien invites qualified firms and independent contractors to answer a Request for Qualifications (RFQ) for Professional Photography Services to be utilized on an “as needed” basis for a variety of events, projects, and publications, such as:

- on the City’s website;
- in branding and marketing materials (fliers, videos, and external publications);
- in *Burien Magazine*, the City’s quarterly publication;
- on City-operated social media; and
- in other City communications.

## **BACKGROUND:**

Burien is a young, growing city built from a 100-year-old waterfront community on the Puget Sound. The city consists of approximately 50,000 residents and is located with direct access to Sea-Tac Airport, the Seattle and Tacoma seaports, Downtown Seattle, and the Puget Sound coast. With a thriving downtown core – featuring boutique retail, public art, and a diversity of restaurants and ethnic markets that attract foodies from across the region – local experts have recognized Burien as one of the Puget Sound’s hottest up-and-coming cities.

At the direction of the City Council, Burien has increased its communications with community members throughout the past year. It has strengthened its social media presence, upgraded its newsletter to a full-scale magazine, boosted its media relations programming, upgraded its online streaming system, and is in the early stages of redesigning its website. In addition, a branding initiative is currently underway and is expected to culminate with a detailed, actionable marketing plan in summer 2016.

With increased communications capacity comes a significant increase in the demand for high-quality photos to help the City tell its story and connect with its stakeholders. To that end, the City seeks to assemble a list of qualified photographers from which it can draw for various individual projects over the next two to three years.

## **SCOPE OF WORK:**

The successful firms or individuals must have extensive experience in commercial photography, with public agency/sector experience preferred but not required. Selected vendors will be asked to capture numerous images of the city at the direction of staff on a project-by-project basis. Potential projects include:

- Exteriors of buildings
- Landscape and park space
- Programs and activities through the Parks, Recreation, and Cultural Services Department (PaRCS)
- Construction and new development
- Staff interacting with the public
- Meetings and events
- Portraits, as needed
- Other scenes not listed above

Up to five (5) qualified photographers will be identified through this RFQ process. Once identified, the qualified photographers will be matched with specific projects as follows:

1. Does the photographer's specialty or specialties appropriately match the project?
2. Which photographer was offered a project longest ago?
3. Is the photographer available at the necessary times/dates?

Photographers will invoice the City after each project is complete. Billing will be based on approved rates (see section E. below). Payment will be issued in the form of a check within four to six (6) weeks of the project's completion.

*Disclaimer: the list of qualified photographers assembled through this RFQ in no way serves as the sole source for procuring City photos. Partnering agencies, students, staff, volunteers, contracting firms, existing photo libraries, stock photos, and other sources of photography may be utilized in addition to this list.*

### **SPECIFICATIONS FOR RESPONSE:**

In response to this RFQ, the applicant's statement of qualifications (SOQ) should clearly and accurately demonstrate specialized knowledge and experience required for consideration. The SOQ should include the following components:

- A. **Executive Summary** (max. 2 pages)  
Please provide an overview demonstrating your understanding of the City of Burien and the scope of work to be done, and how it aligns with your organization and your ability to provide the services proposed. In addition, please specify any information or resources the City of Burien will need to provide you in order to accomplish the work.
- B. **Examples/Portfolio**  
Submit a printed portfolio which includes two to three photographic examples of the types of photography you identify as a specialty in section F (below). Attach a summary for each image, briefly detailing the project.
- C. **Resume(s)** (max. 2 pages)  
Include a resume of all key individuals which will be assigned to or responsible for any portion of this project. Resumes should include education and all relevant experience.

D. **References** (max. 1 page)

Provide a minimum of three (3) references that received similar services from your organization. The following should be included:

1. Client name
2. Project description
3. Project start and end dates
4. Client project manager name, telephone number, and e-mail address

E. **Cost Summary** (max. 1 page)

A detailed cost for your services broken into product and service costs. Also provide an hourly operational rate for professional services including any and all other costs pertinent to the Scope of Work required for this project.

F. **Specialties** (max. 1 page)

Please identify from the list below which types of photography you specialize in.

- |   |   |
|---|---|
| <input type="checkbox"/> Landscape                | <input type="checkbox"/> Night/low light        |
| <input type="checkbox"/> Real Estate/Architecture | <input type="checkbox"/> Wide format            |
| <input type="checkbox"/> Candid                   | <input type="checkbox"/> Stock                  |
| <input type="checkbox"/> Events                   | <input type="checkbox"/> Time lapse             |
| <input type="checkbox"/> Action – sports/children | <input type="checkbox"/> Urban/industrial       |
| <input type="checkbox"/> Portrait, non-studio     | <input type="checkbox"/> Vintage                |
| <input type="checkbox"/> Studio Portrait          | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Aerial                   | _____   |
| <input type="checkbox"/> Abstract/Art             |   |

**SUBMITTAL PROCESS:**

Responses to the RFQ must be emailed or delivered to:

**Katie Whittier Trefry**  
**City of Burien Communications Officer**  
**400 SW 152<sup>nd</sup> Street, Suite 300**  
**Burien, WA 98166**  
[katiet@burienwa.gov](mailto:katiet@burienwa.gov)

Responses whether mailed or hand delivered, must arrive no later than **4:30 p.m. on March 31, 2016**. No submittals will be accepted after that date and time. The City will not be liable for delays in delivery of responses due to handling by the US Postal Service or any other type of delivery service. Faxed or emailed submittals will not be considered.

## **EVALUATION CRITERIA:**

A qualifications-based selection process will be used to select finalists from the pool of submitted proposals. The following information will be used to evaluate and rank responses:

- Compliance with RFQ requirements.
- Experience and qualifications of the firm and assigned personnel in designing and delivering attractive published materials.
- Experience and qualifications of the firm and assigned personnel in developing and negotiating advertising programs.
- Knowledge of local and regional demographic, geographic, political, and cultural landscapes and trends.
- Knowledge of up-to-date technology and presentation styles.
- Demonstrated experience and creativity in print publication design and successful achievement of results in prior projects for clients.
- Demonstration of dependable communication skills with City staff.
- Creative solutions and plans to solve potential budget constraints that may affect funding for this project.
- Professional references.

## **SELECTION PROCESS:**

The City will evaluate all responsive RFQ submitters and rank them based on firm's experience, qualifications, and criteria listed above. The City may conduct interviews during the selection process. Selected list is expected to be in place by **April 30, 2016**.

## **TERMS AND CONDITIONS:**

Questions regarding this RFQ or the submittal process should be directed to Katie Whittier Trefry at [katielt@burienwa.gov](mailto:katielt@burienwa.gov). All responses will be provided via email. Unauthorized contact regarding this RFQ with any other City employee may result in disqualification.

Selected applicants may be required to execute a City of Burien Professional Services Contract and obtain a City of Burien Business License.

The City reserves the right to reject any and all submittals and to waive irregularities and informalities in this RFQ process. This RFQ does not obligate the City to pay any cost incurred by respondents in the preparation and submission of a statement of qualifications. All such costs shall be borne solely by each submitter. Furthermore, the RFQ does not obligate the City to enter into a contract or proceed with the procurement of the project or any services.

Materials submitted in response to this competitive procurement shall become the property of the City and will not be returned. All submittals received will remain confidential through the RFQ deadline. After selections, all submittals are subject to the Public Records statute.