



**United Planning Organization**

**REQUEST FOR QUALIFICATIONS (RFQ):**

**PHOTOGRAPHERS AND  
VIDEOGRAPHERS**

**RFQ # 0032**

**FY 2023**

**Request for Qualification (RFO) Cover Page**

| <b>RFQ Solicitation Issue Date: Thursday, November 10, 2022</b>  |              |   |             |
|--|--------------|---|-------------|
| <b>RFQ Solicitation Closing Date: Friday, December 9, 2022</b>   |              | <b>RFQ Solicitation Closing Time: 2pm</b> |             |
| <b>Issued By: United Planning Organization</b>   |              |   |             |
| <b>Address: 301 Rhode Island Avenue, NW, Washington, DC 20001</b>  |              |   |             |
| <b>Telephone Number: 202-238-4600</b>  |              |   |             |
| United Planning Organization (UPO) is a non-profit agency in the District of Columbia founded in 1962 and is exempt from any state or federal taxes.   |              |   |             |
| Please submit your <b>response</b> to <a href="mailto:procurement@upo.org">procurement@upo.org</a> referencing “Photographers & Videographers - RFQ #0032 . Any questions emailed to this address will <b>not e ns ere s t is is not onitore on re u r sis</b> |              |   |             |
| For <b>questions</b> /information, please email Derrick Scott at <a href="mailto:rhaque@upo.org">rhaque@upo.org</a> , referencing “Photographers & Videographers - RFQ #0032” All questions received will be responded within 3 business days.                 |              |   |             |
| United Planning Organization reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal(s) deemed best for the organization, and/or request new proposal(s), if necessary.                   |              |   |             |
| Any objection to the above conditions must be clearly indicated in the proposal.   |              |   |             |
| In compliance with this RFQ and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.                          |              |   |             |
| <b>VENDOR IDENTIFICATION</b>   |              |   |             |
| Company or Individual Name:  |              |   |             |
| Address:   |              |   |             |
| Telephone:   |              |   |             |
| Email:   |              |   |             |
| Federal ID or Social Security Number:  |              |   |             |
| <b>Print Name</b>  | <b>Title</b> | <b>Authorized Signature</b>               | <b>Date</b> |
|  |              |   |             |

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## **I. PURPOSE**

United Planning Organization (UPO) is seeking qualified and experienced consultants and organizations to perform Photography and/or Videography for UPO.

In response to this RFQ, proposals are sought in accordance with terms and conditions set forth in this document, and any other terms and conditions in any contract subsequently awarded. Proposals from firms and consultants shall be selected and determined qualified if expertise demonstrated in proposals submitted inclusive of resumes/CV's of vendor personnel demonstrate strong competency and experience specifically in one or more of the domains of expertise sought below. Qualification of vendors or consultants/individuals that respond to this solicitation will be made following UPO's review of each response in consideration of the factors identified in this RFQ and any other factors that UPO considers relevant to serving the best interests of UPO.

## **II. CONTRACT PERIOD**

The term of any contract resulting from this RFQ shall be for a period between the time of selection of qualified vendors (firms or individuals) or the date of execution of the resulting agreement and September 30, 2023.

## **III. UNITED PLANNING ORGANIZATION (UPO) BACKGROUND**

UPO is a 501(c) (3) private non-profit organization and is the designated Community Action Agency for the District of Columbia. We open doors of opportunity to the District's residents with low incomes, helping them become change agents for their lives. Our leadership, support, and advocacy empowers these residents to reach economic security. We tailor our Pro-Education, Pro-Career, and Pro-Community approach to each customer, who may need direct services, intensive case management, or advocacy to address their needs.

We're hands-on every day, improving equity across the District. For example:

- Our job training and placement opens doors to new careers...and transforms lives.
- We run the city's largest Early Head Start program. We also have 200 senior volunteers who mentor children throughout the city.
- We prepare youth for college and careers with after-school programs for grades 1-12. And we award college scholarships to outstanding DC students from families with low incomes.
- We help people manage their money so they can build wealth and keep their homes, and we help to build new affordable housing.
- Our place-based strategies in DC neighborhoods are driving change, in close collaboration with each community.
- We are the eyes and ears of the city, protecting the health of our neighbors who live on the streets. We operate the District's Shelter Hotline and patrol the city every day, giving out meals and life-sustaining items.
- We help people like you amplify their voices and change the system, through our Community Leadership Academy, Legislative Advocacy, and other programs.

#### **IV. SCOPE OF SERVICES**

UPO is seeking firms or consultants that have expertise in indoor and outdoor Photography and/or Videography. Projects may include customer testimonials, profiles of scholarship recipients, interviews with staff, etc.

#### **V. QUALIFICATIONS**

Minimum Requirements for a Photographer:

1. Have a professional portfolio that showcases:
  - Event Photography (indoor & outdoor, shots of speaker talking)
  - Studio shoots
  - Headshots/Portraiture
2. Have Professional Camera Gear:
  - Full-frame DSLR + multiple lens (wide angle, zoom, multi-purpose)
  - Studio lighting system
3. Availability for shoot requests on short notice

Minimum Requirements for a Videographer:

1. Have a professional portfolio that showcases:
  - Event Videography (indoor & outdoor, shots of speaker talking)
  - Studio shoots
  - Interviews
2. Have Professional Camera Gear:
  - Professional HD camera + multiple lens (wide angle, zoom, multi-purpose)
  - Audio for clean recordings indoors and outdoors
  - Studio lighting system
3. Availability for shoot requests on short notice

## VI. COMPENSATION

An evaluation committee will review all submitted information and will select the best qualified respondents to be listed among a pool of consultants that UPO will offer project-based opportunities, as the need arises. UPO staff will maintain a file of qualified respondents and will consider the summary of qualifications when selecting contractors.

Vendors determined as “qualified” will be invited to bid on projects as they arise. UPO may issue a Purchase Order to each qualified vendor for expenses within the time frame of the contract.

*Note: All costs directly or indirectly related to the preparation of a response to this RFQ shall be the sole responsibility of the respondent of this RFQ and shall be borne by the same.*

## VII. PROPOSAL REQUIREMENTS

### A. General Requirements

1. In order to be considered for selection, proposers must submit a complete response to this RFQ electronically to [procurement@upo.org](mailto:procurement@upo.org).  
**NOTE: A proposer may submit no more than one (1) proposal in response to this RFQ.**
2. Proposals shall be signed by an authorized representative of the proposer. All information requested should be submitted. Failure to submit all information requested may result in the organization requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by UPO.
3. Proposals should be prepared simply, as thorough and detailed as possible, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFQ so that UPO may properly evaluate proposer’s capabilities to provide the required service. Emphasis should be placed on completeness and clarity of content.
4. All responses are to be submitted on standard 8.5” X 11” paper size in 12 point font minimum type.
5. Ownership of all data, materials and documentation originated and prepared for this RFQ by any proposer shall belong exclusively to UPO.

### B. Special Requirements

1. All pages of the proposal should be numbered, and the following are typical documents and/or items that a successful proposer will be required to provide to UPO, and should be addressed in the proposal in

the following order:

- a. Current Business License (for firms only)
  - b. Current Certificate of Liability Insurance (for firms only)
  - c. Completed and signed RFQ Cover Page.
  - d. Completed and signed Vendor Identification form included as an attachment (Appendix A) to the RFQ.
  - e. Signed letter of interest detailing qualifications to provide the services requested in this RFQ.
  - f. Current resume/CVs of each of the personnel who will be assigned to UPO's project.
  
  - g. List of at least three comparable client references to include organization name, brief description of the project, and contact person's name, telephone number, and email address, preferably including a community based non-profit organization.
  - h. Portfolio as evidence of relevant work experience.
  - i. Information which the proposer desires to present that does not fall within any of the requirements of the RFQ should be attached at the end of the proposal and designated as additional material.
- 
2. Proposals that are not organized in this manner risk elimination from consideration if the evaluation team is unable to find where the RFQ requirements are specifically addressed.

## VIII. EVALUATION CRITERIA

- Work samples / Portfolios
  - Qualifications and Experience
  - Fee: hourly rates (which can be a range) including rate for ancillary services such as editing
- A. All proposals will be reviewed to determine if they adhere to the format and instructions of the RFQ, meet the minimum qualifications, submit the required information and documents, and conform to the objectives and requirements of the RFQ. Incompleteness, significant inconsistencies, or inaccuracies found within a response may result in a reduction of the evaluation rating.
- B. An evaluation team will review the responses received in accordance with outlined criteria and select the best qualified proposers to be among a pool of Photographers and Videographers.
- C. UPO reserves the right to (a) waive variances or reject any or all proposals and (b) request clarifications from any or all respondents. Further, UPO reserves the right to reject any or all proposals and to waive informalities and minor irregularities and to accept any portion of a proposal or all items proposed if deemed to be in the best interest of UPO.

## IX. GENERAL TERMS AND CONDITIONS

- A. Any agreement resulting from this RFQ shall be subject to but not limited to the following certifications:
- Certification that it nor its principals are debarred, suspended, proposed debarment, declared ineligible, or voluntarily excluded by any federal department or agency from participation in this transaction by any federal department or agency in accordance with 45 CFR Part 76; and
  - Certification regarding Lobbying under Title 31, US Code, Section 1352.
- B. Anti-Kickback Provision: This contract is subject to the provisions of the Anti-Kickback Enforcement Act of 1986. By agreeing to this binding agreement, the transacting parties (1) certify that they have not paid kickbacks directly or indirectly to any employee of UPO for the purpose of obtaining this or any other agreement, purchase order or contract from UPO and (2) agree to cooperate fully with any Federal Agency investigating a possible violation of the Act.
- C. Equal Opportunity: The proposer agrees not to discriminate against any employee or applicant for employment on account of any services, or activities made possible by or resulting from this RFQ on the grounds of actual or perceived sex, race, color, religion, national origin, age (except minimum age and retirement provision), marital status, disability, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence or business, veteran status or any other characteristic protected under federal or District law. Any violation of this provision shall be considered a violation of a material provision of this agreement and shall be grounds for cancellation, termination or suspension in whole or in part of the agreement by UPO which may result in ineligibility for further UPO contracts. The Proposer shall at all times in the proposal and contract process comply with all applicable UPO, DC, and federal anti-discrimination laws, rules, regulations and requirements thereof.
- D. Informal Communications: From the date of receipt of this RFQ by each proposer until a binding contractual agreement exists with the selected contractor or when UPO rejects the proposals, informal communications regarding this procurement shall cease. There shall be no requests from proposers to any Office or Department at UPO with the exception of contact for information, comments, etc., and they shall be in writing, preferably via email.
- E. Formal Communications: From the date of receipt of this RFQ by each proposer, until a binding contractual agreement exists with the selected proposer, or when UPO rejects the proposals, all communications between UPO and the proposers will be in writing, preferably via emails.

- F. Any costs incurred by proposers in preparing or submitting a proposal shall be the proposer's sole responsibility.
- G. Pursuant to Federal Acquisition Regulations and UPO's procurement policy, UPO may offer contracting opportunities to small and minority firms, women's business enterprises and labor surplus area firms to the extent possible.
- H. State and Local Taxes: UPO is exempt from local, state and federal taxes.
- I. Contractor's Insurance and Indemnification: Contractor shall indemnify, protect, defend and hold harmless UPO, its directors, officers, employees, and representatives from and against any and all claims arising from or connected with: (1) any alleged or actual breach by contractor or (2) any act or omission by contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the contractor under the contract may be retained by UPO as necessary to satisfy any outstanding claim which UPO may have against the contractor.

Contractor shall, at all times, at its own expense, obtain and carry comprehensive liability insurance including errors and omissions coverage, property damage insurance and workers' compensation insurance in adequate amounts. Contractor shall keep such insurance in force for the duration and term of this agreement. All certificates of insurance or evidence of insurance must contain a thirty (30) day written notice of any cancellation, change, or termination of coverage. The insurance required shall be obtained from insurance company (ies) licensed to do business in the District of Columbia and shall be kept in force for 90 days after the last payment under the contract (if applicable).

- Workers' Compensation Insurance providing statutory limits for the District of Columbia.
- Business Automobile Liability Insurance with a minimum of \$1,000,000 per occurrence.
- Commercial General Liability Insurance coverage with a minimum of \$1,000,000 per Occurrence /\$2,000,000 aggregate limit.

The contractor shall provide immediate notice in the event there is any change of insurance or that it has reached the insurance limits due to claims made.

- J. RFQ Addendum: In the event that it becomes necessary to revise this RFQ, in whole or in part, an addendum will be provided on UPO website <http://www.upo.org/about/requests-for-proposals-rfps/>
- K. Completed Proposals: A proposer may submit no more than one (1) proposal in response to this RFQ. The proposal shall be completed and signed by the individual or by the person who is authorized to bind the firm submitting the proposal.

By submitting a proposal, the proposer represents that:

1. The proposer has read and understands the RFQ and submits the response in accordance therewith.
2. The proposer possesses the capabilities necessary to provide an efficient and successful service.
3. The proposer has all required licenses and insurance (if applicable).

**Appendix A**

**Vendor Identification Form**



Appendix A

**VENDOR IDENTIFICATION (must be completed and returned with proposal)**

|  |       |                      |      |
|--|-------|----------------------|------|
| Company Name:                                      | _____ |                      |      |
| Doing Business As (DBA):                           | _____ |                      |      |
| Company Federal ID:                                | _____ |                      |      |
| Address:   | _____ |                      |      |
| Remit To Address:                                  | _____ |                      |      |
| Telephone:   | _____ |                      |      |
| Fax:   | _____ |                      |      |
| Email:   | _____ |                      |      |
| Web address:                                       | _____ |                      |      |
| Main Contact:                                      | _____ |                      |      |
| Person responsible for response<br>(if different): | _____ |                      |      |
| Print Name   | Title | Authorized Signature | Date |
|  |       |                      |      |