



# **Request for Qualifications**

## **Photography/Video Services**

**RFQ #: 15-002**

**Deadline for Responses: 2 PM – March 5, 2015**

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Boynton Beach, FL 33426  
(561) 740-7000  
[www.cscpb.org](http://www.cscpb.org)

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## SECTION 1: INTRODUCTION

### 1.1 WHAT WE ARE SEEKING

Children’s Services Council of Palm Beach County is seeking, through a proposal process, to identify a pool of professional photographers and videographers who can be called upon to complete specific photographic and video projects geared toward a specific public education campaign or to add to the Council’s archives for future use.

**NOTE: Photographers and videographers who are currently in the CSC photography and videographer pool do not need to reapply.**

### 1.2 THE COUNCIL

Children’s Services Council of Palm Beach County (CSC), an independent special district created by Palm Beach County voters in 1986, and reauthorized in 2014, provides leadership, funding, services and research on behalf of the county’s children so they grow up healthy, safe and strong.

### 1.3 OVERVIEW OF THE CHILDREN’S SERVICES COUNCIL

The Council invests resources in programs and services that support the physical, social-emotional and psychological development of children. In order to have an impact in those areas, the Council has four goals: children are born healthy, are free from abuse and neglect, are ready to learn when they enter school, and have access to quality afterschool and summer programming.

Supported by a blend of federal, state and local funding, our programs and systems are designed to achieve our goals by providing seamless, efficient, and accountable prevention and early intervention services to Palm Beach County’s children and families. These systems include:

- **Healthy Beginnings**, which provides comprehensive, integrated direct services to pregnant women, infants, and young children ages 0-5 years.
- **Quality Counts**, which provides services to increase the quality of child care and afterschool providers.
- **Bridges**, which is a neighborhood-based strategy to achieve CSC’s goals at a population level. Bridges address such issues as adult literacy, father involvement, maternal depression, teen pregnancy prevention, cyclical poverty and child development.

The Council believes that by offering families the right approach – and combinations of programs and services – at the right time, in the right place, we will achieve our goals. By strengthening the system of care, which is built upon sound research and strong data, we can achieve our child outcomes.

**For additional information regarding CSC, please visit [www.cscpb.org](http://www.cscpb.org).**

## **SECTION 2: PHOTOGRAPHY/VIDEO SERVICES**

### **2.1 BACKGROUND**

The Children's Services Council of Palm Beach County's (CSC) Communications Division is responsible for creating collateral material that provides information, awareness and public education regarding available services and resources for children and families in our community. The division is also heavily involved in electronic dissemination of information through a variety of channels. This work requires high-resolution, color and black-and-white photographs suitable for creative, innovative design work and may include individual pieces such as brochures, posters, print ads, bus wraps, etc. The material also requires short, edited videos of 30 seconds to 5 minutes adaptable for online or television use. CSC will own all rights to accepted images and videos, and the selected proposer shall have no rights to further use of that material. CSC may, at its discretion, re-edit videos to emphasize key points. While much of the work is planned well in advance on a set schedule, other work is dynamic and in need of short turnaround to meet deadlines.

Those selected for the photography/videography pool must provide a digital portfolio showing expertise in photographing and digital recording individuals and family groups in portrait, staged, and candid situations; be responsive to requests and able to meet deadlines; and be experienced in obtaining signed permission forms for images. The portfolio should particularly reflect experience working with children. Those selected for the pool may include photographers and videographers as separate vendors, as well as those who provide both services.

Those selected will enter into a contract with Children's Services Council for two years. The contract may be renewed for an additional two-year period based upon performance. Work to be performed will be set forth in a separate Statement(s) of Work.

*NOTE: Selection through this RFQ process does not guarantee any specific amount of work. Times of assignments are not guaranteed, and some nights and weekends may be involved.*

### **2.2 PROJECT GOALS**

The goal of this RFQ is to create a pool of creative, professional photographers and videographers who can be called upon to complete assignments for individual projects or for a series of pieces for public education campaigns throughout the two-year contract period. Photographs and videos must show visual impact and strong story-telling content to convey the message and context of work performed by Children's Services Council.

### **2.3 MINIMUM REQUIREMENTS**

In order to ensure photographer, videographer or imaging service firm possesses the minimum qualifications and/or experience needed to support CSC's needs, applicants must meet the following requirements:

- Demonstrate experience in photography/videography and techniques, including timely submission of high-resolution or web-ready images and videos
- Complete all required submission documents and sign, as required
- Submit a current resume or vitae for the photographer or videographer who will be working with CSC
- Submit a digital portfolio of five to 10 original samples for each photographer and five to 10 videos for each videographer (Samples will not be returned if submitted as prints or on disks. Work samples may consist of an internet link or website, but CSC will review only the first five to 10 images or videos shown on a single link or website.)
- Participate in an interview process at Children's Services Council office, upon request
- Provide three professional references specifically relating to assignments completed within the past five years

## SECTION 3: RFQ PROCESS

### 3.1 LIMITATIONS ON CONTACTING CSC PERSONNEL

This Request for Qualifications is issued by the Children's Services Council of Palm Beach County. The contact person listed below is the sole point of contact for this RFQ:

Allison Ronayne, Administrative Assistant  
[Allison.Ronayne@cscpb.org](mailto:Allison.Ronayne@cscpb.org)

All contact shall be by email only, and all replies will be posted and available to the public on CSC's website at: [www.cscpb.org/openprop](http://www.cscpb.org/openprop).

### 3.2 PROPOSER DISQUALIFICATION

Proposers are prohibited from contacting CSC personnel or board members regarding this solicitation other than the person identified above. Any occurrence of a violation may result in the disqualification of the proposer.

Failure to have performed any contractual obligations with CSC in a manner satisfactory to CSC will be sufficient cause for disqualification. To be disqualified as a proposer under this provision, the proposer must have:

1. Previously failed to satisfactorily perform in a contract with CSC, been notified by CSC of unsatisfactory performance, and failed to correct the unsatisfactory performance to the satisfaction of CSC; or
2. Had a contract terminated by CSC, by any other county or state agency, or by any Children's Services Council for cause.

### 3.3 RFQ TIMETABLE

2/9/2015	RFQ packets are available on the CSC website <a href="http://www.cscpb.org/openprop">www.cscpb.org/openprop</a>
2/25/2015	Deadline for submission of questions regarding clarification of RFQ
2/26/2015	Final posting of questions and answers and/or clarification or addenda to RFQ (if any) on CSC website <a href="http://www.cscpb.org/openprop">www.cscpb.org/openprop</a>
<b>3/5/2015</b>	<b>RESPONSE DEADLINE - All RFQ responses are due by 2 PM at:</b>  <a href="mailto:BIDS@cscpb.org">BIDS@cscpb.org</a>  <b>Subject: RFQ #15-002</b>  <b>Responses will be opened publicly at 2:01 PM</b> Note: CSC email server date and time stamps all email responses are opened publicly beginning at 2:01 PM
3/6/2015 - 3/9/2015	Evaluation of responses by CSC
3/9/2015	Notification by email to proposers selected for interviews and list of those selected for interviews posted on CSC website: <a href="http://www.cscpb.org/openprop">www.cscpb.org/openprop</a>
3/12/2015	Interviews at CSC offices
3/12/2015	Notification by email of proposers not selected for further contract discussions
3/12/2015	Notification by email to Proposers selected for contract discussions

*NOTE: CSC reserves the right to adjust the timetable and any adjustments will be made available on the CSC website.*

### 3.4 INQUIRIES

All inquiries requesting clarification regarding this RFQ must be made in writing and emailed to the identified contact person by 2/25/2015. During the RFQ period, proposers must not provide CSC with any marketing or promotional materials that would raise the proposer's profile or give the proposer an advantage or benefit not enjoyed by other perspective proposers. Copies of responses to all inquiries that require clarifications and/or addenda to the RFQ will be made available no later than 5 PM 2/26/2015 on CSC's website.

### 3.5 ACCEPTANCE OF APPLICATIONS

All responses must be received by CSC no later than 3/5/2015 by 2 PM. Sign, scan and attach document(s) in PDF format to email and send to:

[BIDS@cscpb.org](mailto:BIDS@cscpb.org)

**Subject: RFQ 15-002**

No changes, modifications or additions to the responses submitted will be accepted by, or binding on, CSC after the deadline for submissions has passed.

<p><b>ALL EMAIL COMMUNICATIONS ARE DATE AND TIME STAMPED BY CSC'S EMAIL SERVER. RESPONSES NOT RECEIVED AT THE SPECIFIED DATE AND TIME OR BOTH WILL BE REJECTED AND RETURNED UNOPENED TO THE PROPOSER BY THE CSC.</b></p>
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CSC reserves the right to reject any and all responses or to waive minor irregularities when doing so would be in the best interest of CSC. A *minor irregularity* is defined as a variation from the RFQ terms and conditions that do not affect the price of the application, or do not give the proposer an advantage or benefit not enjoyed by other prospective proposers, or do not adversely impact the interest of CSC.

### 3.6 NOTICE OF INTERVIEWS

CSC will post a list of qualified proposers for interviews on 3/9/2015 by 5 PM on the CSC website.

### 3.7 PROCEDURE FOR CONDUCTING INTERVIEWS

After completion of the scoring process based on the review criteria, CSC will determine which, if any, proposers meet the minimum requirements deemed necessary by CSC for interviews. Assuming that such minimum requirements have been met, CSC may require interviews with one or more proposers.

### 3.8 NOTICE OF QUALIFIED PROPOSERS FOR CONTRACT DISCUSSIONS

CSC will notify qualified proposers via email communication regarding contract discussions after 5 PM on 3/12/2015.



## SECTION 4: RFQ RESPONSE

### 4.1 INSTRUCTIONS FOR SUBMITTING RESPONSE TO RFQ

All responses must be submitted on the forms included in this package. Forms are available on CSC's website: [www.cscpbcc.org/openprop](http://www.cscpbcc.org/openprop). All responses are to be signed by an official/individual who is legally authorized to bind the proposed activity.

IMPORTANT: All responses must be received by CSC via email no later than **3/5/2015** at **2 PM**. Work samples may consist of an internet link or website, but CSC will review only the first five to 10 images or videos shown. Responses must be prepared utilizing the format outlined below.

### 4.2 INCOMPLETE RESPONSES

*Failure to respond to any item, including providing any requested information, or failure to follow these instructions shall be considered submission of an incomplete response and may result in disqualification from further consideration.*

### 4.3 RESPONSE FORMAT

The typewritten portion of your response is to be submitted on the *RFQ 15-002: Forms*; available for download from CSC's website: [www.cscpbcc.org/openprop](http://www.cscpbcc.org/openprop)

### 4.4 RESPONSE REVIEW AND SELECTION CRITERIA

Proposer selection will be based upon the following criteria:

- |  |           |
|--|-----------|
| 1. Proposer's previous experience and references | 20 points |
| 2. Portfolio                                     | 40 points |
| 3. Availability to Perform Requested Services    | 20 points |
| 4. Cost  | 20 points |

#### **4.5 COMPLIANCE WITH SECTION 287.133, FLORIDA STATUTES**

In accordance with Section 287.133, Florida Statutes, persons and affiliates who have been placed on the convicted vendor list may not submit responses, contract with, or perform work (as a contractor, supplier, subcontractor or consultant) with CSC in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted vendor list. Any response received from a person, entity or affiliate who has been placed on the convicted vendor list shall be rejected by CSC as unresponsive and shall not be further evaluated.

## SECTION 5: SUBMITTAL DOCUMENTS

The following documents can be downloaded from CSC's website at:

[www.cscpbcc.org/openprop](http://www.cscpbcc.org/openprop)

Reference file name: RFQ #15-002: Forms

**NOTE: Photographers and videographers who are currently in the CSC photography and videographer pool do not need to reapply.**

Responses should be assembled in the following manner:

1. **Cover Page** – Complete this entire document, sign, scan and include with response.
2. **Questionnaire** – Complete this entire document and include with response.
3. **Proposer Qualifications** – This section must contain all pertinent data related to the Proposer (including proposer's organization, if applicable) and experience that would substantiate Proposer's qualifications and capabilities to perform the services requested.
4. **References** - List three clients professional references associated with work previously performed by the Proposer within the past 5 years. For each reference, please specify:
  - a) Name, address, telephone number
  - b) Project start date and duration
  - c) Scope and cost of project
  - d) Role in project
  - e) Outcome of project
5. **Fee Schedule** – Provide a schedule of fees (can include hourly, per unit, project, etc.)
6. **Conflict of Interest Disclosure Form** – Complete this document, sign, scan and include with response. **This document must include a signature.**
7. **Other documentation as described in Section 2.3** – Resume(s); Work Samples. Work samples may consist of an internet link or website, but CSC will review only the first five to 10 images or videos shown.

**REMINDER**

**RFQ #: 15-002**

**PHOTOGRAPHY/VIDEOGRAPHY SERVICES**

**REPLIES ARRIVING AFTER 2 PM  
MARCH 5, 2015 DEADLINE  
WILL NOT BE ACCEPTED**

<b>COVER PAGE</b>			
Submit this RFQ response to: <a href="mailto:BIDS@cscpb.org">BIDS@cscpb.org</a> Subject: RFQ 15-002		 <b>Children's Services Council</b> PALM BEACH COUNTY	
RFQ Title: <b>Photography/Video Services</b>			RFQ #: <b>15-002</b>
NAME OF FIRM, ENTITY, ORGANIZATION:			
NAME OF CONTACT PERSON:		TITLE:	
PHONE NUMBER:	FAX NUMBER:	EMAIL:	
MAILING ADDRESS:			
CITY:	STATE:	ZIP CODE:	
HEADQUARTERS ADDRESS (If different than mailing address):			
<b>DO NOT INCLUDE SOCIAL SECURITY NUMBER WITH THIS APPLICATION; CSC WILL OBTAIN IF/WHEN CONTRACTED.</b>			
FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN): <sup>1</sup>		STATE OF FLORIDA BUSINESS LICENSE NUMBER (If Applicable):	
ORGANIZATION STRUCTURE (Please check one):			
Corporation <input type="checkbox"/>	Partnership <input type="checkbox"/>	Proprietorship <input type="checkbox"/>	Joint Venture <input type="checkbox"/> Other <input type="checkbox"/>
If Corporation, please provide the following:			
(A) Date of incorporation _____	(B) State or Country of incorporation: _____		
<p>I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all terms and conditions of this RFQ and certify that I am authorized to sign this Proposal and that this Proposal is in compliance with all requirements of the Request for Qualifications, including but not limited to, certification requirements.</p>			
_____ <i>Authorized Signature (Manual)</i>		_____ <i>(Authorized Signature (Print or Type))</i>	_____ <i>Title (Print or Type)</i>
<b>COMPLETE AND PRINT FORMS; SIGN THE COVER PAGE AND NON-COLLUSION CERTIFICATES; SCAN INTO PDF FORMAT AND EMAIL TO CSC WITH ADDITIONAL REQUIRED DOCUMENTS BY 2 PM ON DUE DATE</b>			

## QUESTIONNAIRE

The following Questionnaire shall be completed and submitted with the Request for Qualifications. Proposer guarantees the truth and accuracy of all statements and answers herein contained.

1. How many years have you/your organization/company been in business?
2. What is the last project of this nature that you have completed?

3. Have you ever failed to complete work awarded to you? NO  YES  If so, where and why?

4. *Availability to Perform the Requested Services* – Indicate current and anticipated workload. Provide information concerning all contracts in progress as of the date of submission of this Proposal.

Project	Description	Total Contract Value	Contracted Date of Completion	% of Completion to Date
1				
2				
3				

5. Explain how, with the proposer’s current schedule as noted in question #4, the proposer will meet any CSC project deadlines in the two-year contract period, which may, at times, require expedited timelines.

## PROPOSER QUALIFICATIONS

This section must contain all pertinent data related to the Proposer's experience that would substantiate their qualifications and capabilities to perform the services requested:

- a. Provide details on the qualification of the individual(s) who will perform the photography/videography work; including relevant education and experience with similar work.

- b. Describe the Proposer's primary business focus and target market for previous work.

- c. Provide digital copy of portfolio – include samples of photographic images/videos (minimum 5, maximum 10)

## REFERENCES

List three clients, current or past that can serve as a reference on the development of similar work performed by the Proposer in the past five years. For each reference, please specify:

- a. Name, address, telephone number
- b. Project start date and duration
- c. Scope and cost of project
- d. Role in project
- e. Outcome of project

Reference #1:
Reference #2:
Reference #3:



## FEE SCHEDULE

**PURPOSE:** The purpose and intent of this RFQ is to secure a fixed and firm fee schedule and establish a term-contract for photography/videography professional services.

CSC intends to award contract(s) to the lowest, responsive, responsible, qualified Proposers in response to this RFQ, taking into consideration experience, staffing, equipment, materials, references, and past performance. In the case of disputes in the award of contract(s), the decision by CSC shall be final and binding on both parties.

**PRICES SHALL BE FIXED AND FIRM FOR TERM OF CONTRACT:** If the Proposer is awarded a contract under this solicitation, the prices quoted by the Proposer shall remain fixed and firm during the term of the contract; however, CSC may request a price quote from the pool of qualified contractors based on special projects or statements of work.

**WORK AUTHORIZATION:** Statements of Work will be authorized by the CSC Chief Executive Officer or designee. No work shall commence without written authorization.

**INVOICES AND PAYMENT:** Detailed reports will be required with submittal of invoices. Payment will be made within 15 days of receipt of invoice and acceptance of the complete unit(s). No down or partial payments will be made.

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### FEE SCHEDULE

Include all relevant fees associated with professional services (i.e. hourly rate, travel expenditures, unit cost, etc.) Fees should include the delivered product (digital images or digital recordings) by electronic transmission to CSC.

## CONFLICT OF INTEREST DISCLOSURE FORM

The Proposer certifies that this price is made independently and free from collusion. Proposer shall disclose below, to the best of its knowledge, any CSC Council member, employee, or any spouse, son, daughter, stepson, stepdaughter, or parent of any such officer or employee, who is an officer or director of, or has a material interest in, the Proposer's business. For purposes hereof, a person has a material interest if he or she directly or indirectly owns more than five percent (5%) of the total assets or capital stock of any business entity, or if he or she otherwise stands to personally gain if the contract is awarded to this vendor.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment.

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**LIST NAME(S) AND RELATIONSHIPS (IF APPLICABLE)**

**NAME**

**RELATIONSHIP(S)**

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Print Name

---

Print Name

**REQUIRED SIGNATURE**

---

Proposer's Signature

---

Date