



## Request for Proposals PHOTOGRAPHY SERVICES

### INTRODUCTION

Through this Request for Proposals (“RFP”), the Rhode Island Housing and Mortgage Finance Corporation (“RIHousing”) seeks to establish a roster of qualified vendors to be engaged on an as needed basis to provide photography services to the corporation.

These services are set forth more fully in the Scopes of Work at Attachments A-D.

Selected vendors will be engaged for a term of two (2) years, which may be extended for an additional one (1) year at the sole option of RIHousing. As the projects have not yet been identified, vendors selected for RIHousing’s roster will enter into an “on-call” style agreement and will be selected for particular assignments based on expertise, availability and price. There is no guarantee of any level of spending activity to a vendor selected for this roster.

Vendors may bid on one, multiple, or all services listed in this RFP.

### INSTRUCTIONS

Electronic submissions of the proposal(s) should be submitted to RIHousing, 44 Washington Street, Providence, Rhode Island 02903-1721, Attn: **Mary Kate Harrington, Public Information Manager** at [mharrington@rihousing.com](mailto:mharrington@rihousing.com). Proposals should be concise and include all attachments and work samples. Proposals should be presented on business letterhead.

**Proposals must be received no later than 3:00 EST p.m. on Wednesday, April 22, 2020.** Responses received after this date and time shall not be accepted.

Respondents can respond to one or multiple Scopes of Work; respondents must clearly identify which services they are proposing to provide. Respondents are advised that all submissions (including those not selected for engagement) may be made available to the public on request upon completion of the process and award of a contract(s).

### SCOPE OF WORK

Please see the Scopes of Work provided at Attachments A-D. Photographers will be required to have their own photography and videography equipment. RIHousing does not provide any photography, videography or other equipment required to complete this RFP.

## **INTELLECTUAL PROPERTY RIGHTS**

To the extent permitted by law, all works created by the successful vendor(s) under this RFP shall be the exclusive property of RIHousing and shall be deemed “work made for hire” under the United States Copyright Act. The successful vendor(s) agrees to execute any documents reasonably required by RIHousing to evidence RIHousing’s exclusive ownership of the work products, and all intellectual property rights therein.

Photographers will coordinate with RIHousing staff to ensuring permissions of subjects.

## **ITEMS TO BE INCLUDED WITH YOUR PROPOSAL**

Please note that failure to provide any information, certification, or document requested in this RFP may cause your submission not to be scored.

### A. General Firm Information

1. Provide a brief description of your firm, including but not limited to the following:
  - a. Name of the principal(s) of the firm.
  - b. Name, telephone number and email address of a representative of the firm authorized to discuss your proposal.
  - c. Address(es) of all offices of the firm.
  - d. Number of employees of the firm.

### B. Experience and Resources

1. Describe your firm and its capabilities. In particular, support your capacity to perform the Scopes of Work outlined in Attachments A-D (as applicable).

2. Indicate which principals and associates from your firm would be involved in providing services to RIHousing. Provide appropriate background information for each such person and identify his or her responsibilities.

3. Provide a detailed list of references, including a contact name and telephone number for organizations or businesses for whom you have performed similar work.
4. Submit work samples relevant to the Scopes of Work included in Attachments A-D (as applicable). Applicants may provide a portfolio of work, either as an upload or via weblink, to highlight past work.

Submission  
Check List

5. Identify any conflict of interest that may arise as a result of business activities or ventures by your firm and associates of your firm, employees, or subcontractors as a result of any individual's status as a member of the board of directors of any organization likely to interact with RIHousing. **If none, please provide a statement to such effect.**

6. Describe how your firm will handle actual and or potential conflicts of interest.

7. Identify any material litigation, administrative proceedings or investigations in which your firm is currently involved. Identify any material litigation, administrative proceedings or investigations, to which your firm or any of its principals, partners, associates, subcontractors or support staff was a party, that has been resolved within the past two (2) years. **If none, please provide a statement to such effect.**

8. Identify individuals in your firm with multi-lingual skills, who are available to assist with communication in languages other than English. Please identify the language(s).

C. Fee Structure

The cost of services is one of the factors that will be considered in selecting vendors for the Roster List. While the specific services required will vary by project and will be paid based on a scope of work defined by RIHousing and pricing negotiated between the corporation and the vendor, we are requesting information that will allow RIHousing to evaluate the reasonableness of your fees.

1. Please provide a cost proposal for providing the Scopes of Work at Attachments A-D (as applicable). Provide project approach and cost breakdown for:
- Hourly rates
  - Half-day shoot
  - Full-day shoot
  - Costs associated with post-production/editing photography services
  - Any additional costs (travel reimbursements, etc.)

2. Provide an itemized breakdown of billing rates and hourly costs, list of key personnel and their hourly rates, reimbursable expenses, etc. for any services that may be requested in addition to the services previously described.

3. Please provide any other fee information applicable to the engagement that has not been previously covered that you wish to bring to the attention of RIHousing.

D. Miscellaneous

1. RIHousing encourages the participation of persons of color, women, persons with disabilities and members of other federally and State-protected classes. Describe your firm’s affirmative action program and activities. Include the number and percentage of members of federally and State-protected classes who are either principals or senior managers in your firm, the number and percentage of members of federally and State-protected classes in your firm who will work on RIHousing’s engagement and, if applicable, a copy of your Minority- or Women-Owned Business Enterprise state certification.

2. Discuss any topics not covered in this Request for Proposals that you would like to bring to RIHousing’s attention.

E. Certifications

1. RIHousing insists upon full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State Vendors. This law requires State Vendors entering into contracts to provide services to an agency such as RIHousing, for the aggregate sum of \$5,000 or more, to file an affidavit with the State Board of Elections concerning reportable political contributions. The affidavit must state whether the State Vendor (and any related parties as defined in the law) has, within 24 months preceding the date of the contract, contributed an aggregate amount in excess of \$250 within a calendar year to any general officer, any candidate for general office, or any political party. Please acknowledge your understanding of this in your RFP response.

2. Does any Rhode Island “Major State Decision-maker,” as defined below, or the spouse or dependent child of such person, hold (i) a ten percent or greater equity interest, or (ii) a Five Thousand Dollar or greater cash interest in this business?

For purposes of this question, “Major State Decision-maker” means:

(i) All general officers; and all executive or administrative head or heads of any state executive agency enumerated in § 42-6-1 as well as the executive or administrative head or heads of state quasi-public corporations, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(ii) All members of the general assembly and the executive or administrative head or heads of a state legislative agency, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(iii) All members of the state judiciary and all state magistrates and the executive or administrative head or heads of a state judicial agency, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel, chief of staff or state court administrator.

If your answer is “Yes,” please identify the Major State Decision-maker, specify the nature of their ownership interest, and provide a copy of the annual financial disclosure required to be filed with the Rhode Island Ethics Commission pursuant to R.I.G.L. §§36-14-16, 17 and 18. If your answer is “No,” please provide a statement to such effect.



3. In the course of providing goods or services to RIHousing, the selected respondent may receive certain personal information specific to RIHousing customer(s) including, without limitation, customer names and addresses, telephone numbers, email addresses, dates of birth, loan numbers, account numbers, social security numbers, driver’s license or identification card numbers, employment and income information, photographic likenesses, tax returns, or other personal or financial information (hereinafter collectively referred to as the “Personal Information”). The maintenance of the Personal Information in strict confidence and the confinement of its use to RIHousing are of vital importance to RIHousing. **Please include a letter from your president, chairman or CEO certifying that, in the event your firm is selected:**

(i) any Personal Information disclosed to your firm by RIHousing or which your firm acquires as a result of its services hereunder will be regarded by your firm as confidential, and shall not be copied or disclosed to any third party, unless RIHousing has given its prior written consent thereto; and

(ii) your firm agrees to take all reasonable measures to (a) ensure the security and confidentiality of the Personal Information, (b) protect



against any anticipated threats or hazards to the security or integrity of the Personal Information, and (c) maintain reasonable security procedures and practices appropriate to your firm's size, the nature of the Personal Information, and the purpose for which the Personal Information was collected in order to protect the Personal Information from unauthorized access, use, modification, destruction or disclosure; and

(iii) when discarding the Personal Information, destroying it in a commercially reasonable manner such that no third party can view or recreate the information, electronically or otherwise.

These provisions, which implement the requirements of the Rhode Island Identity Theft Protection Act, R.I.G.L. § 11-49.2 et seq., will also be incorporated into the final contract with the selected respondent(s). In addition, if selected, your firm may be requested to provide a copy of its information security plan.



4. Please include a letter from your president, chairman or CEO certifying that (i) no member of your firm has made inquiries or contacts with respect to this Request for Proposals other than in an email or written communication to **Mary Kate Harrington, Public Information Manager, [mharrington@rihousing.com](mailto:mharrington@rihousing.com)** seeking clarification on the Scope of Work set forth in this proposal, from the date of this RFP through the date of your proposal, (ii) no member of your firm will make any such inquiry or contact until after **Wednesday, April 22, 2020**, (iii) all information in your proposal is true and correct to the best of her/his knowledge, (iv) no member of your firm gave anything of monetary value or promise of future employment to a RIHousing employee or Commissioner, or a relative of the same, based on any understanding that such person's action or judgment will be influenced and (v) your firm is in full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State Vendors.

## **EVALUATION AND SELECTION**

All applications will be evaluated and rated based on applicant's demonstrated capability and experience in providing professional photography services. A selection committee consisting of RIHousing employees (the "Committee") will review all proposals and make a determination based on the following factors:

- Professional capacity to undertake the Scope of Work
- Work samples and appropriateness to this Scope of Work
- Proposed fee structure
- Ability to perform within time and budget constraints



- Previous work experience and performance with RIHousing and/or similar organizations
- Recommendations by references
- Firm minority status and affirmative action program or activities
- Other pertinent information submitted.

RIHousing may invite one or more finalists to make presentations.

In its sole discretion, RIHousing may negotiate with one or more firms who have submitted qualifications to submit more detailed proposals on specific projects as they arise.

By this Request for Proposals, RIHousing has not committed itself to undertake the work set forth. RIHousing reserves the right to reject any and all proposals, to rebid the original or amended scope of services and to enter into negotiations with one or more respondents. RIHousing reserves the right to make those decisions after receipt of responses. RIHousing's decision on these matters is final.

**For additional information contact:**

Mary Kate Harrington, [mharrington@rihousing.com](mailto:mharrington@rihousing.com).

*Revised: October 2019*





## Scope of Work A: Architectural Photography

RIHousing seeks to engage professional photographers to provide photographic documentation of various agency-funded developments. Photography will be based in and around Rhode Island.

Typical examples of photography services include:

- Buildings and developments (before, during and post construction); overview and detail shots
- Neighborhood photographs: images illustrating the context of various developments

The vendor(s) will capture images for use on all media channels including, but not limited to RIHousing's website, social media accounts, promotional publications and advertisements, outreach efforts and for use at events and activities hosted by RIHousing and/or agency partners. RIHousing will use these images and videos (as needed) primarily for RIHousing related materials including print ads, social media campaigns, and brochures, but may share with development partners as needed.

RIHousing staff will work with the vendor on the specific images and locations required. As appropriate, shot lists for various development sites will be provided to the vendor by staff.

Firms should demonstrate experience in the following areas:

- **Architectural Photography:** experience in photographing buildings as part of streetscapes as well as up close, detail shots. Photographs of sites prior to development (to include previously undeveloped land/sites as well as developed properties prior to redevelopment), properties during construction/rehabilitation, and properties post-development to clearly illustrate the before and after impact.
- **Post Production Services:** editing and updates to photographs as needed to best display the overall development, buildings, and project details. May include lighting, color correction, light photoshopping to remove distractions from photographs such as light poles, visual clutter, etc.

## **PHOTO REQUIREMENTS AND DELIVERABLES**

RIHousing will receive all raw image files and one edited uncompressed jpeg format for each photograph. RIHousing retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses. The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to RIHousing.





Full resolution digital images will be uploaded to SharePoint with full usage rights and ownership. Images captured by the selected vendor will be added to RIHousing's photography archive. Photographer credit will be provided as appropriate.



## **Scope of Work B: Drone/Aerial Photography**

RIHousing is seeking experienced and professional vendors to provide drone/aerial photography services to the agency. Aerial photography will consist of both still and video services, to capture developments funded by RIHousing and our housing partners. Photography will be based in and around Rhode Island.

Selected vendors will produce high quality digital images and digital media for publication and archival purposes. Aerial photographs and video footage will be shared via a range of channels, including, but not limited to: social media accounts, RIHousing's website, presentations, promotional publications and advertisements and outreach materials, and at events and meetings hosted by RIHousing and/or its partners.

Typical examples of photography services include both still and video footage of:

- Buildings and developments (before, during and post construction)
- Neighborhood photographs: images illustrating the context of various developments
- Special events and/or activities at development sites

Selected photographers are required to have experience with similar aerial photography projects as those noted above.

RIHousing staff will work with the vendor on the specific images and locations required. As appropriate, shot lists for various development sites will be provided to the vendor by staff.

Selected vendors must be Federal Aviation Administration (FAA) registered and licensed, carry commercial liability insurance in an amount sufficient to RIHousing, and have a thorough working knowledge of federal and state regulations applicable to the use of unmanned aircraft in construction sites and residential areas, including without limitation the FAA Small UAS Rule (Part 107), the Rhode Island Uniform Aeronautical Regulatory Act, and Aeronautics Regulations of the R.I. Airport Corporation. Aircraft must be registered and pilots must hold Remote Pilot Certificates from the FAA. Selected vendors will be responsible for acquiring any required airspace approvals and other third-party permissions related to the project.

### **PHOTO REQUIREMENTS AND DELIVERABLES**

RIHousing will receive all raw image files and one edited uncompressed jpeg format for each photograph. RIHousing retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses. The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to RIHousing.



Full resolution digital images will be uploaded to SharePoint with full usage rights and ownership. Images captured by the selected vendor will be added to RIHousing's photography archive. Photographer credit will be provided as appropriate.



### **Scope of Work C: Events Photography**

RIHousing hosts and participates in a number of media events, public meetings, industry group, and community engagement events and activities. As such, we are looking for experienced and professional photographers to take photos at various events. Photography will be based in and around Rhode Island.

RIHousing staff will work with selected vendors on the specific images and as appropriate, will provide shot lists for various events and activities. Events photography will consist of both staged and candid group shots of event attendees and presenters/speakers. Selected photographers will provide complete photography coverage of events, highlighting various aspects of the events based on provided agenda and event descriptions.

Typical examples of event photography services include photographs of:

- Events: media events, public meetings, groundbreaking, ribbon cuttings, industry leadership meetings
- Portraiture/Head Shots (Group, Individual, Official)
- Candid and art-directed

Photographers will need to provide event photos within three (3) business days following the event (if required sooner, discussed at time of assignments).

Selected vendors will produce high quality digital images and digital media for publication and archival purposes. The vendor(s) will capture images for use on all media channels including, but not limited to RIHousing's website, social media accounts, promotional publications and advertisements of both candid and art directed photographs. RIHousing will use these images and videos (as needed) primarily for RIHousing related materials including print ads, social media campaigns, and brochures.

Selected photographers are required to have extensive experience with events photography. Photographers will be responsible for facilitation and signing of all participant release forms, including obtaining group and individual permission for photos that include people.

### **PHOTO REQUIREMENTS AND DELIVERABLES**

RIHousing will receive all raw image files and one edited uncompressed jpeg format for each photograph. RIHousing retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses. The selected vendor will not add or embed photos with branding captions or watermark signature on image files provided to RIHousing.

Full resolution digital images will be uploaded to SharePoint with full usage rights and ownership. Images captured by the selected vendor will be added to RIHousing's photography archive. Photographer credit will be provided as appropriate.



## **Scope of Work D: Videography**

RIHousing seeks experienced and professional vendors to provide videography services to record events, programs and venues, and development footage for activities hosted by RIHousing and/or partner organizations as well as RIHousing-funded developments.

Video footage will be used to document various activities and developments and to amplify messaging across various channels, including social media, web, presentations, outreach efforts on RIHousing funded and hosted activities and housing efforts across the state.

Typical examples of videography services include video footage of:

- Events: media events, public meetings, groundbreaking, ribbon cuttings, industry leadership meetings
- Development sites: before, during and post construction videos of RIHousing-funded developments located in Rhode Island
- Candid and art-directed

The vendor(s) will capture video for use on all media channels including, but not limited to RIHousing's website, social media accounts, promotional publications and advertisements of both candid and art directed videos. RIHousing will use these videos (as needed) primarily for RIHousing related materials including social media campaigns, website posts, advertisements, presentations and outreach.

RIHousing staff will work with the vendor on the specific images and locations. As appropriate, shot lists for various events, development sites and activities will be provided to the vendor by staff.

Selected videographers are required to have extensive experience with videography services. Videographers will be responsible for facilitation and signing of all participant release forms, including obtaining group and individual permission for videos that include people.

### **VIDEO REQUIREMENTS AND DELIVERABLES**

RIHousing will receive all raw film files and final video files for each assignment. RIHousing retains the right to alter any final videos as required by specific applications and uses. The selected vendor will not add or embed film with branding captions or watermark signature on film files provided to RIHousing.

Video files will be uploaded to SharePoint with full usage rights and ownership. Images captured by the selected vendor will be added to RIHousing's photography/video archive. Videographer credit will be provided as appropriate.