



REQUEST FOR QUALIFICATIONS (RFQ)

PHOTOGRAPHY AND VIDEOGRAPHY SERVICES

Release Date: Tuesday, April 16, 2024

* Applications must be submitted by: Tuesday, May 7, 2024

**Any date in this document may be changed at the discretion of First 5 Monterey County. All changes will be posted on the website at www.first5monterey.org/contract-opportunities.htm.*

First 5 Monterey County
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Salinas, CA 93906
Phone: (831) 444-8549
www.first5monterey.org

FIRST 5 MONTEREY COUNTY - REQUEST FOR QUALIFICATIONS (RFQ)
PHOTOGRAPHY AND VIDEOGRAPHY SERVICES - DUE 5/7/24

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1. INTENT

First 5 Monterey County (F5MC) is seeking, through a proposal process, to identify a pool professional photographers and videographers, individuals, or organizations, who can be called upon to complete photographic and video projects to help illustrate, document, and personalize F5MC’s mission and bring greater awareness to the communities throughout the county about the importance of early learning.

2. TIMELINE*

Application Released	Tuesday, April 16, 2024
Final date to submit questions	Wednesday, May 1, 2024
Final Q&A posted on website	Friday, May 3, 2024
Submissions due by 11:59 p.m.	Tuesday, May 7, 2024
Interviews (if required)	Week of May 20, 2024
Notification of Intent to Award issued	By Friday, May 31, 2024
Anticipated date for Commission approval (for contracts over \$25k)	Monday, June 24, 2024, as applicable

Any date in this document may be changed at the discretion of **First 5 Monterey County. This RFQ and any addenda that may be issued will be available on the F5MC website at <http://www.first5monterey.org>.*

3. BACKGROUND

First 5 Monterey County

First 5 Monterey County (F5MC), also known as the Monterey County Children and Families Commission, was established in 1998 and is led by a Commission appointed by the Monterey County Board of Supervisors. The new F5MC Strategic Plan Framework July 2023 – June 2029 identifies the vision and mission as follows:

Mission: First 5 Monterey County enriches the lives of children, ages prenatal through 5, and their families by elevating early childhood as a priority, strengthening connections, and advancing quality within a whole system of care and support.

Vision: The wellbeing of all young children and families is nurtured by responsive services, just and equitable systems, and safe and welcoming environments.

In addition to the Vision and Mission above the importance of centering Race, Equity, Diversity and inclusion (REDIness) is an essential area of focus for F5MC. F5MC’s 2023-2029 Strategic Plan Framework can be found on our website at: <https://www.first5monterey.org/download/library/strategic-plan/strategic-plan-2023-2029-86.pdf>

4. SCOPE OF WORK

The goal of this RFQ is to select one or more professional photographers and videographers who can be called upon to complete assignments for individual projects throughout the contract period. Photographs and videos must show visual impact and strong story-telling content to convey the message and context of work performed by F5MC and their partners.

Projects will include photojournalism, portraits, candid photos, video and/or a series of content-rich multi-media essays (both photographic and video) including audio design and production (simple to complex) that can be used for print, advanced social media platforms, electronic delivery, television, and radio. Sessions will mostly occur in a “natural” setting (i.e. F5MC funded agencies, Early Learning Childcare Centers, community gatherings, and with child care providers and parents with their children) demonstrating the positive effects our funded activities have on participating children and their families.

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The selected photographer/videographer(s) will work closely with F5MC staff to ensure that any necessary permissions and releases of information are obtained before proceeding with a project.

The photos and videos will be used to showcase the importance of early childhood development and will be used for publication, promotion, educational or training purposes for either F5MC or in connection with F5MC partners. F5MC will own all rights to images and videos produced.

While much of the work is planned in advance on a set schedule, other work is dynamic and in need of short turnaround to meet deadlines.

5. QUALIFICATIONS

- Experience in photography/videography and techniques. Experience documenting children, people whom English is not their primary language, and people of diverse backgrounds is a plus.
- Ability to work effectively with F5MC, program participants, agency partners, and staff.
- Sensitivity to institutional needs and vision, including commitment to representing diversity of our community.
- Ability to submit work in a timely fashion according to schedule articulated by F5MC staff.
- Availability for events taking place on weekdays as well as some weekends.
- Ability to supply high-resolution digital photography and share electronically.
- Bilingual English/Spanish is a plus.

6. QUESTIONS

Any questions regarding this RFQ should be submitted by email to Joanna Jensen at Joanna@first5monterey.org. The deadline for questions is Wednesday, May 1, 2024. All questions and their answers will be posted on the F5MC website at www.first5monterey.org by Friday, May 3, 2024.

7. SUBMISSION REQUIREMENTS & DEADLINE

Please include the items below to ensure a complete application package

- A. Coversheet** - All applications will include the cover sheet supplied in Appendix B. Please complete it in its entirety.
- B. Applicant Qualifications** – Include company/contractor background and experience with the types of services outlined in Section 4 and qualifications in Section 5, as applicable. Include a brief description of all additional staff/subcontractors who would be working on this project, including their role, if applicable.
- C. Fee Schedule** - Include all relevant fees associated with photography and/or videography (i.e. hourly or per project/service).
- D. Portfolio** – Include a digital portfolio (submitted as PDF files or links) of five to 10 original samples for each photographer and five to 10 videos for each videographer.
- E. References** - Contact information for two (2) references for work completed in the last 5 years. Other individuals known by F5MC to be familiar with the applicant's work may also be contacted. If work in the last 5 years is known to F5MC, references are optional.

Deadline: Submissions shall be submitted via email to Joanna@first5monterey.org by 11:59 p.m. on Tuesday, May 7, 2024. Applicants are responsible for ensuring that submissions are received on time. Applications submitted after the Application Deadline may not be considered.

8. SELECTION

Responses will be evaluated based upon relevant experience, qualifications and submitted work samples, taking cost into consideration. The review panel may request additional work samples, clarification on outstanding questions and may request an interview from selected applicants. F5MC may, at its

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discretion, select firm(s)/individual(s) to be interviewed based on an evaluation of the submission, or the award of work may be based solely on the submission.

Final selection will be based upon the submission(s) that best meets the needs of F5MC. More than one applicant may be selected. Contracts that total over \$25,000 in a fiscal year will be taken to the full Commission for approval. A five percent (5%) preference shall be granted to local (tri-county) vendors.

9. AWARD & TERM

A Notification of Intent to Award will be posted to the F5MC website by Friday, May 31, 2024.

Appeals

Any applicant who wishes to file an appeal must file a written Letter of Appeal delivered by certified mail to the Executive Director at the address on the cover of this RFQ within 5 business days of the announcement of the Notification of Intent to Award. Appeals are limited to violations of law, regulation, or procedure. Appeals will not be accepted on any other grounds. The Letter of Appeal must state the reason for the appeal, including all facts, citations of law, regulation or procedure that are the basis for the appeal. The Executive Director will review the Letter of Appeal and issue a written decision. The decision on appeal is final.

Term

Upon award, the successful applicant will be required to execute an agreement with F5MC. The applicant, at their own cost, will be required to comply with F5MC insurance requirements as described in Appendix A before any costs are incurred. The initial contract term will be through June 2025. Upon successful completion of the initial term, the contract may be extended for up to five additional years.

10. CAVEATS AND LEGAL NOTES

- A.** F5MC reserves the right to cancel the RFQ process at any time for any reason, even after review of all the applications, and is not responsible for any expenses incurred by an applicant in developing an application. The costs of developing an application cannot be charged to F5MC or included in the proposed budget.
- B.** No Supplanting – F5MC is prohibited from providing funds to maintain existing levels of service and from replacing State or Local general fund money (supplanting). F5MC funds may only be used to enhance existing services or create new programs or services.
- C.** This RFQ is not a contract for employment or hire and the final terms of the proposed contract are subject to negotiation and approval of the F5MC Commission.
- D.** All Applications and associated materials become the property of F5MC upon submission and will not be returned to applicants. F5MC reserves the right to accept or reject all or a portion of any application and reserves the right to waive any minor irregularities in any application.
- E.** F5MC reserves the right to reject an application based on errors made in computing costs or due to noncompliance with the requirements of this application as determined by F5MC at its sole discretion. F5MC is not responsible for any errors in the application, including mathematical errors.
- F.** Upon award, the successful applicant will be required to execute an agreement with F5MC. The applicant, at their own cost, will be required to comply with F5MC insurance requirements as described in Appendix B before any costs are incurred.
- G.** F5MC is under no obligation to select the applicant who presents the application with the lowest cost structure. An application award is based upon the quality of the application within reasonable proximity to the other proposed costs. Selection will be made based on overall evaluation of the applicant submissions and the best interests of F5MC as determined by F5MC.
- H.** In the event that F5MC is not satisfied with the submitted proposals and corresponding scopes of work from a service, budget, and/or geographic perspective, it may choose to negotiate the scope of work with the existing applicant pool, other applicant, or institute *Article VI, Section 11 Selection Process Exceptions* of the F5MC Policies and may select another applicant.

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- I. F5MC reserves the right to negotiate project-related conditions, scope of work, budget, and costs with any successful applicant. If negotiations fail to culminate in a contract, F5MC may institute *Article VI, Section 11 Selection Process Exceptions of the F5MC Policies* and may select another applicant.

11. APPENDICES LIST

APPENDIX A – Insurance Requirements

APPENDIX B – Coversheet

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APPENDIX A - Insurance Requirements

The successful applicant will be required to provide proof of insurance for the following and maintain in full force and effect, during the term of the Agreement, the following types of insurance:

- [X] **Commercial General Liability** [“occurrence” coverage]
Minimum Limit \$1,000,000, with an Additional Insured Endorsement (see below)

Additional Insured Endorsement shall name Monterey County Children and Families Commission, the individual members thereof, and all First 5 Monterey County (F5MC) officers, agents, employees, and its Board of Directors as Additional Insureds with respect to services being provided, including ongoing and completed operations. Additional insured endorsement shall be equivalent to ISO form CG 20 26 07 04.

- [X] **Workers’ Compensation**
Required for all Contractors **with employees:**
Statutory Limits or \$1,000,000, Employers Liability minimum \$100,000

Please have Insurance Certificates with any Additional Insured Endorsements sent to First 5 Monterey County, 1125 Baldwin Street, Salinas, CA 93906

- A. All Insurance Certificates showing proof of insurance must include a 30-day Notice of Cancellation endorsement.
- B. F5MC’s legal name, Monterey County Children and Families Commission, must be used on all insurance certificates and endorsements.
- C. All insurance provided required under this Agreement shall be primary coverage with respect to F5MC, and any insurance or self-insurance maintained by F5MC shall be in excess of Contractor’s insurance coverage and shall not contribute to Contractors’ coverage. F5MC is to be notified immediately if any aggregate insurance limit is exceeded.
- D. Failure to provide these documents shall be grounds for termination or suspension of this Agreement.
- E. It is the responsibility of Contractor to confirm that any and all subcontractors that Contractor may use for the completion of this Agreement comply with all terms and conditions of the insurance provisions.
- F. Policies shall not be canceled, non-renewed or reduced in scope of coverage until after sixty (60) days written notice has been given to F5MC.

Prior to any obligations of F5MC, Contractor shall file certificates of insurance with F5MC, showing that Contractor has in effect the insurance required by this contract. Contractor shall file a new or amended certificate including applicable endorsements promptly after any change is made in any insurance policy, which would alter the information on the certificate then on file.

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APPENDIX B – Coversheet

Please complete this form electronically.

APPLICANT INFORMATION

<i>Applicant/Organization Name</i>		<i>Federal Tax ID</i>	
<i>Primary Address</i>		<i>City, State, Zip</i>	
<i>Primary Contact (if different than above)</i>	<i>Title</i>	<i>Email Address</i>	
<i>Telephone</i>		<i>Cellular Phone</i>	
<i>Mailing Address (if different than above)</i>		<i>City, State, Zip</i>	

Your application packet should include all items listed below. Please indicate the items enclosed by marking the corresponding box.

My application packet includes:

- A. This Coversheet (Appendix A)
 - B. Applicant Qualifications
 - C. Fee Schedule
 - D. Portfolio
 - E. References

 - The entire application submitted electronically to Joanna@first5monterey.org**
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