



CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPT.

1200 Third Avenue, Suite 200
San Diego, CA 92101-4195

Quotation No. 9036-08-Y

REQUEST FOR QUOTATION

Closing Date: September 24,
2007
@ 5:00 pm P.S.T.

Subject: Furnish the City of San Diego with Photography Services for Think Blue Program

Timeline: As may be required for a period of one (1) year from date of award, with options to renew for one (1) additional one (1) year period, in accordance with the attached specifications.

Company _____

Name _____

Federal Tax I.D. No. _____

[PRINT OR TYPE]

Street Address _____

Signature* _____

City _____

Title _____

State _____ Zip Code _____

Date _____

Tel. No. _____ Fax No. _____

****Authorized Signature:*** The signer declares under penalty of perjury that she/he is authorized to sign this document and bind the company or organization to the terms of this agreement.

E-Mail _____

SUBMITTED BIDS MUST HAVE AN ORIGINAL SIGNATURE.

If your firm is not located in California, are you authorized to collect California sales tax? _____ Yes _____ No

If Yes, under what Permit # _____

Cash discount terms _____ % _____ days. [Terms of less than 20 days will be considered as Net 30 for bid evaluation purposes.]

City of San Diego Business Tax License #: _____

State delivery time required: _____ days after receipt of order.

FOR CONSIDERATION AS A RESPONSIVE BID, THE FOLLOWING IS REQUIRED:

- 1) Bid must be submitted on official City bid forms.
- 2) All information on this Request for Quotation cover page must be completed.
- 3) This cover page must be signed with an original signature.
- 4) Bid must be submitted on or before the exact closing date and time. Bid received after the exact closing date and time will NOT be considered. If hand delivering, please allow enough time for travel and parking to submit by the closing date and time.

FOR FURTHER INFORMATION CONCERNING THIS QUOTATION, PLEASE CONTACT:

NATALIE ETHRIDGE/cnn, Procurement Specialist

Phone: (619) 236-6088

Fax: (619) 533-3231

E-mail: NETHridge@sandiego.gov

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I. PRICING PAGE**PHOTOGRAPHY SERVICES**

Item No.	Est. Qty.	U/M	Description	Unit Cost
1.	1	EA	Hourly Studio rate	\$
2.	1	EA	Hourly On-site rate	\$
3.	1	EA	Hourly Events/Presentations rate	\$
4.	1	EA	All Day Studio rate (Monday through Friday, 8:00 a.m. – 5:00 p.m.)	\$
5.	1	EA	All Day On-site rate (Monday through Friday, 8:00 a.m. – 5:00 p.m.)	\$
6.	1	EA	All Day Events/Presentations rate (Monday through Friday, 8:00 a.m. – 5:00 p.m.)	\$
7.	1	EA	Half day Studio rate	\$
8.	1	EA	Half day On-site rate	\$
9.	1	EA	Half day Events/Presentations rate	\$
10.	1	EA	Administrative Support rate per hour (Applies to maintenance of film files, integration of negatives, transparencies, and other duties as mutually determined by Contractor and City.)	\$
11.	1	EA	After Hours rate per hour (Monday through Friday after 5:00 p.m. and before 8:00 a.m.)	\$
12.	1	EA	Weekend rate per hour (Saturday and Sunday 8:00 a.m. – 5:00 p.m.)	\$

Item No.	Est. Qty.	U/M	Description	Unit Cost
13.	1	EA	Mileage per mile Note: Mileage will be measured from place of business or residence to the job site, whichever is less.	\$
14.	1	EA	Cancellation Fee: (If there is a schedule of cancellation fees, please attach.)	\$
TOTAL:				\$

Note: All costs shall be included for incidentals such as studio or equipment rental, etc., as appropriate.

The city is not liable for cancellation due to weather conditions. In case of rain, a rescheduled appointment shall be made for outdoor location photography. Re-shoots because of technical or equipment failure shall be rescheduled and re-shot at no additional cost to the city.

II. SPECIFIC PROVISIONS

A. QUESTIONS AND COMMENTS

Questions and comments regarding this quote must be submitted in writing to City of San Diego, Purchasing and Contracting Department, ATTN: Terrell Breaux, 1200 Third Avenue, Suite 200, San Diego, CA 92101; or by fax to (619) 533-3231; or by e-mail to TBreaux@sandiego.gov, no later than 5:00 p.m. on Monday, September 17, 2007.

B. PRICING

Prices quoted shall be FOB Destination to various City of San Diego locations.

Unit prices shall be based on the Unit of Measure (U/M) as specified on the Pricing Page(s). Any changes to the Unit of Measure made by the Bidder may be cause for the item to be rejected as non-responsive.

C. AWARD

The City retains the right to contract more than one photographer for this opportunity. The Successful Bidder(s) will be professional photographers with a combination of professional experience, creativity and pricing that fits the needs of the Think Blue Campaign.

D. SUBMITTALS

1. BID SUBMITTAL

Quotes may be returned in a sealed envelope to the Purchasing and Contracting Department, 1200 Third Avenue, Suite 200, San Diego, CA 92101. The quote number and closing date/time must be referenced on the outside of the envelope (lower left corner). Quotes must be received by the Purchasing and Contracting Department prior to 5:00 p.m. on due date. Quotes may be faxed.

2. SUBMITTALS REQUIRED WITH BID

Failure to provide the required submittals with the bid shall be cause for the bid to be rejected as non-responsive.

- a. Bidder's References (as specified in Section II, paragraph G).
- b. Bidder's Statement of Available Equipment (as specified in Section II, paragraph G).
- c. Bidder's Statement of Financial Responsibility (as specified in Section II, paragraph G).
- d. Evaluation Criteria (as specified in Section II, paragraph H).
- e. Certification Survey (use form on page 17).
- f. Bidder's Statement of Experience (use form on page 15-16).

3. SUBMITTALS REQUIRED UPON PROVISIONAL AWARD

Failure to provide the following documentation within the time period specified may be cause for the provisional award to be voided and the bid to be rejected as non-responsive.

- a. Insurance and Bond Requirements as specified in City of San Diego General Provisions, Section II, paragraph F, if not currently on file.
- b. Taxpayer Identification Number (W-9) as specified in City of San Diego General Provisions, Section C, paragraph 15, if not currently on file.
- c. Business Tax License as specified in Section II, paragraph J, if not currently on file.

E. OPTION TO RENEW

The City reserves the option to renew the contract for one (1) additional year under the terms and conditions herein stated beginning on the anniversary of the commencement of service. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed within sixty (60) days prior to the expiration of the contract period. Either the City or the Contractor may decline to confirm the renewal of the contract for any reason whatsoever, which shall render the renewal option null and void.

The City's initial letter offering the contractor an opportunity to renew the contract does not constitute an award of the option period. Any option acceptance must be confirmed by the City, in writing, before it becomes valid.

The City will not grant an option, if the contractor requests an increase which exceeds the average percentage variant for the previous twelve (12) months in the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the San Diego area as published by the Bureau of Labor Statistics, or 5.0%, whichever is less. If a price increase is requested, the Contractor must provide detailed supporting documentation to justify the requested increase. The requested increase will be evaluated by the City, and the City reserves the right to accept or reject such request.

This section will not be considered in the evaluation for award.

The City may desire to extend a contract on a month-to-month basis upon expiration of the current contract period under the terms and conditions of the current contract unless modified in writing. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed in writing prior to the expiration of the contract period.

F. INSURANCE REQUIREMENTS

All required insurance shall be submitted to Purchasing within ten (10) days of provisional award. Failure to provide the insurance certificates within the time frame specified by the City shall be cause for the bid to be rejected as non-responsive. Contractor shall maintain insurance in full force and effect during the entire period of performance under contract. Failure to do so shall be cause for termination of the contract.

All policies must have a thirty (30) day non-cancellation clause giving the City thirty (30) days prior written notice in the event a policy is canceled.

At the end of each contract year, the City reserves the right to review insurance requirements and to require more or less coverage depending upon assessment of the risk, the Vendor's past experience, and the availability and affordability of increased liability insurance coverage.

Insurance coverage must be from an insurance carrier licensed in the State of California and rated "A" or better by the A.M. Best Key Rating Guide.

The following coverage is required:

1. Commercial General Liability for a minimum of one million dollars each occurrence (\$1,000,000.00 EO). The City of San Diego must be named as an additional insured on the certificate.
2. Automobile Liability for a minimum of one million dollars combined single limit (\$1,000,000.00 CSL). The City of San Diego must be named as an additional insured on the certificate.
3. Workers' Compensation coverage in accordance with the laws of the State of California. Policy must contain a Waiver of Subrogation of Rights against the City of San Diego.

G. REFERENCES/QUALIFICATIONS

Bidders are required to demonstrate successful performance for work of similar size and scope as specified in this contract during the past three (3) years. Bidders must also demonstrate that they are properly equipped to perform the work as specified in this contract.

To enable the City to evaluate the responsibility, experience, skill, and business standing of the Bidder, the following documents must be included with the bid submittal:

1. Bidder's References (use form on page 12).
2. Bidder's Statement of Available Equipment (use form on page 13).

3. Bidder's Statement of Financial Responsibility (use form on page 14).

H. EVALUATION

To evaluate the quality of work, bidder shall be required with Bid to submit the following:

1. Color and B/W samples of event, structural and lifestyle photography presented in a 3-ring binder. These photos will not be returned to bidder.
2. Proposed methods to accomplish the work, flexibility and availability to shoot events.
3. Describe any special experience and technical competence.

I. GENERAL PROVISIONS

Except as otherwise specified herein, the City of San Diego General Provisions, dated January 3, 2005, (on file in the Office of the Purchasing Agent) are incorporated as part of this bid and any resulting contract by reference. The General Provisions are available online at www.sandiego.gov/purchasing or via request from the Purchasing and Contracting Department by calling (619) 236-6000.

By signing and/or authorizing the bid submittal, the Bidder/Proposer acknowledges that they have read and understood the meaning, intent and requirements of said General Provisions; and acknowledge said General Provisions are included as a part of this bid.

J. BUSINESS TAX LICENSE

Any company doing business with the City of San Diego is required to comply with Section 31.0301 of the San Diego Municipal Code regarding Business Tax. For more information please visit the City of San Diego website at www.sandiego.gov/treasurer/ or call (619) 615-1500.

The City requires that each vendor to provide a copy of their Business Tax License, or a copy of their application receipt. Failure to provide the required documents within ten (10) business days of the City's request may result in a Bid being declared non-responsive and rejected.

III. GENERAL REQUIREMENTS

BACKGROUND, SCOPE OF WORK, AND OBJECTIVE

The City of San Diego Storm Water Pollution Prevention Division is responsible for reducing the effects of storm water pollution or urban runoff into the City's recreational waters. In addition, the Division handles water quality monitoring, enforcement activities, regional watershed coordination, new infrastructure construction and oversight of the City's municipal activities. The Division is also responsible for public education and outreach aimed at changing the pollution related behaviors of residents, businesses and industries.

In an effort to increase the awareness and affect behavioral changes within the community, the Storm Water Pollution Prevention Division has initiated an extensive education and outreach campaign, "Think Blue". The goals of the Think Blue campaign include: increased awareness that storm water flows into water bodies untreated, increased public support for the City's efforts to clean San Diego's beaches and bays, measurable and sustained behavior change from those that pollute to water quality protective behaviors.

The City-wide public education and outreach goals of Think Blue are:

1. Increase awareness that storm water flows take pollution to water bodies untreated;
2. Increase awareness of the "Think Blue" slogan/campaign;
3. Increase public support for the City's efforts to clean up San Diego's beaches and bays;
4. Measurably change behaviors from those that pollute water bodies to non-polluting behaviors and;
5. Sustain positive behavioral changes.

The primary responsibility of the Professional Photographer(s) will be to work with the City's Project Manager to take a variety photographs which will help the Think Blue Campaign build its photographic library. Photos taken throughout the year will be used in a variety of media formats to include print, collateral, educational, web based, outdoor, and broadcast materials, among others.

For further information in regards to the specifications, contact Jennifer Nichols Kearns at (619) 525-8606.

IV. SPECIFICATIONS

A. TECHNICAL ABILITIES REQUIRED

Proposers must demonstrate the following skills:

1. Craftsmanship and artistic ability.
2. Variety of experience, to include print work (advertising and/or educational) structural and event photography.
3. The ability to effectively use natural shot sequences.
4. Knowledge of lighting principals; primarily outdoor with some studio / indoor experience.
5. Flexible schedule;
 - a. The successful candidate should be able to work a variety of shifts including some nights, weekends and holidays as events and needs dictate.
 - b. Assignments may vary from several hours to several days.
 - c. Assignments may include local travel within San Diego County.
6. A passion for environmental concerns desired, but not required.
7. Must supply own equipment and photographic supplies.

B. CONTRACTOR RESPONSIBILITIES

1. Take direction from, and work closely with the City's Project Manager on any and all assignments.
2. Represent the City in a professional manner while on assignment.
3. Follow all City direction, guidelines and procedures.
4. Meeting deadlines and processing images in a timely manner.
5. Provide professional recommendation and creative direction as needed.
6. Work closely with a variety of the City's other consultants (Professional Consultants, Production Companies, Advertising Agencies, Design Firms, etc) on various assignments including but not limited to scheduling and creative direction.

C. DELIVERABLES

Assignments and resulting images may include, but will not be limited to:

1. Outdoor adventure and scenic photographs that depict San Diego for residents and visitors year-round.

2. Activities and scenes include, but are not limited to hiking, biking, fishing, family fun, river activities, hot springs, waterfalls, mountains, horseback riding, architecture, construction, and still life.
3. Event photography, to include Public Events, Street Fairs, Press Conferences, etc.
4. Production stills during filming of Public Service Announcements (PSA's) as well as other broadcast or media opportunities.
5. Portrait and artistic photography.
6. Various neighborhoods throughout San Diego County.
7. Other lifestyle images as needed.

D. FORMATS

1. Provide photos in both digital and print format.
2. Digital files to be provided on CD. Two copies of each shoot.
3. Printed copies to be provided in contact sheet format, 16 color photos per page, in 3-ring binder.
4. All photos and CD's are to be labeled with assignment information.

E. BID CONTENT

Brief description of the firm's experience in photography for public entities and/or the private sector. The description of the firm's experience should include projects undertaken in the past three years.

F. OWNERSHIP

All negatives, transparencies, and digital files shall be delivered to the City of San Diego Storm Water Pollution Prevention Division upon completion of each job and shall become the property of the City of San Diego, to include all legal rights for any and all future use. No exceptions will be accepted.

BIDDER'S REFERENCES

The Bidder is **required** to provide a minimum of three (3) references where work of a similar size and nature was performed within the past three (3) years. This will enable the City of San Diego to judge the responsibility, experience, skill, and business standing of the Bidder.

REFERENCES

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar Value of Contract: \$ _____ Contract Dates: _____

Requirements of Contract: _____

BIDDER'S STATEMENT OF AVAILABLE EQUIPMENT

The Bidder is required to list all necessary equipment to complete the work as specified. The Bidder shall state below the camera, photographic and other equipment which Bidder has or will have available to perform the work under this contract prior to the commencement of the contract. The City of San Diego reserves the right to reject any bid when, in its opinion, the Bidder has not demonstrated they will be properly equipped to perform the work in an efficient, effective manner for the duration of the contract period. In instances where required equipment is not presently owned, the Bidder shall explain how the equipment will be made available prior to commencement of work.

NOTE: Add additional pages if necessary.

Equipment

Equipment Description: _____

Owned ☐ Rented ☐ Other ☐ (explain below)

If Owned, Quantity Available: _____

Year, Make & Model: _____

Explanation: _____

Equipment Description: _____

Owned ☐ Rented ☐ Other ☐ (explain below)

If Owned, Quantity Available: _____

Year, Make & Model: _____

Explanation: _____

Equipment Description: _____

Owned ☐ Rented ☐ Other ☐ (explain below)

If Owned, Quantity Available: _____

Year, Make & Model: _____

Explanation: _____

BIDDER'S STATEMENT OF FINANCIAL RESPONSIBILITY

The Bidder is required to furnish below a statement of financial responsibility, except when the bidder has previously completed contracts with the City of San Diego covering work of similar scope.

I, _____, certify that my company, _____, has sufficient operating capital and/or financial reserves to properly fund the services identified in these contract specifications for a minimum of two (2) full months. I agree that upon notification of provisional award, I will promptly provide a copy of my company's most recent balance sheet, or other necessary financial statements, as supporting documentation for this statement, if requested. I understand that this balance sheet, as well as any other required financial records, will remain confidential information to the extent allowed under the California Public Records Act.

I certify under penalty of perjury under the laws of the State of California that the information contained in this statement is true and correct.

Dated: _____ Signature: _____

BIDDER'S STATEMENT OF EXPERIENCE

Please explain your experience performing work of similar size and scope as required of this contract below. You may attach a resume to meet this criteria.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Please list any memberships in professional photography organizations below:

Certification Survey

For Small, Ethnically and Culturally Diverse,
Woman, Disadvantaged, Disabled Veteran, Or Other Businesses

All Contractors are required to complete this form and return it with their bid package.

Company Name: _____

Mailing Address: _____

Telephone No.: (_____) _____

E-Mail Address: _____

1. Contractor's company is currently certified as small, ethnically and culturally diverse, woman, disadvantaged, disabled veteran, or other business? ☐ Yes ☐ No

Certification Number/Agency: _____

2. Contractor's company has applied for certification? ☐ Yes ☐ No

If yes, which agency? _____

3. Contractor's company is an independently owned business? ☐ Yes ☐ No

4. Contractor's company is 51% or more owned by a socially, economically, disadvantaged individual*? ☐ Yes ☐ No

5. SIC Code: _____

6. Number of Employees: _____

7. Annual Gross Receipts (three year average): _____

8. This is not an application for certification. If you would like to receive an application for certification, please check box: ☐

I certify that this information is correct: _____
Authorized Signature Date

* Black Americans, Native Americans, Hispanic Americans, Asian-Pacific Americans, Subcontinent Asian Americans, Women, any additional groups whose members are designated as socially and economically disadvantaged by the Small Business Administration (SBA) at such time as the SBA designation becomes effective.