



OFFICE OF THE WASHINGTON STATE AUDITOR

WORK REQUEST FOR  
COMMUNICATIONS SERVICES  
K627-WR-1910

*Professional Communications Services: Work Request*

This Work Request is issued under your Convenience Contract #K605-C-1806 with the Office of the Washington State Auditor.

Work Request Number:	K627-WR-1910	Date Issued:	10/7/2019
Service Category:	<input type="checkbox"/> Graphic Design	<input checked="" type="checkbox"/> Videography or Photography	
Number of business days to respond to this request:	5		
Responses are due by 2:00 pm local time on:	10/14/2019		
<p><i>Late submissions cannot be considered.</i></p> <p><i>Please only respond if you are preapproved under the appropriate service category. You must have a signed agreement with the Office of the Washington State Auditor to be a prequalified vendor.</i></p>			
Please have your response submitted via email to:	<a href="mailto:contractmanager@sao.wa.gov">contractmanager@sao.wa.gov</a>		
Questions regarding this solicitation are due by 5:00 pm local time on:	10/10/2019		
Expected Work Period of Performance			
From:	10/21/2019	To:	11/01/2019

## I. REQUEST FOR SPECIFICATIONS

### A. Title – Photography: Professional photography for the State Auditor

### B. Overview

The Office of the Washington State Auditor (SAO) is soliciting proposals from vendors to provide professional photography services for the independent state Auditor. We are seeking a professional photographer to capture traditional portraiture and some documentary style photography for use by the Office including, but not limited to, the Office of the Washington State Auditor’s website, social media accounts, informational publications, newsletters, and the Audit Connection blog. The successful firm or individual is required to have extensive experience in professional photography.

#### Project Background

The Office of the Washington State Auditor currently maintains the website [www.sao.wa.gov](http://www.sao.wa.gov) and produces content for the “Audit Connection” digital blog, and newsletter. In addition, SAO creates numerous pieces of collateral throughout the year for publication variety of audiences, and has been expanding its social media presence on Facebook, Twitter, and LinkedIn to better inform the public.

### C. Project Scope and Objectives:

The Office desires high-quality, professional photos of the Office’s leader. Images captured by the applicant selected through this process will be used to create a picture depository that will be used by multiple departments and staff at the Office of the Washington State Auditor in perpetuity. Each vendor should separate the prices for the traditional portraiture and documentary style per the photography shot list. The selected photographer must make the first edit and include color processing. SAO will make the final image selection. Photos must be in digital format only – JPEGs can be provided either on an SAO-provided thumb drive or downloaded from a secure cloud-based service. SAO expects the final photo selection to be comprised of approximately 25-30 images.

SAO will limit the photoshoot to one (1) business day in Olympia, Washington, and will include at least two (2) wardrobe changes – preferably three (3).

Proposers must be clear about what deliverables they will deliver directly and which ones they will subcontract.

Proposals should clearly identify each deliverable being bid, including estimated costs and staff hours. The SAO retains the right to select any proposer for any individual deliverable.

On page 4 we include a template for deliverable details. Proposers should use this template to enable us to understand which deliverable(s) they are bidding on and the hours and costs for each one.

### D. Deliverables

#### **Task 1: Traditional Portraits**

- Professional close-up, ¾ - body and full-body shot
- Professional shot behind desk
- Professional close-up, ¾ - body and full-body shot in neutral background

**Task 2: Documentary Style**

- State Auditor speaking to a crowd – crowd visible but not identifiable
- State Auditor as an attendee in a meeting and leading a meeting
- State Auditor huddled with staff discussing work that matters – various poses / expressions
- State Auditor working at their desk
- State Auditor in their office space with various staff (couch, desk, window, etc.)
- State Auditor walking outdoors
- State Auditor speaking – various (smiling, serious, neutral, to staff, to group, to individual)

**Task 3: Editing and Image Process**

- Selecting the first cut, then color correction and other image processing on final cut

**II. VENDOR'S RESPONSE****A. Work Request Coordinator**

The Work Request Coordinator is the sole point of contact at the Office of the Washington State Auditor for this procurement. All communication between the proposer Office of the Washington State Auditor will be with the Work Request Coordinator, as follows:

**Charleen Patten**

Office of the Washington State Auditor  
 P.O. Box 40031  
 Olympia WA 98504-0031  
 Telephone Number: (360) 725-5586  
 E-mail Address: contractmanager@sao.wa.gov

**Physical Address for Hand Delivery or Courier Service:**

Office of the Washington State Auditor  
 3200 Sunset Way SE  
 Olympia WA 98501

Any other communication will be considered unofficial and nonbinding on the Office of the Washington State Auditor. Proposers are to rely only on written statements issued by the Work Request Coordinator. Communication directed to parties other than the Work Request Coordinator may result in disqualification of the proposer.

**B. Work Request Response – Instructions to Vendors**

The Office of the Washington State Auditor reserves the option to award work from this solicitation to multiple contractors.

The budget for this project is \$2,000.

Please prepare a response to this work request in eight (8) pages or less, including a 1 page cover letter, and using the following five issue areas as a guide. You need not elaborate on each numbered area equally, and you need not answer every sub-question within each area, but you must address each numbered area at least briefly.

1. **Cover letter (max 1 page):** What business are you currently engaged in and what is your interest in our project? Briefly describe your organization and how you do your business. You may refer to specific examples of relevant experience (projects or clients) that correspond to key features of the concept(s) described in this Work Request.
2. **Examples/Past projects (max 3 pages):** Include a summary describing three (3) relevant past projects. These examples should include a brief summary of each project and a sample of images.
3. **Description of team (max 1 page):** Briefly describe the team members who will be involved in this project -- past relevant projects, imagery methodology and creative approach.
4. **Cost Summary (max 3 pages):** A detailed cost for your services broken into product and service cost. Also provide full day and half day rate including any and all other costs pertinent to the Project Information requirements. See Cost Summary Template Below
5. **Appendix/Portfolio:** Applicants may provide a digital portfolio of work to highlight the professionals' past work as applies to this proposed project. Applicants may also use this section to provide any additional information regarding qualifications or methods relevant to this project.

Proposals should include the number of hours and cost to complete each deliverable you are working on, the hourly rate proposed for you to complete the work, and a firm, fixed cost for completing the total work you are bidding. Here is a template to show you how we want to see the deliverable details, hours and costs:

**Cost Summary Template**

<b>Deliverables</b>	<b>Hours</b>	<b>Rate</b>	<b>Cost</b>
<b>Task 1: Traditional Portraits</b>			
<ul style="list-style-type: none"> <li>• Professional close-up, ¾-body and full-body shot</li> <li>• Professional shot behind desk</li> <li>• Professional close-up, ¾-body and full-body shot in neutral background</li> </ul>			
<b>Total Cost Task 1</b>			<hr style="width: 100%;"/>
<b>Task 2: Documentary style</b>			
<ul style="list-style-type: none"> <li>• State Auditor speaking to a crowd – crowd visible but not identifiable</li> <li>• State Auditor as an attendee in a meeting and leading a meeting</li> <li>• State Auditor huddled with staff discussing work that matters – various poses / expressions</li> <li>• State Auditor working at their desk</li> <li>• State Auditor in their office space with various staff (couch, desk, window, etc.)</li> <li>• State Auditor walking outdoors</li> <li>• State Auditor speaking – various (smiling, serious, neutral, to staff, to group, to individual)</li> </ul>			

<b>Total Cost Task 2</b>			_____
<b>Task 3: Editing and Image Processing</b>			
<ul style="list-style-type: none"> <li>Selecting the first cut, then color correction and other image processing on final cut</li> </ul>			
<b>Total Cost Task 3</b>			_____

Proposers must commit that the proposed staff will actually perform services. By submitting a proposal the bidder agrees not to remove the selected staff person without the prior approval of the SAO Project Manager. The bidder agrees that they will submit the name and résumé (with qualifications and relevant experience) of the proposed replacement. SAO Project Manager approval must be received before the individual may be assigned responsibility for services. Approval will not be unreasonably withheld.

The proposer must provide résumés for the named key staff, and subcontractor employees performing work for the proposer of this contract only if that information has changed since original contract K605-C-1806 was executed. Each résumé must include information on the individual’s specific skills related to this project, education, experience, significant accomplishments, and responsibilities assumed on other similar projects as well as any other pertinent information. Subcontractor résumés must display the word “SUBCONTRACTOR” in bold letters clearly printed across the top of the first page.

The proposer must include three relevant customer references and include contact information and brief project description for each. If that information has changed since original contract K605-C-1806 was executed.

Questions regarding this work request must be submitted in writing to the Work Request Coordinator no later than 5:00 p.m. local time on 10/10/2019.

Consultants may submit proposals via email. The proposal, whether emailed, mailed or hand-delivered, must arrive at the Office of the Washington State Auditor no later than 2:00 p.m. local time, Olympia, Washington on 10/14/2019.

The proposal is to be sent to the Work Request Coordinator at the address noted above. The proposal should be clearly marked with the agency work request number **K627-WR-1910** and to the attention of the Work Request Coordinator.

Consultants mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals by the Work Request Coordinator. Consultants assume the risk for the method of delivery chosen. The Office of the Washington State Auditor assumes no responsibility for delays caused by any delivery service. Proposals may not be transmitted using facsimile transmission.

Consultants should allow sufficient time to ensure timely receipt of the proposal by the Work Request Coordinator. All proposals and any accompanying documentation become the property of the Office of the Washington State Auditor and will not be returned.

### III. EVALUATION AND SELECTION CRITERIA

#### A. Mandatory Experience Qualifications

- 1. Mandatory Experience and Qualifications:** The successful vendor must have a proven track record of creating highly successful professional photography.

#### B. Evaluation Criteria:

Responsive proposals will be evaluated based on the instructions and information contained in this work request. The project manager will determine the apparent successful vendor. SAO reserves the right to contact a contractor to clarify any portion of their proposal. At their discretion, SAO reserves the right to conduct oral interviews of the proposers to determine the final contract award. The oral interview, if conducted, will determine the apparent successful vendor. While it is our desire to hire one consultant capable of providing all the services requested above, the SAO reserves the right to contract with more than one vendor to perform this work at their discretion.

### IV. ADMINISTRATION

#### A. Debriefing of Unsuccessful Proposers

Proposers who submitted a proposal and were not selected will be given the opportunity for a debriefing conference. The Solicitation Coordinator must receive a written request from the unsuccessful proposer for a debriefing conference within three (3) business days after the Notification of Unsuccessful Proposer letter is e-mailed or faxed. The request for a debriefing can be in hard copy or via e-mail. The debriefing will be held within three (3) business days of the request unless the Office of the Washington State Auditor schedules otherwise.

Discussion will be limited to a critique of the requesting proposer's proposal. Comparisons between proposals or evaluations of the other proposals will not be allowed. Debriefing conferences may be conducted in person or on the telephone and will be scheduled for a maximum of one hour.

#### B. Protest Procedure and Format

This procedure is available to proposers who (1) submitted a response to this solicitation document and (2) have participated in a debriefing conference. Upon completing the debriefing conference, the proposer is allowed five (5) business days to file a protest of the procurement with the Solicitation Coordinator. Protests may be submitted by facsimile or e-mail, but must be followed by the original document.

Proposers protesting this procurement will follow the procedures described below. Protests that do not follow these procedures will not be considered. This protest procedure constitutes the sole administrative remedy available to proposers under this procurement.

All protests must be in writing and signed by the protesting party or an authorized agent. The protest must state the grounds for the protest with specific facts and complete statements of the action(s) being protested. A description of the relief or corrective action being requested should also be included. All protests will be addressed to the Solicitation Coordinator.

- Only protests stipulating an issue of fact concerning the following subjects will be considered:
- A matter of bias, discrimination or conflict of interest on the part of the evaluator.
- Errors in computing the score.
- Noncompliance with procedures described in the procurement document.

Protests not based on procedural matters will not be considered. Protests will be rejected as without merit if they address issues such as: 1) an evaluator's professional judgment on the quality of a proposal, or 2) Office of the Washington State Auditor's assessment of its own and/or other agencies' needs or requirements.

Upon receipt of a protest, a protest review will be held by the Office of the Washington State Auditor. The Office of the Washington State Auditor will designate three individuals who were not involved in the procurement to consider the record and all available facts and issue a decision within five business days of receipt of the protest. If additional time is required, the protesting party will be notified of the delay.

In the event a protest may affect the interest of another proposer that submitted a proposal, such proposer will be given an opportunity to submit its views and any relevant information on the protest to the Solicitation Coordinator. The final determination of the protest will:

- Find the protest lacking in merit and uphold the Office of the Washington State Auditor action; or
- Find only technical or harmless errors in the Office of the Washington State Auditor's acquisition process and determine the State Auditor's Office to be in substantial compliance and reject the protest; or
- Find merit in the protest and provide Office of the Washington State Auditor options which may include:
  - Correct the errors and re-evaluate all proposals, and/or
  - Reissue the solicitation document and begin a new process, or
  - Make other findings and determine other courses of action as appropriate.

If the Office of the Washington State Auditor determines that the protest is without merit, the State Auditor's Office will enter into a contract with the apparent successful contractor. If the protest is determined to have merit, one of the alternatives noted in the preceding paragraph will be taken.

**C. The Agency's Option To Extend**

The agency reserves the right to extend the Work Order issued under this Work Request for two (2) additional years at the agency's option.

**D. The Agency's Right to Cancel**

The agency reserves the right to cancel this Work Request at any time, reject any and all responses received, and/or not to execute a Work Order from this Work Request without penalty to the agency. The release of this solicitation document does not obligate the agency to contract for the services specified in this Work Request. The agency shall not be liable for any costs incurred by a Vendor in preparation of a proposal submitted in response to this Work Request, in the conduct of an oral interview, or any other activity related to responding to this Work Request.