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**United Planning Organization**

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| **REQUEST FOR QUALIFICATIONS** |

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| **RFQ # 0035**  **PHOTOGRAPHERS, VIDEOGRAPHERS, GRAPHIC DESIGNERS, & WRITERS** |
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| **Request for Qualification (RFQ) Cover Page** | | |
| **Solicitation Issue Date:** **Friday, March 22, 2024** | | |
| **Solicitation Closing Date:** **Open& Continuous** | | **Solicitation Closing Time: N/A** |
| **Issued By: United Planning Organization (UPO)** | | |
| **Address: 301 Rhode Island Ave, NW, Washington, DC 20001** | | |
| **Telephone Number: 202-238-4600** | | |
| UPO is a non-profit agency in the District of Columbia founded in 1962 and exempt from any state or federal tax. | | |
| **Electronic responses:**  Please submit your proposal to[**procurement@upo.org**](mailto:procurement@upo.org)referencing “Request for Qualifications: Photographers, et. al. – **RFQ #0035”** | | |
| For **questions/information**, please e-mail Rizwanul Haque, Procurement Officer at [**rhaque@upo.org**](mailto:rhaque@upo.org) Your e-mail will be answered within three (3) business days and will be posted on the UPO website. | | |
| Small, Minority or Women-owned enterprises are encouraged to respond to this solicitation. | | |
| UPO reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal deemed best for the organization, and/or request new proposals, if necessary. | | |
| Any objection to the above conditions must be clearly indicated in the proposal. | | |
| In compliance with this RFQ and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation. | | |
| **VENDOR IDENTIFICATION** | | |
| First Name: |  | |
| Last Name: |  | |
| Federal Tax ID/SS No. |  | |
| Address: |  | |
| Cell Phone Number: |  | |
| E-mail Address: |  | |
| **Signature** | | **Date** |
|  | |  |



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## PURPOSE OF SOLICITATION

The United Planning Organization (UPO) is seeking qualified and experienced consultants and organizations to perform Photography and/or Videography, Graphic Design, or Writing for UPO.

In response to this RFQ, proposals are sought in accordance with terms and conditions set forth in this solicitation (RFQ), and any other terms and conditions in any contract subsequently awarded. Proposals from firms and consultants shall be selected and determined qualified if expertise demonstrated in proposals submitted inclusive of resumes/CVs of vendor personnel demonstrate strong competency and experience specifically in one or more of the domains of expertise sought below. Qualification of vendors or consultants/individuals that respond to this solicitation will be made following UPO’s review of each response in consideration of the factors identified in this RFQ and any other factors that UPO considers relevant to serving the best interests of UPO.

## CONTRACT PERIOD

The term of any contract resulting from this RFQ shall be for a period between the date of execution of the agreement and September 30, 2024.

## BACKGROUND: UNITED PLANNING ORGANIZATION (UPO)

UPO is a 501(c)(3) private non-profit corporation and the designated Community Action Agency for the District of Columbia (DC). UPO specializes providing economic security support services and human services to DC residents who have low income and also supports, and advocates to empower them to achieve economic security.

UPO promotes economic security by bringing innovative ideas to the problem of poverty throughout the city. UPO is governed by a board of 21 members, serves 50,000 customers annually, works with hundreds of partners and volunteers, and mobilizes a staff of 400 to operate a wide array of supportive and instructional services including:

* 1. Early Head Start and other childcare programs that make measurable differences in the education of our youngest and their families.
  2. Job placement and career development services
  3. Job and vocational training via the Workforce Institute
  4. Comprehensive youth services with scholarships for DC residents
  5. Homeless transportation services
  6. Training programs designed to prepare participants for skilled employment.
  7. Substance abuse treatment programs to treat and overcome addictions.
  8. Tax preparation and e-filing community-based tax preparation services
  9. Housing counseling services that help alleviate predatory lending, avoid foreclosures, and prepare customers for home ownership.
  10. Affordable housing partnerships, permanent supportive housing, and resident services

## ABOUT THE OFFICE OF DEVELOPMENT & COMMUNICATIONS

The Development & Communications Department handles internal and external communications, from events to social media, press releases to brochures, and program books to white papers and speeches.

## MINIMUM QUALIFICATIONS

Prospective individuals or firms responding to this RFQ must not be currently employed by UPO and should meet the following criteria.

* 1. Minimum Requirements for a **Photographer:**

1. A professional portfolio that showcases:

Event Photography (indoor & outdoor, shots of speaker talking)

Studio shoots

Headshots/Portraiture

1. Professional Camera Gear:

Full-frame DSLR + multiple lens (wide angle, zoom, multi-purpose)

Studio lighting system

1. Availability for shoot requests on short notice
   1. Minimum Requirements for a **Videographer:**
2. A professional portfolio that showcases:

Event Videography (indoor & outdoor, shots of speaker talking)

Studio shoots

Interviews

1. Professional Camera Gear:

Professional HD camera + multiple lens (wide angle, zoom, multi-purpose)

Audio for clean recordings indoors and outdoors

Studio lighting system

1. Availability for shoot requests on short notice

C. Minimum Requirements for a **Graphic Designer**:

1.    A professional portfolio that showcases:

* Flyer
* Brochure
* Event Collateral (ticket, program book, banner)
* Social Media graphics

2.    Skills:

* + Creativity
  + Typography & Color theory
  + Expert in Adobe Creative Suite: InDesign, Illustrator, Photoshop
  + Preparing for printing
  + Attention to Detail
  + Time Management (please provide the hours needed for each of the items in 1.)

3.    Availability for design requests on short notice

D. Minimum Requirements for a **Writer**:

1.   A professional portfolio that showcases:

* Brochure
* Longer-form work (program book, annual report, as examples)
* Social Media (stories and short posts)
* Flyer

2.   Skills:

* + Ability to Inspire Compassion (in posts, stories, etc.)
  + Creativity
  + Attention to Detail
  + Time Management

3.   Availability for writing requests on short notice

## COMPENSATION

## An evaluation committee will review all proposals/submitted information and will select the best qualified respondents to be listed among a pool of consultants that UPO will offer project-based opportunities, as the need arises. The “qualified” individuals or firms will be invited to bid on projects as the need arises.

## UPO may issue a Purchase Order/contract to each qualified individual or firm within the time frame of the contract.

## Note: All costs directly or indirectly related to the preparation of a response to this RFQ shall be the sole responsibility of the proposers/respondent of this RFQ and shall be borne by the same.

## PROPOSAL REQUIREMENTS

## **A. General Requirements**

All responses are to be submitted on standard 8.5” X 11” paper size in 12-point Times New Roman font. Proposals should be single-sided and single spaced. Proposers shall respond to the items in the order they are shown in the RFQ. In order to be considered for selection, proposers must submit a complete and signed proposal. Failure to submit all information requested may result in the proposer being required to promptly submit missing information and/or being given a lowered evaluation on the proposal. Proposals which are substantially incomplete or lack key information may be rejected by UPO.

Proposals should be prepared as thoroughly and detailed as possible providing a straightforward, concise description of capabilities to satisfy the requirements of the RFQ so that UPO may properly evaluate proposer's capabilities to provide the required service. Emphasis should be placed on completeness and clarity of content. Ownership of all data, materials and documentation originated and prepared for this RFQ by any proposer shall belong exclusively to UPO.

* Proposal to be submitted to [procurement@upo.org](mailto:procurement@upo.org).
* No other distribution of proposals shall be made by the proposer.
* A proposer may submit no more than one response to this RFQ.

**B. Special Requirements**

All pages of the proposal should be numbered, and should be addressed in the proposal in the following order:

* 1. Completed and signed RFP Cover Page
  2. Completed and signed Vendor Identification Form (Appendix-A)
  3. Completed and signed Education Form (Appendix-B)
  4. Completed and signed Reference Form (Appendix-C)
  5. Completed and signed ACH Form (Appendix-D)
  6. Copy of current Business license(s) and certifications
  7. Copy of current Certificate of Liability Insurance
  8. W-9 Form

## EVALUATION CRITERIA - PROPOSAL SECTIONS AND SCORING

An internal review panel will evaluate proposals to determine completeness of submission, relevant experience, and references.

**Proposal Sections & Scoring**

| **PROPOSAL SECTIONS** | **REQUIRED DOCUMENTS** | **POSSIBLE POINTS** |
| --- | --- | --- |
| **RFQ COVER SHEET** | **COMPLETED AND SIGNED RFQ COVER PAGE** | **5** |
| **PURPOSE** | **LETTER OF INTEREST** | **5** |
| **APPENDICES (A, B, & C)** | **COMPLETED FORMS, (including References)** | **20** |
| **RELEVANT EXPERIENCE** | **PORTFOLIO / SKILLS / GEAR / RESUME** | **70** |
| **TOTAL SCORED POINTS** | | **100** |
| ***There are a maximum of 100 points. UPO reserves the right to accept or reject any proposal.*** | | |

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## QUALIFICATION NOTIFICATION

Proposers/respondents that stand qualified and rank higher on the list of qualified proposers will be recommended to UPO’s Director of Development & Communications for inclusion in the pool of qualified vendors. The selected proposers will be notified via email and asked for additional information, if needed.(W-9for preparation of contracts and subsequent payment processing.

## GENERAL TERMS AND CONDITIONS

1. Additions and/or Deletions of Service: UPO reserves the right to add and/or delete goods or services to any contract entered into with the contractor. Should a requirement be deleted, payment to the contractor shall be reduced proportionally to the amount of service reduced in accordance with the bid price. Should additional services be required from the contract, prices for such additions will be negotiated between the contractor and UPO.
2. Termination of Contract: Any contract entered into between UPO, and a proposer may be terminated, in whole or in part, by UPO at its convenience if it determines termination is in its best interest. UPO shall terminate the agreement by delivering a Notice of Termination specifying the extent of the termination and the effective date.
3. Cancellation of Contract: Any contract entered into between UPO and a proposer that is canceled by either party shall in no way relieve the proposer/contractor of its responsibility to complete any and all work in progress at the time of the notice and for which payment has been received by the contractor.
4. Licenses: By submitting a proposal, proposer certifies that it has procured, and shall maintain in full force, all permits and licenses required to conduct its business lawfully and that it shall remain informed of and in compliance with all federal and local laws, ordinances and regulations that affect in any manner contractor’s fulfillment of the contract.
5. Anti-Kickback Provision: Any contract entered into between UPO, and a proposer is subject to the provisions of the Anti-Kickback Enforcement Act of 1986. By agreeing to any binding agreement, the transacting parties (1) certify that they have not paid kickbacks directly or indirectly to any employee of UPO for the purpose of obtaining this or any other agreement, purchase order or contract from UPO and (2) agree to cooperate fully with any Federal Agency investigating a possible violation of the Act.
6. Costs Incurred: Any costs incurred by proposers in preparing or submitting a proposal or subsequent oral presentation/demonstration shall be the proposer's sole responsibility.
7. Minority/Women-Owned Business Enterprises: Pursuant to Federal Acquisition Regulations and UPO’s procurement policy, UPO may offer contracting opportunities to small and minority firms, women’s business enterprises and labor surplus area firms to the extent possible.
8. Federal, State and Local Taxes: UPO is exempt from State and federal taxes. Such taxes shall not be included in quoted prices, but if any taxes are known by the contractor to apply, they shall be shown separately. If not so shown, they shall be considered an expense of the proposer and deemed a part of the quoted prices.
9. Payment Terms: Preferred invoice payment terms will be 2/10 net 45 days from date of invoice. In the event there is a discrepancy between the order and the invoice, payment terms shall be effective starting on the date the discrepancy is resolved. Monies due or to become due to the contractor under the contract may be retained by UPO as necessary to satisfy any outstanding claim which UPO may have against the contractor. At any time or times before final payment and three years thereafter, UPO may have the contractor’s invoices or vouchers and statement of cost audited.
10. Indemnification: Any contract entered into between UPO and a proposer shall contain the following indemnification clause, altered at the sole discretion of UPO: “Contractor shall indemnify, protect, defend and hold harmless UPO, its directors, officers, employees, and representatives from and against any and all claims arising from or connected with: (1) any alleged or actual breach by the contractor or (2) any act or omission by the contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the contractor under the contract may be retained by UPO as necessary to satisfy any outstanding claim which UPO may have against the contractor.”
11. RFQ Addendum: In the event that it becomes necessary to revise this RFQ, in whole or in part, an addendum will be posted on the UPO website: <https://www.upo.org/rfp-rfqs/>
12. Completed Proposals: A proposer may submit no more than one (1) proposal in response to this RFQ. The proposal shall be completed and signed by an individual who is authorized to bind the firm submitting the proposal.
13. Receipt and Opening of Proposals: Proposers must pay particular attention to ensure the proposal is properly addressed. UPO is not responsible if the proposal does not reach the destination specified for this purpose.
14. Qualification Notification: When the evaluation process of the proposals is completed; the qualified proposer(s) will be formally notified by mail or email.
15. By submitting a proposal, the proposer represents that:
16. The proposer has read and understands the RFQ and submits the response in accordance therewith.
17. The proposer possesses the capabilities, equipment, and personnel necessary to provide an efficient and successful service.
18. The proposer has all the required licenses and insurance.
19. No claim will be allowed for additional compensation or time for completion based on the lack of knowledge or lack of understanding of any part of the RFQ.

## APPENDICES

## Following appendices are attached to this RFQ which need to be completed, signed, and returned along with the proposal (Word copies of these appendices are attached):

1. Vendor Identification Form
2. Education Form
3. Reference Form



**Appendix-A: VENDOR IDENTIFICATION FORM**

VENDOR IDENTIFICATION (must be completed and returned with proposal) **Appendix A**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company/Individual) Name:** |  | | |
| **Doing Business as (DBA):** |  | | |
| **Federal Tax ID/ Social Security No:** |  | | |
| **Mailing Address:** |  | | |
| **Remit To Address:** |  | | |
| **Telephone:** |  | | |
| **Fax:** |  | | |
| **Email:** |  | | |
| **Web address:** |  | | |
| **Main Contact:** |  | | |
| **Person responsible for response (if different):** |  | | |
| **Print Name** | **Title** | **Authorized Signature** | **Date** |
|  |  |  |  |

**Appendix-B: EDUCATION FORM**

|  |  |
| --- | --- |
| Undergraduate College / Trade School |  |
| City, State |  |
| Date of Graduation |  |
| Major |  |
| Degree/Certification Type |  |

|  |  |
| --- | --- |
| Graduate School |  |
| University |  |
| City, State |  |
| Date of Graduation |  |
| Major/Specialization |  |
| Degree Type |  |

|  |  |
| --- | --- |
| Other Graduate School |  |
| University |  |
| City, State |  |
| Date of Graduation |  |
| Major/Specialization |  |
| Degree Type |  |

**LICENSURES, CERTIFICATIONS AND OTHER CREDENTIALS**

Please indicate all current professional licenses and certifications you possess that relate to the position for which you are applying.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Appendix-C: REFERENCE FORM**

|  |  |
| --- | --- |
| 1st Reference | |
| Full Name |  |
| Title |  |
| Organization |  |
| Relationship |  |
| Phone Number(s) |  |
| Email Address |  |

|  |  |
| --- | --- |
| 2nd Reference | |
| Full Name |  |
| Title |  |
| Organization |  |
| Relationship |  |
| Phone Number(s) |  |
| Email Address |  |

|  |  |
| --- | --- |
| 3rd Reference | |
| Full Name |  |
| Title |  |
| Organization |  |
| Relationship |  |
| Phone Number(s) |  |
| Email Address |  |

# Appendix - D: ACH FORM

|  |
| --- |
| **1. Please Check One:** |
| NEW Direct Deposit CHANGE Direct Deposit CANCEL Direct Deposit |

|  |
| --- |
| **2. Vendor/Payee Information** |
| **Name:** |
| **Address:** |
| **Contact Person’s Name (if other than payee):** |
| **Telephone Number:** |
| **Email Address:** |

|  |
| --- |
| **3. Financial Institution Information** |
| **Bank Name:** |
| **Bank Address:** |
| **Name on Bank Account:** |
| **Bank Account Number:** |
| **Nine-Digit Bank Routing/Transit Number (ABA):** |
| **Type of Account: Checking Savings** |
| **4. Approvals/Authorizations -** I certify that the information provided on this form is correct, and I hereby authorize United Planning Organization Office of Accounts Payable to electronically deposit payments to the bank account designated above. It is my responsibility to notify UPO Finance Dept for issues with payment received or deposited, and any changes to bank account information at [payments@upo.org](mailto:payments@upo.org) or (202) 238‐4799). I understand that this authorization will remain in full force and effect until UPO Finance Dept received a written notification requesting a change or cancellation and has had reasonable opportunity to act on it, which should take no longer than seven (7) to ten (10) business days. |
| Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;[ |