

NOTICE

The Valley Regional Fire Authority (VRFA) is requesting Requests for Qualifications (RFQ) from qualified individuals and/or firms for professional photography services to acquire high-quality photos for the VRFA website and other promotional materials.

The estimated completion date for this work is Wednesday, July 30, 2025.

Copies of this RFQ may also be found at www.vrfa.org.

SUBMISSION OF RFQ

To receive consideration, responses must be submitted in accordance with the following instructions:

1. All submittals must be emailed to Kelly Hawks at kelly.hawks@vrfa.org.
2. Submissions must be received no later than 4:00 pm on May 1, 2025.
3. Additional information may be found in Section IV, Instructions, below.

RFQ CONTACT

Kelly Hawks, Lead Community Outreach Specialist/PIO

Phone: 253-288-5882

Email: Kelly.hawks@vrfa.org

Valley Regional Fire Authority
Request for Qualifications for Professional Photography Services
April 2025

I. PURPOSE OF REQUEST

1. The Valley Regional Fire Authority (VRFA) is requesting proposals for professional photography services to acquire high-quality photos for the VRFA website and other promotional materials.
2. The VRFA aims to enhance its online presence through compelling imagery showcasing our firefighters' dedication, teamwork, and community involvement. The selected photographer will create a library of images for our website and promotional materials.

II. SCOPE OF WORK

The scope of work includes but is not limited to:

1. Riding along with firefighters to capture action shots during fire responses, training drills, and community outreach events.
2. Photographing equipment, fire stations, and team members in various settings.
3. Editing and delivering high-resolution images suitable for print and web use. A detailed list of desired images will be provided to and discussed with the winning bid.
4. Collaborating with the VRFA team to ensure necessary permissions and protocols are followed during photography sessions.
5. The VRFA holds full rights to the original photography, including electronic files generated pursuant to this RFQ and a resulting contract.

III. TIME SCHEDULE

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|-------------------------------------|---------------------|
| 1. Issue RFQ | April 10, 2025 |
| 2. Submissions Due | May 1, 2025 |
| 3. Notification of award | May 8, 2025 |
| 4. Planning sessions | June 2-5, 2025 |
| 5. Photography sessions | June 9-July 1, 2025 |
| 6. Work submitted, project closeout | July 30, 2025 |

IV. INSTRUCTIONS

Please submit your complete proposals electronically to Kelly.hawks@vrfa.org. For any questions, contact Kelly Hawks at 253.288.5882 or kelly.hawks@vrfa.org.

At a minimum, the RFQ response should include the following:

1. A cover letter introducing your company and summarizing your qualifications.
2. A detailed project plan, including your approach to the ride-along photography.
3. A timeline for project completion.
4. A portfolio of relevant work.
5. A minimum of two references from previous clients, including entity name, contact person, and telephone number.
6. A detailed budget breakdown.

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V. EVALUATION CRITERIA

1. The following may be used to evaluate applicants:
 - a. Quality and relevance of portfolio.
 - b. Experience with public service or emergency services photography.
 - c. Creativity and proposed approach to the project.
 - d. Cost-effectiveness and adherence to budget guidelines.
 - e. Feedback from references.
2. The VRFA may elect to interview individuals as part of the RFQs evaluation process. However, the selection may occur based solely on the submitted RFQ.

VI. EVALUATION COMMITTEE

An Evaluation Committee consisting of VRFA staff will evaluate proposals.

VII. TERMS AND CONDITIONS

1. The VRFA will engage in a qualifications-based selection process when selecting a firm, including evaluating the firm's qualifications, abilities, past performance, and the ability to perform the necessary work on-time and on-budget.
2. The VRFA reserves the right to request clarification of information submitted, and to request additional information from any photographer including, but not limited to, interviewing candidate firms.
3. The VRFA reserves the right to reject any and all submissions, and to waive irregularities and informalities in the submittal and evaluation process.
4. This RFQ does not obligate the VRFA to pay any costs incurred by respondents in the preparation and submission of qualifications.
5. The RFQ does not obligate the VRFA to accept or contract for expressed or implied services.
6. The VRFA reserves the right to retain the services of the next most qualified firm if the successful firm is unable or unwilling to provide services, for any reason, when requested by the VRFA.

VIII. ADDITIONAL INFORMATION

1. Equal Opportunity Employer. The VRFA is an Equal Opportunity Employer. The successful firm must also comply with Washington State equal opportunity requirements.
2. Non-endorsement. If selected, the firm may not refer to the VRFA in any literature, promotional material, brochure, sales presentation, or the like without the express written consent of the VRFA.
3. Non-collusion. Submittal and signature of a statement of qualifications swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the firm has not induced or solicited other to submit a sham offer or refrain from proposing.

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4. Compliance with laws and regulations. The firm that is retained to provide services to the VRFA under this RFQ shall comply with federal, state, and local laws, statutes, and ordinances relative to the execution of all work performed. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.