



HOUSING AUTHORITY  
*of the* CITY of SANTA BARBARA

**REQUEST FOR PROPOSALS**

**for**

**PHOTOGRAPHY SERVICES**

**for**

**2017 ANNUAL REPORT – 2018 CALENDAR**

**for the**

**Housing Authority of the  
City of Santa Barbara**

**808 Laguna Street  
Santa Barbara, CA 93101**

**Rob Fredericks, Executive Director/CEO**

**Date Issued: May 24, 2017**

**Due Date: June 21, 2017 3:00 PM PST**

## **REQUEST FOR PROPOSAL**

May 24, 2017

### **I. Introduction**

The Housing Authority of the City of Santa Barbara ("Housing Authority") is one of the nation's most progressive and proactive housing authorities. We own or operate approximately 1,200 apartment units and subsidize another 2,400 households within the City of Santa Barbara. The Housing Authority also provides some ancillary services such as educational, recreational, cultural and job training programs to its residents so as to foster their socio-economic advancement.

As we see the demand for affordable housing increase, the limited affordable housing supply we currently have available is not enough to house the thousands of families in need. As a provider and developer of low-income housing, we have worked diligently to acquire, build, and renovate properties to expand our housing stock in an attempt to meet the City's growing needs.

The Housing Authority believes there is a strong relationship between individuals and their environment, and that decent, safe and affordable housing is a critical foundation for self-sufficiency. The Housing Authority strives to create living environments that provide positive socio-economic opportunities for low-income individuals and families with particular emphasis on special needs clientele. Our motto is, "We provide more than just housing."

### **II. Description of the Project**

The Housing Authority of the City of Santa Barbara is soliciting proposals from individuals and firms interested in providing photography services for our 2017 Annual Report/2018 Calendar project.

The Housing Authority is required to publish an annual report each year listing revenues and net assets, along with information about significant milestones achieved during the previous year. For several years we have combined this Annual Report with a calendar as a means to support our promotion and marketing of our mission and accomplishments through exceptional imagery and narrative. Each year encompasses a theme featuring our affordable housing developments. The Housing Authority works with a professional graphic artist to design and incorporate the photographs into the Annual Report and Calendar. Examples can be obtained on our website at: <http://hacsb.org/news-reports/reports-presentations-2/>.

To this end, the Housing Authority is seeking a qualified photographer to work with the Housing Authority in telling our story in a unique and creative way. This is a time-sensitive project due in its final form in October of 2017, therefore the proposer should be available starting July to provide photographic services.

### **IV. Scope of Services**

The successful firm or individual will be asked to capture numerous images of the Housing Authority's development profile. Services should include:

- Providing high-resolution digital images with lifetime, exclusive rights for print, marketing, online, social media and news media uses. Photographer retains the copyright and credit will be given where possible.
- Providing proofs of all photos.
- Editing/augmenting photos as required.
- Availability for the necessary times/dates, specific dates to be determined, but services and final products must be delivered

## **V. RFP Instructions**

### **a. Contact Information**

This RFP is being issued, as will any addenda, by HACSB. The contact person is:

Jennifer Schipa, Administrative and Public Information Coordinator  
808 Laguna St.  
Santa Barbara, CA 93101  
(805) 897-1035  
[jschipa@hacsb.org](mailto:jschipa@hacsb.org)

### **b. RFP Submission and Format**

By this Request for Proposals, the HACSB solicits proposals to be received by **3PM PST on Wednesday June 21, 2017**. Late submittals will not be accepted.

All requested proposal items requested on this RFP document must be delivered to the Housing Authority's FTP site <https://hacityofsb.sharefile.com/r-r93cfa6aaa114f01b> ) or via thumb drive. Any and all other additional pricing and or support documentation must be included as well for review. Please make sure to include the following:

1. Name, local address, email address and phone number of the company or individual(s) proposed for this contract.
2. The number of years the company/individual has been in business.
3. Your design concept. What story can you tell about the Housing Authority through your photographs and style? What will your design approach be? If possible, provide examples.
4. Examples/portfolio. Submit a portfolio, which includes two to three photographic examples of previous work. Attach a summary for each image, briefly detailing the project.
5. Provide complete pricing for project.

### **c. RFP Terms and Conditions**

HACSB reserves the right to select more than one respondent (and will accept joint venture proposals), to select a respondent(s) for specific purposes or for any combination of specific purposes, and to defer the selection of any respondent(s) to a time of HACSB's choosing.

### **d. Board and Staff Communications**

Under NO circumstances may any member of HACSB or any staff member other than the contact specified in Section VI. a. above be contacted during this RFP process by any entity intending to submit a response to this RFP. Failure to comply with this request will result in disqualification. All questions should be in writing and directed to the individuals identified in Section VI. a above.

### **e. Timeline**

<u>Event</u>	<u>Date</u>
Request for Proposal Released	May 24, 2017
Proposals Due	June 21, 2017 @ 3PM PST
Evaluation Process Begins	June 22, 2017
Award Contract	July 2017

Any questions regarding this Request for Proposal may be directed to Jennifer Schipa at (805) 897-1035 or jschipa@hacsb.org.

The deadline for submissions in response to this Request for Proposals is 3PM PST, Wednesday, June 21, 2017. Telephone or fax responses will not be accepted for this request. It is the intent of HACSB to select a Photographer Services Provider no later than July 2017.

#### **VI. Proposal Evaluation**

The proposals will be evaluated using the following:

No.	Criteria	Points
1	Qualifications & Experience: A statement of the qualifications and experience of the firm on projects that are similar in scope and nature including: <ul style="list-style-type: none"><li>• The firm's organizational staffing and names and qualifications of personnel to be assigned to the project.</li><li>• Outline of recent projects completed that are similar in scope and nature</li><li>• Portfolio with samples of proposer's work</li></ul>	0-25
2	Design Concept: A statement of artistic philosophy and how it relates to this project. Describe how your unique creative voice will help us tell HACSB's story. Proposed concept and design approach for this project.	0-45
3	Fee Structure: Provide an explanation of fee structure for photography services including shooting expenses and editing fees.	0-30
	<b>Total</b>	<b>100</b>

#### **VII. Selection Process**

A committee comprised of Housing Authority staff will assess all proposals on the criteria listed above as well as any additional information provided by the proposer that they feel relevant to this proposal. The committee may elect to invite selected proposers in for interviews/presentations of their ideas. After the selection of the most responsive proposal, the selection committee will negotiate a cost for the proposed work. Should that cost be unreasonable or other considerations prohibit entering into a contract with that firm, the committee will start negotiations with the second most responsive proposer. This process will continue until a proposer is selected with a recommendation to the Housing Authority Board of Commissioners for approval, if required.

The Housing Authority reserves the right to reject any or all proposals, to waive any informalities in the solicitation process, or to terminate the solicitation process at any time, if deemed by the Housing Authority to be in its best interest.