



Caring for Our Coast

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Director

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November 3, 2022

**ADDENDUM ONE
REQUEST FOR STATEMENT OF QUALIFICATIONS FOR
AS-NEEDED PROFESSIONAL DESIGN & PHOTOGRAPHY SERVICES
RFSQ #DBH77**

The Department of Beaches and Harbors issues Addendum One to the As-Needed Professional Design & Photography Services Request for Statement of Qualifications RFSQ #DBH77, which was released on October 19, 2022.

As indicated in the RFSQ, Section 4.2, County Rights and Responsibilities, the County reserves the right to amend the RFSQ by written addendum. Part One of this Addendum contains portions of the RFSQ that have been revised. Part Two of the Addendum contains the answers to the questions that were submitted prior to the deadline of October 27, 2022.

The information contained in this Addendum One supersedes any related information previously provided.

Thank you for your interest in our Request for Statement of Qualifications for As-Needed Professional Design & Photography Services. As a reminder, Statements of Qualifications (SOQs) must be emailed to Contracts@bh.lacounty.gov and must be received no later than 5:00 p.m. Pacific Standard Time on November 17, 2022.

We look forward to receiving your submittals.

Very truly yours,

GARY JONES, DIRECTOR

Angelica Vicente

Angelica Vicente, Contracts Administrator



PART ONE

The information hereunder, specific to the sections discussed below, supersedes any information previously provided as to those sections.

1. Appendix B - Master Agreement Required Forms, Exhibit 7 Minimum Requirements, is deleted from the Request for Statement of Qualifications in its entirety and replaced with the amended Exhibit 7-1, attached to this Addendum One.

All references to Exhibit 7 in the Request for Statement of Qualifications shall hereafter be replaced with Exhibit 7-1.

PART TWO

QUESTIONS AND ANSWERS

The information hereunder, specific to the sections discussed below, supersedes any information previously provided as to those sections.

1. Can the bid be for Photography services, separate from graphic design, or do the firms have to provide both to be responsive?

A1: Yes, vendors may submit a Statement of Qualifications (SOQ) for only photography services, or graphic design services, and/or website design services in accordance with Exhibit 7-1, attached to this Addendum One.

2. Do you foresee a need for video work pertaining to the RFSQ "As-Needed Professional Design and Photography Services"? If not, does your Department have a need for video?

A2: The RFSQ does not include videography services at this time. However, videography services may be added in the future.

3. If we only have one project in the community sector, etc. should we still send a bid to your office? Most of our work is done for private companies not related to community and social services.

A3: Vendors are invited to submit an SOQ if they can demonstrate their ability to provide the required services outlined in Exhibit F (Scope of Services) of Appendix A (Master Agreement) and meet the minimum mandatory qualifications in RFSQ Section 3 for either graphic design services, website design, and/or photography services.

4. We were wondering if you could share any information regarding budget parameters for the As-Needed Professional Design Services RFSQ?

A4: The anticipated annual budget for these services is \$31,000. Note that the County has the sole discretion to expend some, all or none of such budgeted amounts.

REQUIRED FORMS – EXHIBIT 7-1

VENDOR'S SUBMITTAL

Please check one, two or all of the categories below that Vendor's submittal qualifies in:

- ☐ Graphic Design Services
- ☐ Website Design Services
- ☐ Photography Services

Vendor asserts that it meets the Minimum Mandatory Qualifications to provide the service(s) above.

Vendor's Name

Title

Signature

REQUIRED FORMS - EXHIBIT 7 -1

MINIMUM REQUIREMENTS FOR GRAPHIC DESIGN SERVICES

Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in Section 3.0, of this Request Statement of Qualifications (RFSQ).

No.	Minimum Requirement(s) (M/R)	Complies with M/R	
		Yes	No
1	Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, that are confirmed to be disallowed costs by the County department, and remain unpaid for a period of six months or more from the date of disallowance, unless such disallowed costs are the subject of current good faith negotiations to resolve the disallowed costs, in the opinion of the County.		
2	Vendor and/or their principal owner(s) must have a minimum of five (5) years' experience performing significant graphic design consultation and providing expert advice in areas of advertising and community marketing. Three (3) years of this experience must have been for governmental agencies, private companies, and/or non-profit organizations with an emphasis on messaging goals related to environmental sustainability, social marketing, community-building events and programs, educational outreach to vulnerable populations (such as youth in underserved communities), parks and nature centers, aquatic recreational activities, diversity and inclusion in arts and culture, and/or conservation efforts for oceans, beaches, parks, and nature.		
3	Vendor shall include with their SOQ, digital samples of professional graphic design projects (e.g. brochure, advertisement, booklet, pamphlet and/or signage) related to messaging goals mentioned above and completed within the last three (3) years;		
4	Vendor or Vendor's staff member must have a degree in art or design.		
5	Vendor must complete and include with its submittal Exhibits 1-10 of Appendix B (Required Forms).		

REQUIRED FORMS - EXHIBIT 7 -1

MINIMUM REQUIREMENTS FOR WEBSITE DESIGN SERVICES

Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in Section 3.0, of this Request Statement of Qualifications (RFSQ).

No.	Minimum Requirement(s) (M/R)	Complies with M/R	
		Yes	No
1	Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, that are confirmed to be disallowed costs by the County department, and remain unpaid for a period of six months or more from the date of disallowance, unless such disallowed costs are the subject of current good faith negotiations to resolve the disallowed costs, in the opinion of the County.		
2	Vendor and/or their principal owner(s) must have a minimum of five (5) years' experience performing significant website design services.		
3	Vendor must demonstrate its experience with front-end website development and web analytics-driven design (including focus groups, surveys, and usability testing) for prominent websites, including municipalities, governmental agencies, or non-profit organizations, with a minimum average website traffic of 10,000 visitor counts per month. Three such websites must have been designed within the past five (5) years;		
4	Vendor must provide references for at least five (5) organizations in which it has developed websites that are currently in use.		
5	Vendor must complete and include with its submittal Exhibits 1-10 of Appendix B (Required Forms).		

REQUIRED FORMS - EXHIBIT 7 -1

MINIMUM REQUIREMENTS FOR PHOTOGRAPHY AND VIDEOGRAPHY SERVICES

Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in Section 3.0, of this Request Statement of Qualifications (RFSQ).

No.	Minimum Requirement(s) (M/R)	Complies with M/R	
		Yes	No
1	Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, that are confirmed to be disallowed costs by the County department, and remain unpaid for a period of six months or more from the date of disallowance, unless such disallowed costs are the subject of current good faith negotiations to resolve the disallowed costs, in the opinion of the County.		
2	Vendor and/or their principal owner(s) must have a minimum of five (5) years' experience, and/or a minimum of 500 events, providing special event photography services where the number of event attendees ranges from 500-5,000 people.		
3	Vendor must submit a portfolio of such even photography that demonstrates the following: • Professional level ability in technical aspects of photography including, but not limited to: depth of field, proper framing, use of lines, and subject positioning; • Expertise with shooting in the following conditions: day, night, low light, indoor, outdoor, controlled lighting, and minimum available light; • Experience in creatively capturing images that highlight event details, wide angles, event location, establishing shots, interaction with guests via posed photos, candid shots, event branding, and event storytelling; and • Professional level understanding of the camera's functions, including, but not limited to ISO, shutter speed, aperture, formatting cards, syncing cameras, use of pocket wizards, strobes, off camera flash set ups, on camera flash, and settling focal points.		
4	Vendor must provide proof of an inventory of industry standard equipment, including, but not limited to the following (or the equivalent): • Canon 5D or R5 camera bodies; and • Full battery of professional L series lenses, including 16-35, 24-70, 24-1-5, 70-200, 100-400, 35 prime, 50 prime, and 85 prime.		
5	Vendor must complete and include with its submittal Exhibits 1-10 of Appendix B (Required Forms).		