



WASHINGTON STATE  
HOUSING FINANCE  
COMMISSION

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## 2018 CREATIVE SERVICES REQUEST FOR PROPOSALS

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### **BIDDER Q&A *updated 5/4/18***

*This Q&A is updated regularly at the WSFHC website at [wshfc.org/admin/rfpCreativeServices.htm](http://wshfc.org/admin/rfpCreativeServices.htm). To submit a question regarding the Creative Services RFP, email [margret.graham@wshfc.org](mailto:margret.graham@wshfc.org). **Questions were accepted until noon on May 4; this is the last Q&A that will be posted.***

**Q31:** Has the WSFHC received any costs, estimates, or proposals for any of the services or scope of work in this RFP directly from the firms your agency has contracted with previously, prior to the public release of this RFP?

**A31:** *No, we have not received any proposals etc. related to this RFP from our current or previous contractors. They are subject to the same competitive process as everyone else.*

**Q30:** Was this RFP distributed in any other manner than WEBS and/or directly to firms?

**A30:** *Aside from WEBS, we haven't had another widespread distribution of the RFP. We did mention it on social media, and asked some of our partners to forward it to firms they thought might be interested.*

**Q29:** Is there a reason that the document for the Q&A that you provided in this link was not provided via WEBS? And if an oversight, will this result in providing more response time for agencies who have accessed this RFP only through WEBS?

**A29:** *As stated in the RFP itself, the Q&A has been available on our website, [wshfc.org](http://wshfc.org), since a few days after the RFP was released. Because it is a regularly updated document, it made sense to put it on our website instead of posting documents repeatedly on WEBS, which only has a place for "amendments" to the solicitation.*

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**Q28:** Should proposals include website design or development?

**A28:** *No, at this time we do not plan to contract for web-specific creative services.*

**Q27:** Is it your intention to contract with a mix of firms/individuals to provide creative services?

**A27:** *Yes—we have no expectation that all of the services procured in this RFP will be provided by one entity, though it is allowable and possible.*

**Q26:** How many still photographic assignments were undertaken in the last 2 years? How many do you anticipate this next year or two?

**A26:** The Commission generally contracts out three to five photo assignments per year (some assignments may involve multiple shoots).

**Q25:** How many photographers do you have in mind for your list of approved service providers?

**A25:** We are not seeking a minimum or maximum number.

**Q24:** Since there is a request for 5 hard copies of the paper work, what are the roles of the 5 who are reviewing the proposals? Who will make the final selection? Is it a majority vote?

**A24:** The members of the review committee are Commission staff members. The committee will rate and discuss the proposals and come to a consensus about the finalists to be interviewed, and later the final selection.

**Q23:** What is the sign off/approval process for each job?

**A23:** The Commission's communications manager or designee is responsible for signing off on creative work.

**Q22:** Will there be an art director on site to review and approve the digital proofs during each photo shoot? If the answer is no to an on-site art director, and the photographer applies his/her best judgment during the shoot and a change, for whatever reason is requested, I'll expect that a full rate, 2<sup>nd</sup> charge, will be paid by the Commission to re-shoot the assignment. Is that correct?

**A22:** Usually Commission staff or a designee would join the photographer on site to help put subjects at ease, provide artistic input, and assist with photo equipment if helpful, but not to review/approve proofs. In the rare event that re-shoots were necessary, the Commission and the photographer would discuss appropriate compensation. Bidders are not expected to incorporate this into their proposed cost estimates.

**Q21:** You mention interviews; will the photographer be responsible for conducting an interview and writing that for publication?

**A21:** No, photographers are not expected to interview subjects or produce writing.

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**Q20:** Do you require the proposals to be bound in any particular way, as do some government procurements?

**A20:** No.

**Q19:** Can we email our proposal to you instead of mailing copies?

**A19:** No—you must provide five printed copies of your proposal. However, you may provide your work samples digitally, preferably via links. (See A11 and A18.) You can also provide a mix of print and digital work samples. Again, please include context.

**Q18:** Is it acceptable to provide work samples digitally?

**A18:** Please see A11 below. You may provide work samples digitally, preferably online instead of via a CD or flash drive. Please be selective and include context for why these samples demonstrate your ability to meet the requirements of this RFP.

**Q17:** Regarding costs, it acceptable for us to provide specific scope parameters, such as "Assuming condition x and goal y, here are the costs and included services for the following deliverable?"

**A17:** Yes, that is acceptable. In addition to providing their cost per hour, bidders can estimate the number of hours they expect a project to take and explain their assumptions.

**Q16:** To provide a successful cost proposal, can you provide either clarity on maximum budgets, or a sample of previously awarded amounts for similar work?

**A16:** As mentioned in A7 below, the Commission's current contracted amounts with creative firms JayRay Ads & PR, XMedia Communications, and TSquared Design can be found in the list of Agency Contracts for Fiscal Year 2015 at [www.data.wa.gov](http://www.data.wa.gov). [Here is the direct link to the list.](#)

**Q15:** Regarding the "Photography and Videography" section: Can you provide some clarity on the content and subject matter of the photo shoots, to allow us to provide the most accurate cost and capabilities? For example, live events would require multiple photographers while studio shots might only require one; interiors would require unique lighting equipment; etc.

**A15:** Most photo shoots for the Commission are of individuals and families who have benefitted from our programs and almost always take place at the subjects' home, apartment, or neighborhood. If you look through the recent reports on [our Publications page](#), you'll get a sense of the kinds of photos we most often need.

**Q14:** Regarding the "Writing and Content Development" section: Can you provide some clarity on the structure and content of the interviews, as guided by the Commission? Would the interviews be based on content goals directed by the Commission, or is a portion of the contractor's scope in working to identify what the interviews should be about?

**A14:** Interviews are based on content goals directed by the Commission. For example, a contractor might be asked to interview new homebuyers in order to write a story for the annual report about how a Commission home loan made a difference in their lives. As an another example, the theme and interviewees for the *My View* newsletter are determined as part of the planning process with the Commission's executive director, communications manager, and contractor.

**Q13:** There is an interview noted for finalists. Is this in person? Conference call? Skype?

**A13:** We would prefer to interview finalists in person.

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**Q12:** The Applicant Questionnaire asks for a "Washington State tax registration number." Does this mean that this RFP is exclusive to companies in the state of Washington?

**A12:** Out-of-state companies are not excluded. However, they should address how they would provide the same level of service as those located in Washington. (See also Q1 below.)

**Q11:** For the samples of prior work, how should we submit these? Youtube or Vimeo links to type in, or burn them to a disk? Seems like the easiest way of all would be an email addendum with clickable video links.

**A11:** Bidders are welcome to provide links to the work samples they would like to highlight. However, please link to specific works that you feel are good examples of your capabilities, rather than to an entire portfolio. A brief explanation or context for your samples is also greatly appreciated.

**Q10:** What is the scope of the branding work you anticipate?

**A10:** New branding work would be limited and related just to individual programs of the Commission. We are not seeking to rebrand our organization or most of our programs.

**Q9:** How often is the My View newsletter published?

**A9:** As often as quarterly, however in some years it may be less frequent.

**Q8:** Has the Commission contracted with a video production company before?

**A8:** No, not in the last ten years or so.

**Q7:** What creative contracts has the Commission awarded in the past, including dollar totals and firms chosen, and how can they be looked up?

**A7:** You can find the Commission's current creative contracts (with JayRay Ads & PR, XMedia Communications, and TSquared Design) in the list of Agency Contracts for Fiscal Year 2015 at [www.data.wa.gov](http://www.data.wa.gov). [Here is the direct link to the list.](#)

**Q6:** May I submit my website address as a more wide-ranging introduction to my capabilities?

**A6:** You can certainly include your website address in your proposal and the selection committee will likely visit it. However, you should also select examples per the RFP that you feel best illustrate the fit of your work with the Commission.

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**Q5:** Are you open, as in the past, to dividing up your Writing and Content Development services contracts to different contractors—so that the annual reports, My View, etc. are worked on by separate entities?

**A5:** Yes, we are open to contracting with a suite of contractors to perform different projects and tasks.

**Q4:** Does each task of the project have a maximum allowable dollar amount, or will the totals be determined entirely by the proposals received and the subsequent selections made?

**A4:** We have no specific cost limit for each service area.

**Q3:** Would each firm submit just one proposal covering all of the services at once, instead of separate submissions for each of the services?

**A3:** Yes, we would prefer to receive just one proposal from each entity, regardless of how many services they wish to bid on.

**Q2:** Can we submit the proposals via email?

**A2:** Five physical copies of each proposal must be submitted.

**Q1:** Can firms that are outside the U.S. apply? Would we need to come over there for meetings? Can we perform that tasks related to the RFP outside the U.S.?

**A1:** We will consider any bidders who are licensed to do business in Washington. Out-of-state applicants should address how they would provide the same level of service as those located in Washington. Contractors will be required to meet periodically with Commission staff and to gather photos, videos and customer stories within the state.