



Questions and Answers

On-Call Video and Photo Services RFP Specification No. PR25-0119F

All interested parties had the opportunity to submit questions in writing by email to Brandon Snow, Senior Buyer by date questions were due. The answers to the questions received are provided below and posted to the City's website at www.TacomaPurchasing.org. Navigate to [Current Contracting Opportunities / Services Solicitations](#), and then click *Questions and Answers* for this Specification. This information IS NOT considered an addendum. Respondents should consider this information when submitting their proposals.

- 1. Question: When you say “on call,” do you mean short-notice availability (e.g., hours or days), or more of a retainer-style relationship with flexible lead times?**

Answer: We expect a retainer-style relationship and hope to give as much notice as possible for most projects. There may be the occasional short-notice request.

- 2. Question: Do you have a general sense of how frequently you anticipate needing photo or video services - weekly, monthly, quarterly?**

Answer: This contract will be a backup to our full-time Senior Communications Analyst dedicated to multimedia work. Projects will be reviewed as they come in and allocated to either our staff or the contracted support. The need for contract video services will vary throughout the year.

- 3. Question: There are a number of ways we could break down rates. For production work, we typically build estimates on a per-project basis since costs are often driven by variables like number of interviewees, locations, lighting, travel, etc. Does TPU have a preferred format for how rates are presented in the proposal? Hourly, by role, by package, or something else?**

Answer: Please provide information regarding hourly rates and how you typically build estimates on a per-project basis. Include any information that can help us get an idea of how you structure costs. We may also ask for total package project costs based on scope.

- 4. Question: Regarding expenses (e.g., mileage, lodging, gear transport), the RFP notes these can be reimbursed but should be accounted for within the contract ceiling. Would you prefer those costs be included in our rates, or listed separately as reimbursables with prior approval?**

Answer: We prefer these additional expenses to be tracked separately for reimbursement. All expenses must be pre-approved and receipts provided.

- 5. Question: Lastly, what digital media system is currently used to store video and photos (e.g., cloud platform, internal server)? Are there any areas where you'd like to improve access, organization, or archiving that we should consider in shaping our**



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support?

Answer: We use a combination of internal file servers and cloud-based storage via PhotoShelter. We use the drafting/feedback tools in Vimeo and it is where we upload finals. We may request support/consultation when reviewing current tools, systems, etc. for improvement.

- 6. Question: Could you please clarify what TPU means by “On-Call Video and Photo Service”? Does on call mean being available immediately 24/7 for shoots or being available to discuss projects planning and coordinate for upcoming events?**

Answer: We expect a retainer-style relationship and hope to give as much notice as possible for most projects. There may be the occasional short-notice request.

- 7. Question: In terms of submitting bids, should we be quoting costs per individual project or providing a general rate structure for the services listed (e.g., Event Photography, Interviews, Documentary, Social Media Content)?**

Answer: Please provide a general rate structure for services or by hour. Include any information that can help us get an idea of how you structure costs.

- 8. Question: Could you also provide an estimate of how many video/photo assignments are expected on a monthly or yearly basis?**

Answer: This contract will be a backup to our full-time Senior Communications Analyst dedicated to multimedia work. Projects will be reviewed as they come in and allocated to either our staff or the contracted support. The need for contract video services will vary throughout the year.

- 9. Question: Are you accepting submissions from outside of Washington? Would an Portland based business submissions be accepted/appropriate?**

Answer: We are not accepting submissions outside Washington State due to costs related to travel/lodging/etc.

- 10. Question: Can you provide a general estimate of how often Tacoma Public Utilities has requested photo or video services in past years (e.g., the number of projects per month or per year)?**

Answer: We have one full time staff member dedicated to multimedia work and others that support as needed. We have hired outside support approximately 5 times in the last year.

- 11. Question: Are there expected turnaround times for specific deliverables (e.g., event recap clips within 48–72 hours, long-form pieces within 2 weeks)?**

Answer: We do not have outlined expected turnaround times for specific deliverables;



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however, we plan to communicate expected timelines and milestones before each project is assigned.

- 12. Question: Does the City of Tacoma require ownership of all RAW video/photo files, or will finished deliverables suffice unless otherwise requested?**

Answer: We require ownership of all RAW video/photo files.

- 13. Question: Are there any specific resolution/file format requirements we should plan for (e.g., ProRes, MP4, specific DPI for photo assets)?**

Answer: We shoot photography in RAW, with working versions saved as JPGs. Video content is shot in 4k raw, with final products viewed in HD 1080p. We expect the awarded consultant to provide their professional recommendation on resolution and file formats.

- 14. Question: Does the City anticipate needing motion graphics or animation work for these projects, or should that be listed as an optional add-on?**

Answer: We may occasionally need motion graphics and animation work for projects.

- 15. Question: Will requests typically be made with advance notice, or is there a need for rapid-response/on-call same-day availability?**

Answer: It is very rare that we will have rapid-response/same-day requests but it could happen. Most projects will include scoping documentation, a kick-off meeting, and agreed timelines/milestones.

- 16. Question: If [awarded vendor] works with consistent, vetted subcontractors (editor, animator, drone op), is full subcontractor listing required now or only upon contract award?**

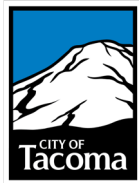
Answer: Please include a full listing of all subcontractors you would intend to work with at this time.

- 17. Question: While the RFP notes no hyperlinks in proposals, are web-based video portfolios (hosted on YouTube, Vimeo, etc.) acceptable as part of the "project examples" if clearly described in the PDF?**

Answer: Yes.

- 18. Question: We understand Net 30 is standard, but does the City allow milestone-based or percentage-based payment terms (e.g., 25%–50 % upfront or at project phases) for smaller firms with cash flow considerations? If not, are any programs in place to support certified SBE/MBE vendors during multi-phase deliverables?**

Answer: Net 30 payment of any invoice submitted is the City's default in our contracts. We strive to pay substantially faster than that. When necessary, progress payments could be a negotiated element of each project.



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19. Question: Will this contract result in a list of multiple on-call vendors, or is the City seeking to award this to a single provider?

Answer: We are seeking to award this to a few vendors.

20. Question: Will shoots occur primarily in public-facing spaces, or should we be prepared to coordinate access through TPU or other departments for locations like substations, infrastructure sites, etc.?

Answer: When appropriate, we will coordinate access for projects and ensure appropriate permissions and escorts are in place.

21. Question: Does this contract include any provisions for rapid-response coverage during utility emergencies (e.g., storm damage, outages), and how would those be prioritized or scheduled?

Answer: No, this contract focuses on planned project work. It is rare that rapid-response support will be requested.