



Request for Proposals (RFP)

City of Torrance | 3031 Torrance Blvd, Torrance CA 90503 | www.TorranceCA.Gov

RFP No. B2015-22

RFP to Provide Still Photography Services for the City of Torrance

RFP Submittal Information

Proposals may be mailed or hand delivered. No faxed proposals will be accepted.
Late proposals will not be accepted. No Exceptions

Location:	Office of the City Clerk 3031 Torrance Blvd. Torrance, CA 90503
Date:	Monday, August 10, 2015
Time Deadline:	3:00 p.m. Local (Pacific) Time

Submittal Requirements

An original plus eight (8) printed copies and one (1) CD of your response must be submitted in a sealed envelope and clearly labeled in the lower left corner, "RFP to Provide Still Photography Services for the City of Torrance RFP B2015-22" This will be the only official response accepted. Your submittal must include the following:

- Vendor's Response (Section III of this document pages 8 through 17) on the forms provided and in the order outlined in this RFP in Section II General Requirements. If additional space is required, please attach additional sheets/pages.
- Proposer's Affidavit (Attachment 1)

Proposers that do not provide these items in their proposal will be disqualified and their proposal will not be evaluated.

Prior to the award of a Contract
The successful vendor, must submit the following to the City of Torrance

- Proof of insurance, as indicated in the terms and conditions of this RFP document
- Proof of a City of Torrance Business License, please contact the City of Torrance Business License Office at (310) 618-5923.

Questions Regarding this RFP Must be Submitted in the Form of an E-Mail

- Your E-mail must include the RFP number and RFP title in the subject heading.
- The deadline to submit questions is 12:00 Noon Pacific Time on Monday, July 27, 2015
- Your questions must be directed to:

Michael D. Smith
Cable and Community Relations Manager
WebRedesign@TorranceCA.Gov

SECTION I RFP INSTRUCTIONS AND INFORMATION

Notice is hereby given that sealed proposals will be received in the office of the City Clerk, City Hall, 3031 Torrance Boulevard, Torrance, CA, until 3:00 p.m. on Monday, August 10, 2015. An original plus eight (8) printed copies and (1) CD of each proposal must be submitted in a sealed envelope and clearly labeled in the lower left corner "RFP to Provide Still Photography Services for the City of Torrance RFP B2015-22"

The City of Torrance:

The City of Torrance is situated on the western side of Los Angeles County. It is bordered by the Palos Verdes Peninsula on the south, the City of Gardena on the north, the City of Redondo Beach on the north and west boundaries, the City of Lomita on the east and the Pacific Ocean on the west. The City encompasses an area of approximately 21 square miles, 329 miles of Streets, 1870 intersections, 550 miles of sidewalks, 47,000 Street Trees, 6 Public Libraries, a Municipal Airport, 46 Parks & Recreation Amenities, 6 Fire Stations, 1 Police Station and 1 Police Community Center, and has an estimated population of approximately 146,115, which makes Torrance one of the top 10 cities in Los Angeles County in regards to population.

Overview:

The City of Torrance ("City") is soliciting proposals for photography services for the City. The City's needs are outlined in the following Request for Proposal ("RFP"). The City is seeking a qualified photographer(s) to capture high quality images representative of our great city. Many of the images will be used on the City's website, in print, social media, and other ancillary materials. (The City is in the process of a complete redesign of its website www.TorranceCA.Gov). The successful vendor must have seasoned experience in photographing people, places, and things. We are seeking dynamic, eye-catching still imagery that showcases our City in a unique and compelling vision.

Definitions:

Word	Definition as applied to this RFP
City	The City of Torrance, California
Vendor, Contractor, Proposer, Firm or Consultant, Photographer	The person, firm, company or corporation providing services to the City, or submitting a proposal in response to this RFP
Contract, Purchase Order, Agreement, Purchasing Agreement	The agreement between the awarded Vendor and the City as a result of this Request for Proposals

Proposal Submittal Form:

The proposal must be made on the form provided for that purpose, enclosed in a sealed envelope, and marked in the lower left corner "RFP to Provide Still Photography Services for the City of Torrance RFP B2015-22" and addressed to the City Clerk, City of Torrance, 3031 Torrance Blvd., Torrance, CA 90503. If an individual makes the proposal, it must be signed by that individual, and an address, telephone (and fax number if available) must be given. If made by a business entity, it must be signed by the person(s) authorized to execute agreements and bind the entity to contracts. A full business address, telephone (and fax number if available) must be given. No telegraphic, fax or telephonic proposal will be considered.

Blank spaces in the proposal form must be filled in; using ink, indelible pencil, or typewriter, and the text of the proposal form must not be changed. No additions to the form may be made. Any unauthorized conditions,

limitations, or provisos attached to a proposal will render it informal and may cause its rejection. Alterations by erasure or interlineations must be explained or noted in the proposal form over the signature of the Proposer.

All responses to this RFP become the property of City upon receipt and will not be returned to the Vendor. Selection or rejection will not affect this right. The City reserves the right to use any or all of the ideas or adaptations of the ideas contained in any response received, excluding case study materials or other reference materials prepared for clients of Vendor. Any confidential/proprietary information submitted in response to this request must be readily identified, clearly marked and separated from the rest of the response. Co-mingling of confidential/proprietary and other information is not acceptable. Submittals will be handled in accordance with applicable federal and state public records laws and procurement regulations. Neither cost information nor the total response will be considered confidential/proprietary.

Responses must be signed by a duly authorized official of the Vendor. Consortiums, joint ventures, or teams submitting responses will not be considered responsive unless it is established that all contractual responsibility to City with regard to the project will rest solely with one contractor or legal entity, which must not be a subsidiary or affiliate with limited resources. Each response must indicate the entity responsible for execution on behalf of the team.

Questions:

Questions must be submitted in writing via email to Michael Smith, Cable and Community Relations Manager, WebRedesign@TorranceCA.Gov by 12:00 P.M. Noon, local Pacific time on Monday, July 27, 2015. No questions will be answered by telephone. Questions submitted after this date will not be answered. Written answers and any other changes to the RFP will be sent (via email or the US Postal Service) to all known perspective proposers as an addendum to the RFP.

Errors and Omissions:

The proposer will not be allowed to take advantage of any errors and/or omissions in these specifications or in the proposer's specifications submitted with its proposal. Full instruction will always be given when errors or omissions are discovered.

Proposers Examination of Requirements:

The Proposer is required to examine carefully the site, the instructions, information and specifications of this document, investigate the conditions to be encountered, the character, quality and quantities of work to be performed as required by this document. Submission of a proposal will be considered prima facie evidence that the Proposer has made such examination.

Reservation:

The City reserves the right to revise or amend these specifications prior to the date set for opening proposals. Revisions and amendments, if any, will be announced by an addendum to this RFP. If the revisions require additional time to enable vendors to respond, the City may postpone the opening date accordingly. In such case, the addendum will include an announcement of the new proposal submittal due date.

All addenda must be attached to the proposal. Failure to attach any addendum may render the proposal non-responsive and cause it to be rejected.

The City reserves the right to award a contract to a company solely on the basis of the initial proposal submitted. The City reserves the right to require more information and clarification on information submitted in the proposal to complete the evaluation.

The City Council reserves the right to reject any and all proposals received, to take all proposals under advisement for a period not to exceed ninety (90) days after the date of the opening, to waive any informality on any proposal, and to be the sole judge of the relative merits of the material and or service mentioned in the

respective proposals received. The City reserves the right to reject any proposal not accompanied with all data or information required.

This Request for Proposals does not commit the City to award a contract or to pay any cost incurred in the preparation of a proposal. All responses to this RFP document become the property of the City of Torrance.

The City reserves the right to examine all factors bearing on a Proposer's ability to perform the services under the contract. The City reserves the right to reject any proposal not accompanied with all data or information required. The City reserves the right to cancel this solicitation, without penalty, at its sole discretion.

Affidavit:

An affidavit form is enclosed (Attachment 1). It must be completed signifying that the proposal is genuine and not collusive or made in the interest or on behalf of any person not named in the proposal, that the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal or any other person, firm, or corporation to refrain from proposing, and that the proposer has not in any manner sought by collusion to secure for itself an advantage over any other proposer. Any proposal submitted without an affidavit or in violation of this requirement will be rejected.

Independent Contractor:

The successful proposer is, and will at all times remain as to the City, a wholly independent contractor. Neither the City nor any of its agents will have control over the conduct of the Contractor or any of the Contractor's employees, except as otherwise set forth in the awarded Agreement. The Contractor's agents and employees are not and will not be considered employees of the City for any purpose. The Contractor may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the City. The City has no duty, obligation, or responsibility to the Contractor's agents or employees under the Affordable Care Act. The Contractor is solely responsible for any tax penalties associated with the failure to offer affordable coverage to its agents and employees under the Affordable Care Act and any other liabilities, claims and obligations regarding compliance with the Affordable Care Act with respect to the Contractor's agents and employees. The City is not responsible and will not be held liable for the Contractor's failure to comply with the Contractor's duties, obligations, and responsibilities under the Affordable Care Act. The Contractor agrees to defend, indemnify and hold the City harmless for any and all taxes and penalties that may be assessed against the City as a result of the Contractor's obligations under the Affordable Care Act relating to the Contractor's agents and employees.

Evaluation of Proposals:

The City will be the sole determiner of suitability to the City's needs. Proposals will be rated according to their completeness and understanding of the City's needs, conformance to the requirements of the technical specifications, compatibility with the City's current technology and operations, prior experience with similar scope of work, financial capabilities, delivery, and cost. Cost including any ongoing maintenance and support cost will be reviewed to determining which proposal best meets the needs of the City.

The City will take into consideration a local Torrance vendor sales tax rebate of 1% for proposals submitted by a Torrance vendor that include a material component.

The City's project evaluation team (Citywide Web Project Management Team) will evaluate proposals based on the evaluation criteria listed below. Points will be assigned to each criterion up to a maximum of 100 points. Proposals will be ranked and that ranking will be made public.

Description of Evaluation Criteria	Possible Points
Experience and Capability: The experience and quality of work the vendor and vendor's personnel that will be assigned to this project have with similar projects as included in this RFP. The quality of work and level of commitment to this project. The capabilities and accomplishments of the individuals that will be involved in The City of Torrance project.	50
Management Qualifications: The qualifications of the Vendor in terms of their ability, experience, and reliability in performing and managing work within a schedule and budget.	10
Cost Information: Project cost, determined from the fees provided by the Vendor	20
References and Other Necessary Factors: Information provided by Vendor's references addressing the knowledge, skills, abilities and performance of the Vendor to complete the work outlined in this RFP. Other factors that may be determined by City to be necessary or appropriate in its discretion	20
Maximum Total Points =	100

PART I – Evaluation of Proposals: After receipt of proposals for this project, the City's project evaluation committee (Citywide Web Project Management Team) will evaluate proposals based on the criteria listed in this RFP and develop a short list of qualified Vendors. At the discretion of the evaluation committee, vendors on this short list may then be invited to interview with the City.

PART II – Interview and Negotiations: At the time of the interview, invited vendors will discuss the project with the team using the tasks outlined in the Scope of Work section of the RFP. As indicated in this RFP, the pricing submitted (and initially evaluated) is to be a not to exceed amount. Proposers may at the time of the interview present a list of additional services and associated costs that are not covered in the City's scope of work. The City may add or change the scope of work during the interview process as part of the negotiations.

PART III – Post Interview Evaluation: After the completion of the interviews and the scoring of the interview and cost components, the City's project evaluation committee will invite the highest ranking proposer to negotiate a final contract as a result of this RFP. If negotiations fail, the next highest ranking firm will be invited to negotiate a final contract.

The Contract:

The vendor to whom the award is made will be required to enter into a written contract with the City of Torrance. Attached is a copy of the City's standardized contract service agreement (Attachment 2), which will be modified to reflect the awarded RFP. A copy of this RFP and the accepted proposal will be attached to and become a part of the contract.

Contract Term:

The initial contract will begin approximately September 2015 and will be for a period of one (1) year. The timeline for completion of the initial photos outlined in Attachment B will be determined during contract negotiations with the remainder of year used for additional photography services on an as requested basis.

Payments:

Complete payment on the contract price will be made in approximately thirty (30) days from date of delivery, or completion and acceptance, unless otherwise provided for in Proposer's proposal or in these specifications. Payments will be made upon verification and acceptance by the City of contract services performed and upon the City's receipt of a correct invoice.

Suspension of Procurement:

The City may suspend, in writing all or a portion of the procurement of materials or services pursuant to this RFP and subsequent contract agreement, in the event unforeseen circumstances make such procurement impossible or infeasible, or in the event City should determine it to be in the best interest of City to cancel such procurement of services or materials.

In the event of termination, selected Proposer will perform such additional work as is necessary for the orderly filing of documents, and closing of project.

The selected Proposer will be compensated for the terminated procurement on the basis of materials or services actually furnished or performed prior to the effective date of termination, plus the work reasonably required for filing and closing.

Notice:

Whenever it will be necessary for either party to serve notice on the other respecting the Agreement, such notice will be served by personal delivery or by certified mail to the following addresses, unless and until different addresses may be furnished in writing by either party or the other, and such notice will be deemed to have been served within seventy-two (72) hours after the same has been deposited in a United States Post Office by certified mail or has been delivered personally, and will be valid and sufficient service of notice for all purposes:

CITY: City Clerk
City of Torrance
3031 Torrance Boulevard
Torrance, CA 90503

VENDOR: Will be determined upon award of contract.

Notice of Intent to Award:

Approximately two (2) weeks prior to the anticipated City Council meeting awarding a contract as a result of the RFP, the City will notify all proposer's of its intent to award. Results will be posted on the City of Torrance Web site http://www.torranceca.gov/PDF/Recommendation_to_Award_Notification.pdf

City of Torrance Bid/RFP Protest Procedures:

The City of Torrance Bid/RFP Protest Procedures may be found on the City of Torrance Web site: http://www.torranceca.gov/PDF/Bid-RFP_Protest_Procedures.pdf

SECTION II TECHNICAL REQUIREMENTS

Overview/Introduction:

The City of Torrance is requesting proposals from qualified vendors for creating a professional library of high-quality stock photographs that best reflect the City and community.

This RFP is intended to be as descriptive as possible. However, Proposers may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over installation or performance, the needs of the City of Torrance will govern.

Scope of Work:

Provide the City with a library of professional photographs that best reflect the City and community.

Photographs provided must be high quality images that create excellent first-impressions of the City and establish a base library of stock photographs.

At the onset of the project, the successful proposer will provide photographs as listed in Attachment B titled, Photographic Subject Matter. Upon completion of the photos listed, the photographer may be asked to provide additional photographs on an as requested basis for a period of up to one year.

General Requirements:

Proposer must provide a website showing samples of their digital photography.

The awarded proposer must follow the City of Torrance Photographer Guidelines as outlined in Attachment A.

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Request for Proposals (RFP)", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

Name of Company		

Street Address	City	Zip Code

Telephone Number	Fax Number	

Printed Name/Title	E-Mail Address	

Signature	Date	

Website for viewing proposer's digital photographic work: www. _____

Form of Business Organization: Please indicate the following (check one);

Corporation Partnership Sole Proprietorship Other: _____

Do you have a Parent Company? No Yes, _____
(Name of Parent Company)

Do you have any Subsidiaries? No Yes, _____
(Name of Subsidiary Company)

Business History:

Years in business under your current name and form of business organization? _____ Years
If less than three (3) years and your company was in business under a different name, what was that name?

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information:

_____	_____
Printed Name	Title
_____	_____
Telephone	E-Mail Address

Proposal Submittal (continued):

Vendor Name: _____

Addenda Received: Please indicate addenda information you have received regarding this RFP:

Addendum No.	Date Received

Addendum No.	Date Received

No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? _____

Project Start and Completion:

The City requires the project to start as soon as possible from the award of a contract and the project completed as soon as possible. Specific time frames that are mutually agreed upon will be established after award of a contract.

Time Line:

Please indicate how many calendar days you will need to photograph process and deliver to the City of Torrance all of items listed on Attachment B titled, Photographic Subject Matter.

_____ Calendar Days

Renewal Option:

After the initial one (1) year term, the City may want to retain the services of the awarded vendor to provide services on an as requested basis for an additional year. Please state, if requested by the City, if you would agree to a renewal of this contract with price structure, terms and conditions unchanged.

Yes _____ we would agree to add one (1) additional year (after initial 1 year contract term)

Yes _____ we would agree to add two (2) additional years (after initial 2 year contract term)

No _____ we would not be interested in renewing this contract.

Contract Representative:

Please provide the name of the individual at your company who will be responsible for administering this contract.

_____		_____	
Name		Title	
_____	_____	_____	
Cell Phone Number	Fax Number	Email Address	

Proposal Submittal (continued):

Vendor Name: _____

References:

Provide at least three references for which you have provided the same type of work as outlined in this RFP. California Municipal governments are preferable.

1. _____
Company Name

Street Address City State Zip Code

Contact Name Telephone Number E-Mail Address

2. _____
Company Name

Street Address City State Zip Code

Contact Name Telephone Number E-Mail Address

3. _____
Company Name

Street Address City State Zip Code

Contact Name Telephone Number E-Mail Address

4. _____
Company Name

Street Address City State Zip Code

Contact Name Telephone Number E-Mail Address

5. _____
Company Name

Street Address City State Zip Code

Contact Name Telephone Number E-Mail Address

Proposal Submittal (continued):

Vendor Name: _____

RFP Submittal Requirement and Acknowledgement	
Vendors are required to answer each of the questions listed below. You must indicate below that you have provided this information in your proposal submittal. You must attach additional sheets to your RFP submittal describing in detail the service you are proposing.	
RFP Scope of Work Questions	Indicate what page in your proposal you have answered this question.
Did you include original plus 8 copies and 1 CD of your RFP Submittal?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you include a signed Affidavit Form with your RFP Submittal?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you attach additional sheets to provide the required information on pages 11-15 of this RFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ___ of our submittal.
Did you include References and Experience for subcontractors if subcontractors will be used for this project?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A no subcontractors Page ___ of our submittal
Have you included Proposed Alternative Language to City's Pro Forma Consulting Services Agreement (if applicable)	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ___ of our submittal
Unless otherwise specified, it is understood that any and all rights in perpetuity including editing, printing, duplication, distribution and all other copyright ownership entitlements and privileges regarding proofs, final, sample prints, DVD's, or any other media (including but not limited to digital) in connection with this project thereof, will remain the sole property and authority of the City of Torrance. Use of such work may not be used for advertising display, or any other purpose, without express written consent of the City of Torrance.	<input type="checkbox"/> Yes, understood. <i>(You must check this box for your proposal to be considered).</i>
Please provide the website address showing samples of your digital photography. Please make sure that the address is correct and that the website is working	Enter Website Information Below

Price Proposal	
In accordance with your "Request for Proposal", the following price proposal is submitted to the City of Torrance. We understand that our price submittal is a not to exceed amount and that if we are selected to enter into negotiations with the City the pricing may be adjusted down unless additional services are requested and pricing will be negotiated and adjusted accordingly.	
Category Description (Vendor must attached a full description for each category explaining what they are proposing) All services must be itemized. Do not bundle.	Proposal Not to Exceed Amount by Category Description
Flat Rate for all photos listed on Attachment B	\$
Hourly Rate to provide additional work that may be requested during the term of the project	\$ /hour

Photographic Subject Matter

Department	Who	What	Where	When
CIT	Cable Vault	Exterior Underground Vault; Open Lid With Technician Splicing Cables (Staged)	Several Possible Locations; To Be Determined	Clear Day
CIT	City Hall Radio Tower	Exterior Tower And Antennas	3031 Torrance Blvd – Rear Parking Lot	Any Clear Day; Blue Background/White Clouds
CIT	Data Center	Interior Equipment Racks	3031 Torrance Blvd – CH Basement	Anytime
CIT	DigAlert Marking	Exterior Parkway Areas; 2 Technicians Surveying And Marking Conduits For Digging	Several Possible Locations; To Be Determined	Clear Day
CIT	IT Staff Assisting Staff	To be determined at the time of the photo shoot.	3031 Torrance Blvd – 2nd Floor	To be determined at the time of the photo shoot.
CIT	PBX Switch Room	Interior Equipment Racks; Technician Replacing A Card, Etc.	3031 Torrance Blvd – WA Basement	Anytime
CIT	Police Radio Towers	Exterior Towers And Antenna With Employee Climber	3300 Civic Center Drive – Roof Top	Any Clear Day; Blue Background/White Clouds
CIT	Public Safety Consoles	Interior Dispatch Consoles; W/O Personnel	3300 Civic Center Drive – 2nd Floor	Anytime
CIT	Staff Working In Field With Computer	To be determined at the time of the photo shoot.	3031 Torrance Blvd – 2nd Floor	To be determined at the time of the photo shoot.
City Clerk	City Scape	Palm Trees Overlooking Structures With Sun Background, Facing East	Police Department East Door Balcony 3300 Civic Center Drive,	Early Morning At Sunrise
City Clerk	File Room	Map Rolls	City Hall Basement	Anytime
City Clerk	Voting Booth/Polling Places	Various locations, volunteers working, voters turning in ballots	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Citywide	Armed Forces Day Parade	To be determined at the time of the photo shoot.	3031 Torrance Blvd	To be determined at the time of the photo shoot.
Citywide	City Hall	exterior and interior of building, fountain, council chambers, City Clerks entry	3031 Torrance Blvd	clear morning
Citywide	City Yard	exterior of buildings, staff working in garages, prepping buses, staff leaving for the field, etc.	To be determined at the time of the photo shoot.	clear morning during normal business hours
Citywide	City Yard Entry	To be determined at the time of the photo shoot.	20500 Madrona	To be determined at the time of the photo shoot.
Citywide	El Prado Street Scene	Wide Shot Of Street With Lighting And Preferably Active Citizens On Sidewalks	El Prado East Of Cravens	Dusk
Citywide	Historic Airplanes At Torrance Airport	To be determined at the time of the photo shoot.	General Aviation Center	To be determined at the time of the photo shoot.
Citywide	Human Resources Building	exterior of building, interior of building, staged applicant	3031 Torrance Blvd	clear day
Citywide	Memorial Square In Front Of Torrance High School (Ted Inouye)	To be determined at the time of the photo shoot.	2200 W Carson St, Torrance, CA 90501	To be determined at the time of the photo shoot.
Citywide	Permit Center Building Entry	To be determined at the time of the photo shoot.	3031 Torrance Blvd	To be determined at the time of the photo shoot.
Citywide	Permit Center Internal	Staff And Citizens Working	3031 Torrance Blvd	To be determined at the time of the photo shoot.
Citywide	Staged Person(s)	Person registering for alerts on desktop and mobile devices.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Citywide	Torrance Bridge	Facing West With New Lighting On	Torrance Blvd	Dusk
Citywide	Torrance Steamers	To be determined at the time of the photo shoot.	Wilson Park	"Run" Day
Citywide	West Annex	Commission room staged meeting, community service staged registration window	3031 Torrance Blvd	anytime
CMO	Community Participation	Citizen Involvement	Public Meetings	Anytime
CMO	Kashiwa	Group Visit	To be determined at the time of the photo shoot.	Anytime

Photographic Subject Matter (continued)

Department	Who	What	Where	When
CMO	Mayor Furey	In his office @ City Hall/3 rd Floor	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
CMO	Training	Employees In Training Classes	To be determined at the time of the photo shoot.	Anytime
CMO	Veterans Memorial Wall	Memorial	Corner Of Torrance Blvd. And Maple Ave.	Morning Or Afternoon (Best Light)
CMO	Youth Programs	Youth Council, Kashiwa Exchange, And Students And Government Day	To be determined at the time of the photo shoot.	Anytime
CMO/Cable	City Scope	Wide Shot Of City Looking North Toward Downtown	5101 Calle De Ricardo	Clear Day, Optimum After Rain Or High Winds, Early Morning
CMO/Cable	Digital Sign	Facing East, Full Shot Of Sign With Lawn And Street	3331 Torrance Blvd (In Front Of Plunge)	Late Afternoon
CMO/Cable	Telecommunications Center	Building Exterior	3350 Civic Center Drive	Morning
CMO/Cable	Telecommunications Center	Post-Production Suite	3350 Civic Center Drive – 1st Floor	Anytime
CMO/Cable	Telecommunications Center	Master Control	3350 Civic Center Drive – 1st Floor	Anytime
CMO/Cable	Telecommunications Center	Production Control	3350 Civic Center Drive – 1st Floor	Anytime
CMO/Cable	Telecommunications Center	Studio - CitiCABLE	3350 Civic Center Drive – 1st Floor	Anytime
CMO/Cable	Telecommunications Center	Studio - Tctv	3350 Civic Center Drive – 1st Floor	Anytime
CMO/Cable	Telecommunications Center	Administrative Offices	3350 Civic Center Drive – 2 nd Floor	Anytime
CMO/Cable	TV Crew	Reporter, Photographer, Camera Interviewing Someone	Anywhere, Will Schedule	Day Time
CMO/Econ Development	Bridge	Establishing Shot Various Angles	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Centennial Plaza	Establishing Shot Various Angles	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Hometown Heroes Banners	Selected Shots Of Some Of The Banners Along Torrance Blvd.	Torrance Blvd.	Morning Or Afternoon (Best Light)
CMO/Econ Development	Iconic Business Building's Exterior	Honda, Toyota, Sunrider, Robinson, Pelican, Breweries, Red Car Brewery, The Depot, Etc.	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Iconic Business Building's Exterior	Honda, Toyota, Sunrider, Robinson, Pelican, Etc.	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Major Commercial Corridor	Hawthorne Blvd., PCH	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Monument Signs	Especially Off PV Hill Entering Torrance With The Ocean In Background	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	PCH / Car dealership row	Dealerships along Pacific Coast Highway	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
CMO/Econ Development	Shopping Centers	Throughout Torrance, Del Amo Fashion Center, Downtown Business Street Scenes	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Torrance Beach	Coastal View	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Wide Exterior Establishing	Office Parks	To be determined at the time of the photo shoot.	Anytime
CMO/Econ Development	Wide Exterior Establishing	Auto Dealerships (Frontage With Signs)	To be determined at the time of the photo shoot.	Anytime
Community	David Hadley District Office	3460 Torrance Blvd – interior/exterior w/ Hadley at his desk, staff in the office, any seal/signage	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Del Amo Fashion Center	Interior/Exterior – progression of renovation / lifestyle wing as well as new interior of the mall /Food court	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.

Photographic Subject Matter (continued)

Department	Who	What	Where	When
Community	El Camino College	Exterior /Interior – classrooms, students on campus, blue safety lights, various buildings on campus	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Exercising	People at the gym exercising. Torrance South Bay YMCA, South End Racquet Club, 24 Hour Fitness, Private Crossfit & personal gyms – generic shots of men and women exercising	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Fast Food/Restaurant Chains	McDonald's, Del Taco, Wendy's, Chipotle, Subway, Quizno's, Olive Garden, Marie Calendar, the various chains along Hawthorne Blvd/Torrance Blvd and PCH.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Haggen Market	Albertson's on Hawthorne/Torrance will become a Haggen	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	LA County Supervisor Don Knabe	825 Maple Avenue Room 109 Torrance – Torrance office	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Little Company of Mary Hospital	Exterior/Interior	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Rodium	Torrance Swap meet/ exterior/Interior	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Torrance Historical Society & Museum	Interior/Exterior, memorabilia housed at the museum	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community	Torrance Memorial Medical Center	Exterior/Interior	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community Services/Cultural Services	Bunka Sai Festival	Vendors, Dancers, Food, Performers, Bonsai Trees, Etc.	Cultural Arts Center 3330 Civic Center Drive	Photos On File With Cable
Community Services/Cultural Services	Ceramics Studio	Ceramics Studio When Classes Are In Session	Cultural Arts Center 3330 Civic Center Drive	Monday Or Thursday During Class
Community Services/Cultural Services	Cherry Blossom Festival	Columbia Park, Vendors, Dancers, Drummers, Visitors	Columbia Park	Photos On File With Cable
Community Services/Cultural Services	Children's Art Wing	Classroom With Instructor And Toddlers	Cultural Arts Center 3330 Civic Center Drive	Thursday Mornings
Community Services/Cultural Services	Community Gardens	People Tending Their Plots, Photos Of Well Maintained Plots	Lago Seco Or Columbia Park	Daylight Hours
Community Services/Cultural Services	Crafts Studio	Jewelry Studio When Classes Are In Session And Labs 1 & 2	Cultural Arts Center 3330 Civic Center Drive	Mid-Day
Community Services/Cultural Services	Cultural Arts Center	Dance & Exercise Studios When Classes Are In Session	3330 Civic Center Drive	Day Time
Community Services/Cultural Services	Drawing And Painting Studio	Instructor With Class	Cultural Arts Center 3330 Civic Center Drive	Monday Or Wed. During Class
Community Services/Cultural Services	Entranceway Pillars	Community-Made Tiles	Pueblo And Seaside Heroes Parks	Any Time
Community Services/Cultural Services	Farmers' Market	Fruit And Vegetables Being Displayed, Shoppers, Crowd Shots	Wilson Park 2200 Crenshaw Blvd.	Tuesday Or Saturday 8am To 1pm
Community Services/Cultural Services	Frog Sculpture	Bronze Frog On A Pedestal	201 Paseo De La Playa	Morning Or Dusk
Community Services/Cultural Services	Japanese Garden	Trees And Fish, Overall Shots	Cultural Arts Center	Day Time
Community Services/Cultural Services	Kent Twitchell Mural	On Building Exterior	1220 Engracia Ave.	Day Time
Community Services/Cultural Services	Torrance Art Museum	Building Exterior Including The Patio	3320 Civic Center Drive	Morning Or Dusk

Photographic Subject Matter (continued)

Department	Who	What	Where	When
Community Services/Cultural Services	Torrance Art Museum	Interior Gallery Shots During An Exhibition	3320 Civic Center Drive	Anytime
Community Services/Cultural Services	Torrance Beach	Just The Beach Without Interference	Below Miramar Park	Morning Or Dusk
Community Services/Cultural Services	Torrance Theatre Company Downtown Space	Interior And Exterior Shots When A Play Is In Session	1316 Cabrillo Ave.	Any Time
Community Services/Cultural Services	TTC During Summer Musical	Armstrong Theatre Stage	3330 Civic Center Drive	Any Time
Community Services/Library	Adult	Adult Reading An EReader Or Tablet	Any Of The Libraries	Anytime
Community Services/Library	Adult	Adult Reading A Hardcover Book	Any Of The Libraries	Anytime
Community Services/Library	Adult & Child	Adult Assisting Child With Homework	Any Of The Libraries	Anytime
Community Services/Library	Adult & Reference Desk	Adult Consulting Reference Desk For Assistance/Asking A Question	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Adults	Adults Having A Discussion	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Books	Row Of Library Books	Any Of The Libraries	Anytime
Community Services/Library	Books	Stack Of Library Books	Any Of The Libraries	Anytime
Community Services/Library	Child	Child Checking Out Library Books, Holding Their Library Card	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Child	Child Proudly Holding Up Library Card	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Child Or Teen	Child Or Teen Holding Up An A+ Paper/Assignment	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	El Retiro Library	Building Exterior (With People Walking In And Out Of The Library)	126 Vista Del Parque Redondo Beach	Morning/Daytime
Community Services/Library	Henderson Library	Building Exterior (With People Walking In And Out Of The Library)	4805 Emerald St.	Morning/Daytime
Community Services/Library	Katy Geissert Civic Center Library	Building Exterior (With People Walking In And Out Of The Library)	3301 Torrance Blvd	Morning/Daytime
Community Services/Library	Library Book	Library Book Spread Showing Covers Of Classics Or Perpetual Good Books (Not Books That Will Date)	Any Of The Libraries	Anytime
Community Services/Library	North Torrance Library	Building Exterior (With People Walking In And Out Of The Library)	3604 Artesia Blvd.	Morning/Daytime
Community Services/Library	Older Adult	Older Adult Using A Computer	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Older Adult & Teen/Younger Adult	Older Adult Getting Assistance With A Computer From A Teen Or Younger Adult	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Parent & Child	Parent Reading To Child	Any Of The Libraries	Anytime
Community Services/Library	Southeast Library	Building Exterior (With People Walking In And Out Of The Library)	23115 S. Arlington	Morning/Daytime

Photographic Subject Matter (continued)

Department	Who	What	Where	When
Community Services/Library	Teen	Teen Using A Computer	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Teen	Teen Studying/Doing Homework With Books And Papers	Inside Any Of The Libraries, With A Clear Library Background Such As Books On Shelves	Anytime
Community Services/Library	Walteria Library	Building Exterior (With People Walking In And Out Of The Library)	3815 W. 242nd St.	Morning/Daytime
Community Services/Park Services	Children Or Students Exploring In The Nature Center	Walking Through And Looking At Exhibits Inside The Nature Learning Center	Madrona Marsh Nature Center 3201 Plaza Del Amo	Call Tracy Drake To Schedule (310)782-3989
Community Services/Park Services	Children Playing On The Rocket	Rocket At Los Arboles Park	Los Arboles Park 5101 Calle De Ricardo,	Anytime
Community Services/Park Services	Columbia Park Picnic Area	People Picnicking Or Barbecuing At Park	Columbia Park 4045 190th Street,	Weekends Or Anytime
Community Services/Park Services	Columbia Park Slide	Children Sliding On The Slide	Columbia Park 4045 190th Street,	Anytime
Community Services/Park Services	Construction At Del Thorne Park Bridge	Parks Staff Working On The Delthorne Park Bridge	Delthorne Park 3401 Spencer Street,	Mon - Fri Until June 25th
Community Services/Park Services	Del Thorne Park Bridge	Newly Completed Delthorne Park Bridge	Delthorne Park 3401 Spencer Street,	Any time After Completion Date At The End Of June 2015
Community Services/Park Services	El Retiro Swings	Children Swinging On The Swings	El Retiro Park 126 Vista Del Parque	Anytime
Community Services/Park Services	Greenwood Park Playground	Children Playing On Play Equipment	1520 Greenwood Ave	Anytime
Community Services/Park Services	Kids On The Tree House For All	Kids Playing On The Tree House	Wilson Park 2200 Crenshaw Boulevard,	Anytime
Community Services/Park Services	Lago Seco Park Gazebo	People In The Gazebo At Lago Seco	Lago Seco Park 3920 235th Street	Anytime
Community Services/Park Services	Lago Seco Park Picnic Area	People Picnicking Or Babying At Park	Lago Seco Park 3920 235th Street	Weekends Or Anytime
Community Services/Park Services	Seaside Hero's Park	Entry Arch, Park Area, People Using Play Area, People Walking, People On Bench	22851 Anza Avenue	Anytime
Community Services/Park Services	Toyota Sports Complex	Teams Playing On The Field, Empty Field, Field Lights At Night With Night Games	555 Maple	Anytime Day And Night
Community Services/Recreation		Madrona Marsh	3201 Plaza Del Amo, Torrance, CA 90503	To be determined at the time of the photo shoot.
Community Services/Recreation	Adult Sports Participants	Action Shots Of Adults Playing Adults Sports	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community Services/Recreation	Afterschool Participants	Photos Of Kids Doing Art-Crafts, Whatever, But Smiling/Having Fun	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community Services/Recreation	Aquatic's Participants	Photos Of People Swimming, Or Taking Lessons, Etc.	Clear, Beautiful Pool Water	To be determined at the time of the photo shoot.
Community Services/Recreation	Bartlett Senior Center	Photos Of The Exterior/Interior, With Or Without Participants	1318 Cravens Ave, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Batting Cages & Roller Rink	Photos Of It In-Use	2200 Crenshaw Blvd, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Breakfast W/Santa &/Or Bunny	Photos Of Participants In Themed-Activities	Iconic Program	To be determined at the time of the photo shoot.
Community Services/Recreation	Columbia Park	Community Gardens	4045 190th St, Torrance, CA 90504	To be determined at the time of the photo shoot.

Photographic Subject Matter (continued)

Department	Who	What	Where	When
Community Services/Recreation	Day Camp Participants	Photos Of Kids Doing Art-Crafts, Whatever, But Smiling/Having Fun	Camp T-Shirts MUST Be Evident	To be determined at the time of the photo shoot.
Community Services/Recreation	DH Sport Center	Photos Of The Exterior/Interior	2200 Crenshaw Blvd, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Early Childhood Education	Photos Of Kids Doing Art-Crafts, Whatever, But Smiling/Having Fun	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Community Services/Recreation	Halloween Event	Photos Of Costumed Participants, Youth To Adult & Families, Pumpkin Carved Photos Too	2200 Crenshaw Blvd, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Sea Aire Golf Course	Photos Of The Exterior. A Green/Hole W/Flag. A Tee Space	22730 Lupine Dr., Torrance, CA 90505	To be determined at the time of the photo shoot.
Community Services/Recreation	Senior Citizen Participants	Photos Of Senior Citizens Doing Whatever, But Smiling/Having Fun	Concentrating On The Game Ok Too	To be determined at the time of the photo shoot.
Community Services/Recreation	Special Needs Participants	Photos Of Smiling Special Needs "Athletes"	Iconic Program	To be determined at the time of the photo shoot.
Community Services/Recreation	THE ATTIC-A Torrance Teen Center	Photos Of The Exterior/Interior, With Or Without Participants	2320 W Carson St, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Turkey Trot	Photos Of Runners, "Turkey Hat" & Other Costumed Runners	Start and Finish Sam's Club Parking Lot (Torrance Crossroads Center)	To be determined at the time of the photo shoot.
Community Services/Recreation	Victor E Benstead Plunge	Pool, Pool And The Painting On The West Wall, Etc.	3331 Torrance Blvd, Torrance, CA 90503	To be determined at the time of the photo shoot.
Community Services/Recreation	Wilson Park	Farmers Market	2200 Crenshaw Blvd, Torrance, CA 90501	To be determined at the time of the photo shoot.
Community Services/Recreation	Youth Sports Participants	Action Shots Of Kids Playing Youth Sports	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Fire	Fire Prevention Division	Picture Of Offices With Staff	City Hall	Morning
Fire	Fire Station 1	Station And Helmet Topiary	1701 Crenshaw Blvd.	Morning
Fire	Fire Station 1	Apparatus On Ramp	1701 Crenshaw Blvd.	Morning
Fire	Fire Station 2	Picture Of Station With Apparatus On Ramp	25135 Robinson Way	Morning
Fire	Fire Station 3	Picture Of Station With Apparatus On Ramp	3535 W 182nd St.	Morning
Fire	Fire Station 4	Picture Of Station With Apparatus On Ramp	5205 Calle Mayor.	Morning
Fire	Fire Station 5	Picture Of Station With Apparatus On Ramp	3940 Del Amo Blvd.	Morning
Fire	Fire Station 6	Picture Of Station With Apparatus On Ramp	21401 Del Amo Circle	Morning
Fire	Simulated Fire Incident	Simulation Of Firefighters Fighting Fire	25135 Robinson Way	Morning
Fire	Simulated Fire Incident	Simulated Traffic Accident With A Victim Needing Extrication	25135 Robinson Way	Morning
General Services	Cultural Arts Center	Armstrong Theatre, Toyota Meeting Hall, Nakano Theatre, Japanese Garden	3330 Civic Center Drive	Anytime
General Services	Torrance Airport	Interior/Exterior , private helicopters and planes take off & landing, wide shot of the landing strip, interior of the communications tower	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
General Services	Torrance Airport	General Aviation Center, Zamperini Sign	3301 Airport Drive	Anytime
Police	Emergency Operation Center (EOC)	Staged EOC in use	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Police	Forensics Lab	Staged working	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Police	Police	Generic shots of police cars, motors, patrolling, heading out to a call w/lights sirens	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Police	Police	Generic shots of Animal Control vehicle, rescue, etc.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.

Photographic Subject Matter (continued)

Department	Who	What	Where	When
Police	Police	Station exterior	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Police	Police	Explorer Scouts, Color Guard, K9 Unit, Uniformed officer, Cadet, etc.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Public Works	Freeway Entrance & Exit where Torrance signs are visible	Fwy. from Hawthorne Exit, Redondo Beach/Madrona, Crenshaw and Western Ave all lead into Torrance	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Public Works	residential street	staged with street sweeper, trash can and recycle bins	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Public Works	Road Construction	Fixing up sidewalks & pavements	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Storm water Basins	Amy, Entradero, and Henrietta	landscape photos	To be determined at the time of the photo shoot.	Clear day when basins have water and wildflowers are abundant
Transit	Public Transportation	Taking Torrance buses to downtown LA, Long Beach, Torrance Beach and various popular locations	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Transit	Torrance Buses	Fleet of hybrid buses, fueling, driving along major roads, picking up passengers, digital sign on front of bus / new bus benches, new bus stop shed	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
Transit	Transit	Historic Bus 341	Somewhere In The City	Golden Hour (Early Morning Or Late Afternoon)
Transit	Transit	(New) Buses In Service	Along Various Scenic Locations In Torrance	Midday (No Shadows)
Transit	Transit	CNG Station	City Yard	Early Morning
Transit	Transit	Overhead Photo Of The Mechanics Working In The Shop (There's A Nice View From The Supervisor's Office Or From Across The Mezzanine). I Think It Would Be A Nice Candid Shot	Transit Garage	At Night (With The Shop Lights)
Transit	Transit	Operator's In The Driver's Lounge. Like The Photo Above, It Would Be A Nice Candid Photo. Too Bad The Remodel Isn't Complete.	City Yard	Anytime
Transit	Transit	Ground Breaking At The Regional Transit Center	RTC	I Guess This Depends On The Timing For This RFP And When They Want The Photos Taken. But, This Would Be A Good Photo For Historic Purposes.
Transit	Transit	Vintage Fare Box	City Yard	Anytime
Transit	Transit	Shot Of Line #4 Express Bus In Front Of The Staples Center	Staples Center – Downtown Los Angeles	To be determined at the time of the photo shoot.
Transit	Transit	Overhead Freeway Shot Showing I-110 Traffic And Buses Moving Free In Express/Toll Lane	From Slauson Avenue Bridge	Morning Or Afternoon Peak Hours
Transit	Transit	Artistic Photo Of Bus Going Through The Bus Wash	City Yard	Afternoon
Transit	Transit	Photo Of Passengers On A Bus (We Would Need A Waiver)	On Bus – Various Routes	To be determined at the time of the photo shoot.
Transit	Transit	CNG Bus At The Redondo Beach Pier	Redondo Beach Pier	Sunset
Transit	Transit	CNG Bus At Long Beach Transit Terminal As The Metrolink Passes By (To Show Regional Connectivity)	Long Beach Transit Terminal	Anytime (When Metrolink Is Running)
Transit	Transit	Photo Of The Bus Canopy (To Show The New Clean Air Technology That Transit Is Promoting)	City Yard	Anytime

Photographic Subject Matter (continued)

Department	Who	What	Where	When
TUSD	Elementary	Exterior of each campus, classroom shots of various age groups, campus auditorium, classroom close up shots of kids learning, technology in the classroom, teachers in front of class, teachers working w/ students at their desk, cafeteria, food, lunches/meals served, kids eating.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
TUSD	Go For Broke Non-Profit Organization	Interior/Exterior	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
TUSD	High Schools in Torrance	Exterior of each campus, classroom shots of various age groups, campus auditorium, classroom close up shots of kids learning, technology in the classroom, teachers in front of class, teachers working w/ students at their desk, cafeteria, food, lunches/meals served, kids eating.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.
TUSD	Middle	Exterior of each campus, classroom shots of various age groups, campus auditorium, classroom close up shots of kids learning, technology in the classroom, teachers in front of class, teachers working w/ students at their desk, cafeteria, food, lunches/meals served, kids eating.	To be determined at the time of the photo shoot.	To be determined at the time of the photo shoot.

SAMPLE

Attachment A
City of Torrance Photographer Guidelines

All photographic shoots must follow these guidelines unless otherwise instructed by the City

Technical Specifications

- File format: JPG
- Size: Images must be sized at least to 5000 pixels on their longest dimension.
- Combination of vertical and horizontal
- Natural looking light is preferred
- Edit out blurry shots, eyes closed, etc.
- Combination of wide shots (context) and close up
- Leave plenty of room for cropping and blending
- Each shoot must result in approximately 30 to 60 delivered images in color
- Watermarks are not acceptable

Legal Issues

- Obtain model releases for people whose faces are clearly seen (unless in a crowd or at an event where a general release sign has been posted)
- All children must have releases signed by a parent or guardian
- Do not show unsafe behavior (biking without helmets, jaywalking, etc.) or code violations (illegal signs, etc.)
- The cost of each shoot includes the unlimited right of the City of Torrance to use the photos in perpetuity. Work (and all rights therein, including, without limitation, copyright) belongs to and will be the sole and exclusive property of City.

File Naming and Delivery

- File name must include topic, date and sequential numbering, "Torrance Beach Cleanup 01-15-15 001"
- Deliver via online shared site with the ability to download original, high resolution images, and BluRay DVD or drive
- Deliver within four days of shoot
- Deliver 10 to 15 social media preview images (lower resolution) same day if requested

City of Torrance Photographer Guidelines (continued)

Brand Style

- Warm tones (but still natural)
- Shallow depth of field, depth of field
- Variety of genders, ages and ethnicities
- Brightly colored clothing is ideal
- No logo wear
- Modest, conservative attire
- Natural, authentic looking models (not overly made up or dressed up)
- Photos must reflect the Torrance Community - <http://www.TorranceCA.Gov/889.htm>
- Show backgrounds that are recognizable as Torrance
- Avoid shots of Refinery when shooting neighborhoods
- Avoid trash or graffiti in backgrounds
- Avoid license plates when shooting cars
- Avoid company/store names when shooting streetscapes
- Avoid brand names on equipment in the data center

Post Production

- Provide post-production services to edit raw images into the finished product
- Provide supplemental graphics as needed
- Deliver finished product in desired format(s) including, but not limited to .jpg, .gif and .png formats
- City will retain 100% ownership of all images resulting from this project
- Skylines must be enhanced to emphasize blues
- Vegetation must be enhanced to emphasize greens

Other

- City staff will provide a site contact when available
- Photographers must dress for the setting (business casual, no jeans, when shooting in city offices, casual wear is acceptable when shooting beach, outdoors)
- No city identification, badge or logo wear is needed. Photographers must blend in with the environment
- If asked, photographers must say they are hired by the City of Torrance to take photos for use on the city website, in newsletters and other outlets to raise awareness of city programs, services and events

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

PROPOSER'S AFFIDAVIT

_____ being first duly sworn deposes and says:

1. That he/she is the _____ of _____
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

(Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
- 8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this ____ day of _____, 20____.

(Proposer Signature)

(Title)

SAMPLE