



REQUEST FOR PROPOSALS (RFP) NO. 025-005

PHOTOGRAPHY AND VIDEOGRAPHY SERVICES

QUESTIONS AND ANSWERS

Below are questions VRE received as of June 11, 2025, at 10:00 A.M. ET, with responses. Whenever possible, questions are presented as originally asked. Otherwise, the questions or inquiries are presented to capture the main thrust or idea.

1. Is priority given to businesses based in Virginia? Are businesses based in Washington, D.C., on a level playing field with those based in Virginia?

VRE promotes fair and open competition. Geographic preference will not be considered when evaluating Proposals received in response to this solicitation.

2. Can VRE provide any specific examples of past projects or samples of work that VRE is particularly proud of or that represents the production quality VRE strives to achieve moving forward?

Refer to the following links for past projects and work samples:

<https://vimeo.com/manage/videos/949636782>

<https://vimeo.com/manage/videos/894273183>

<https://www.instagram.com/virginiarailwayexpress/>

3. It would be helpful to review examples of previous work VRE aims to improve upon, along with any details on the specific areas identified for enhancement.

Please see the response to Question No. 2 for samples of previous work. While these samples are not specifically intended to illustrate areas requiring enhancement, VRE is committed to continuous improvement in order to strengthen its brand and image

4. Can VRE provide additional information or examples of content that will be created under this contract?

See Attachment A- Scope of Work for examples of anticipated Task Orders that will require the creation of video and/or photo content.

5. Does VRE have any samples of prior use of drones for video recordings or photography, to give the Offerors a sense of how drones will be used under this contract?

While VRE does not have any specific photos or videos to share which were captured via drone, this technology is most frequently used for special events or to document the progress of construction projects at stations and maintenance and storage facilities. See the response to Question No. 16.

6. If there are changes to production and budget mid shoot, is there a process for additional budget approval?

Yes. Changes to Task Orders may be made in accordance with Section 14 of the General Provisions by mutual agreement between VRE and Contractor in writing.

7. Are there incumbents for this work? If so, please provide past vendor names.

This is the first time VRE has solicited photography and videography services through a formal Request for Proposals. Prior projects have been completed through small purchases initiated by VRE.

8. Is there a contract award date identified for this procurement?

VRE anticipates seeking authorization from its Operations Board in September 2025 for award of two (2) on-call Contracts. The period of performance for these Contracts is in turn expected to commence in October 2025.

9. What are common mistakes or disqualifiers you've seen in past vendor partnerships that you'd like to avoid?

One recurring challenge VRE has experienced in previous vendor partnerships is inconsistent or unclear communication, particularly regarding timelines and deliverables. In some instances, deadlines were missed or extended without sufficient notice, which adversely affected VRE's ability to meet its internal objectives.

To mitigate these issues, VRE places a high value on transparency, accountability, and proactive communication. Timely updates are essential, and if circumstances change, VRE appreciates being informed as soon as possible.



PART IV– PROPOSAL REQUIREMENTS

10. Part IV, Section 03 states a point of contact is required 24/7, how often is the point of contact for this contract needed beyond normal business hours?

See Addendum No. 2. For photography and videography services, VRE rarely requires that a point of contact be available outside of normal business hours.

11. Please provide additional clarity around Tab 10 – Reference, bullet B. Is VRE asking the Offeror to submit contracts that were not successfully completed?

Yes, but only if such instances resulted either in the assessment of liquidated damages, penalties, or contract termination.

12. Can VRE provide additional information on why financial statements are necessary for this contract?

Financial statements are required to assess the financial stability and reliability of potential contractors. A strong financial position indicates the Contractor has the capacity to hire necessary staff and to acquire equipment, supplies and materials.

PART VI - EVALUATION PROCESS AND CRITERIA

13. Criteria No. 1 - Does VRE expect that the key personnel providing post-production services would be the same individual(s) as the videographer? Under the videographer key personnel category, could the Offeror propose different people for the two roles (one for videography and another for post-production roles/functions)? It is unclear how roles such as an editor, graphic designer, or animator are incorporated into the Proposal. We believe they are important in delivering final video productions.

The Offeror may propose post-production services labor categories within its Cost Proposal. However, only the Project Manager, Photographer, and Videographer will be evaluated as key personnel.

Additional labor categories may be required depending on the specific Task Order. The Offeror may propose additional roles, as needed, for evaluation as part of its Task Order Proposals submitted to VRE.

14. Criteria No. 1 Key Personnel stated that each position should have skill sets with specific equipment and editing. Photography will need different lighting depending on the scope, i.e. event production vs portrait photography. Similarly, for the videographer, it's noted that they should be proficient in operating professional video cameras, lighting setups, and audio equipment. Skilled use of cinematic techniques, such as framing, color grading, and shot composition. Familiarity with specialized equipment like drones, stabilizers, or high-resolution cameras. Shall the vendor provide category pricing for each of these services, or



does VRE expect one person to be able to manage and provide? How should the Offeror itemize those costs?

VRE does not require pricing in response to Evaluation Criteria No. 1. Criteria 1 – Key Personnel asks the Offeror to demonstrate experience to perform the work delineated in the Scope of Work. The Offeror shall provide a summary of the knowledge, prior work experience and qualifications of the proposed Project Manager, Photographer, and Videographer.

The costs to carry out each Task Order, such as lighting and/or audio equipment, shall be included in the Task Order Proposal submitted to VRE.

15. Criteria No. 1. - How much graphics experience does VRE expect the videographer to have?

Graphics experience is not a requirement for the videographer.

16. Criteria No. 2 - Are drone operations encouraged for certain projects, and if so, does VRE assist with permitting for restricted zones (e.g., near stations)?

Historically, drone footage has been for projects outside the Alexandria / Washington, D.C. Metropolitan area. VRE does not anticipate a recurring need for drone operations. However, if future projects require drone use near stations or in restricted zones, VRE will coordinate closely with the Contractor and assist as needed with the permitting process to ensure local, state, and federal regulations are followed.

17. Criteria No. 2 - Is the Contractor responsible for all permitting and liability for the drone footage?

See the response to Question No. 16.

18. Is National Defense Authorization Act (NDAA) compliance required for drone work?

NDAA-compliant drones are not required for this Contract.

19. Will drone flights in the DC flight restricted zone (FRZ) be required and requested as part of this RFP? If so, will a VRE assist the Offeror in coordinating with the necessary parties to obtain federal waivers?

No, VRE does not anticipate requiring photos or videos to be captured via drone within the D.C. Flight Restricted Zone (FRZ) as part of this Contract.



20. Criteria No. 3 - Approximately how many work samples should be included for the portfolio and is there a preferred format for presentation?

See Addendum No. 2. The portfolio shall be six (6) to ten (10) work samples, with a balanced photo and video content mix, that showcases the Offeror's ability to capture live events, candid moments, and storytelling, specifically in dynamic or public-facing environments.

There is no required format, however, VRE prefers a clean, easy-to-navigate PDF, a shared drive folder, or a professional web gallery. For video, please include links to hosted clips (e.g., Vimeo or YouTube), and for photography, high-resolution stills or web-optimized galleries are acceptable.

21. Criteria No. 3 - Is VRE able to provide a list of branding or style guidelines in advance to ensure portfolios reflect appropriate alignment when they are submitted?

VRE does not believe providing full branding or style guidelines for portfolio submissions is necessary. VRE will evaluate overall quality, technical skill, and storytelling ability. Branding materials and visual guidelines will be provided by VRE to the selected Contractors following award of a Contract.

22. Criteria No. 3 - Can VRE please provide additional information on what style of portfolio content they are looking to review? Shall the vendor showcase examples as outlined in the scope of work?

See the response to Question No. 20.

PART VII - CONTRACT AWARD/EXECUTION

23. VRE will issue two (2) IDIQ contracts with two (2) contractors. Shall the Contractor assume that the organization is looking to have a total of two (2) Photography and two (2) Videography on the contract to provide content annually?

VRE seeks to award two (2) IDIQ Contracts. Each Contract shall provide both photography and videography services.

PART VIII – SPECIAL PROVISIONS

24. How often does VRE anticipate issuing Task Orders in a typical year?

It is difficult for VRE to project the number of Task Orders anticipated per year. This will vary based upon VRE's specific needs as well as the number of special events conducted each year.



25. How will the two (2) contracts with two (2) contractors work? Will each contractor propose on each job? Will VRE prioritize or alternate between the two selected contractors for Task Orders? If so, what is the selection process?

See Addendum No. 2.

26. How much time will VRE give the Contractor to respond to each request for Task Order request? Will responses consist only of pricing information or are technical proposals also expected at the Task Orders level?

VRE will identify the response time in each Task Order request. VRE recognizes that larger, more complex projects may require longer response times. Each Task Order Proposal must consist of a technical proposal and a cost proposal.

27. Approximately how much time will be offered to awardees between notice of award and the execution of the shoot/project? Is this different for photography? If so, please clarify how it would be different.

Assuming this question relates to the award of Task Orders, VRE will identify the time frame in the Task Order request. VRE may also request that the Contractor provide a schedule for the work to be performed as part of its Task Order Proposal. This process is the same for photography and videography services.

28. What is the expected turnaround time for deliverables (i.e., photos/videos) after each event?

VRE will identify the due date for deliverables in each Task Order request. VRE recognizes that larger, more complex projects may require more time to produce deliverables.

29. Since VRE is issuing Task Orders per assignment, shall the Offeror assume that no work is guaranteed, and each Task Order will be competed?

See Addendum No. 2.

30. Will Task Orders vary significantly in scope, or are there standard service types you expect to recur?

The Contracts resulting from this solicitation will be for on-call services on an as needed basis. However, there are at least two (2) annual events (Santa Trains and Tour de VRE) which will be standard each year.

31. What is the anticipated yearly budget for Task Orders?

See Addendum No. 1.

The total cost for any individual Task Order (including modifications) shall not exceed \$150,000. The cumulative ceiling amount for all Task Orders issued for both Contracts in



any given contract year shall not exceed a maximum of \$175,000 in aggregate per year or \$525,000 in aggregate for a term of up to three (3) years.

32. After the award of the two (2) contracts, how soon after does VRE anticipate requesting the first Task Order?

VRE will most likely issue a Task Order Proposal Request in early October for Tour de VRE coverage.

ATTACHMENT A – SCOPE OF WORK

33. What's the typical approval chain for deliverables? Are there multiple internal stakeholders?

Deliverables will be reviewed and approved by the VRE Project Manager and any other internal stakeholders. This helps ensure timely feedback and clear direction throughout the project.

34. Are there any firm technical specifications that an Offeror shall adhere to for photo and video deliverables beyond "high-quality, professional equipment"?

All requirements are outlined in the RFP. Deliverables should meet industry standards for resolution, clarity, and formatting suitable for print and digital use, including social media, web, and promotional materials. If specific technical requirements arise for a particular project, they will be communicated in the Task Order Proposal Request from VRE.

35. In reference to printed material, will VRE inform the Contractor when a project requires a very large print? e.g. huge billboard

Yes, this information will be identified in the Task Order Proposal Request.

36. How will travel expenses be reimbursed for Task Orders that require multiple days or long travel?

See Addendum No. 2.

37. If reimbursable charges occur during days of production, like parking, lunch fees, etc, how will VRE expect the vendor to submit these expenses? Similarly, it is noted in the scope of work that music and voiceover is needed.

Reimbursable charges will be addressed per the travel policy. See Addendum No. 2.

If a Task Order requires music or voiceover, the Contractor shall include the costs for such services in its Task Order Proposal.



38. What type of travel would be required or expected?

Most travel will be limited to the VRE service area. See www.vre.org for all stations and VRE facilities locations.

39. Approximately how many rounds of revisions are expected for each project? Is this to be determined at the Task Orders level? For workflow, and to establish a defined SOW for post-production, what is the approval structure on the client side for edits and revisions?

There is no set number of revision rounds. Revision rounds will vary depending on the scope and complexity of the Task Order. Edits and approvals will be managed by the VRE Project Manager to help streamline feedback and ensure the process is efficient.

40. For the initial video projects, how many production days does VRE foresee to ensure adequate content capture? What access will the production company be given to schedule and organize these production days?

For initial video projects, VRE anticipates 1–2 production days, depending on the Scope of Work. The production company will have direct access to coordinate with the VRE Project Manager for scheduling, location planning, and any logistical support needed to ensure smooth execution.

41. How does VRE want the final files delivered? Would these need to be in television broadcast specifications, or will these be purely internet-based projects?

Final file delivery will depend on the project. In most cases, content will be used for digital platforms, and standard internet-based formats (e.g., MP4, JPG, PNG) are typically sufficient. However, if a project is intended for television broadcast or large-scale display, VRE will communicate the technical requirements in advance within the Task Order Proposal Request to ensure proper formatting and specifications are met.

42. Would VRE look for landscape and vertical edits for social media?

VRE would like to receive both landscape and vertical edits for social media use. This allows VRE to optimize content across platforms like Instagram, Facebook, and YouTube, where different formats perform best. If specific orientation needs are required for a campaign, VRE will include this information within the Task Order Proposal Request.

43. If talent is expected, how does the client plan on communicating their talent needs? Does VRE require union talent or is nonunion talent acceptable?

If talent is required for a project, VRE will communicate the specific needs within the Task Order Proposal Request, including any specifics related to demographics, roles, or messaging. VRE does not require union talent.

44. In terms of creative direction and decisions, is this solely coming from VRE or would VRE be looking to the Contractor for creative and scripting?



The creative direction will primarily come from VRE to ensure alignment with its brand and messaging goals. However, VRE values and welcomes creative input from the Contractor, especially in scripting, shoot suggestions, and visual storytelling. VRE views creative direction as a collaborative process and appreciates partners who can offer fresh ideas while working within VRE's established guidelines.

45. For photography, does VRE want all raw images or is the Contractor expected to provide a curated set of only processed images?

See Attachment A – Scope of Work, Paragraph 3.B. - Provide a volume dump of all photos captured, with a minimum of five (5) professionally edited images. The exact number of edited images will be adjusted according to the specific requirements of the Task Order.

46. Based on the Scope of Work, will event coverage require more than one videographer to capture the event?

Event coverage needs will vary by project, in most cases, a single videographer should be sufficient. If a particular event requires multiple angles, simultaneous coverage, or a more complex production setup, VRE will include its specific requirements within the Task Order Proposal Request.

47. Does VRE expect that the videographers will shoot and edit each project assigned to them?

Videos must be shot and edited. However, the RFP does not require the videographer(s) to perform both functions.

48. Does VRE typically use one-person crews to capture and edit content?

Historically, photography and videography services have been limited to smaller-scale projects utilizing a one-person crew capable of capturing and editing content. VRE is open to using a one-person crew or larger crew based on the Scope of Work and complexity of the project. VRE looks to the Contractor to propose the best methodology for completing the work.

ATTACHMENT C-1 – COST PROPOSAL

49. Could VRE clarify what it would like to see in the Cost Proposal? Are you seeking only hourly rates of the key personnel at this point (versus the estimated cost for a particular assignment, which would be proposed in the Task Orders process)? If a member of the key personnel team is a subcontractor, do you wish to see the fully loaded rate for the prime contractor that includes the subcontractor rate/cost?

VRE will evaluate the following five (5) Required Labor Categories: Project Manager, Photographer, Videographer, Post-Production/Editor, and Creative Director. The



Contractor shall provide a fully burdened hourly rate for each category. These roles may be performed by the Prime Contractor or a Subcontractor.

In addition, the Contractor may propose Optional Labor Categories. These should reflect any additional roles the Contractor believes may be necessary to perform the work under future Task Orders. Each Optional Labor Category must also include a fully burdened hourly rate.

50. What about specialized equipment that needs to be rented? Filming on a train has some specific challenges.

Costs for any rented special equipment shall be included in the Task Order Cost Proposal.

51. It is industry standard to include equipment fees during production days. will the vendor bill allow for submitting equipment expenses? Shall the vendor create a section in the cost proposal for ODCs?

No. All equipment fees shall be submitted in the Task Order Cost Proposal.

52. Our team normally does daily rates per project. Does that align with VRE's expectations of the budget proposal?

VRE will request an itemized Task Order Cost Proposal with each Task Order Request. At a minimum, the Contract shall provide the number of hours for the required Labor Categories. Depending on the Scope of Work, the Contractor may also include other labor categories, rental of equipment, talent, and other direct costs.

53. Should the Contractor itemize reimbursable costs/expenses in the cost proposal as well?

No. See the response to Question Nos 51 and 52.

