



CITY OF COALINGA

The Sunny Side of the Valley

**REQUEST FOR QUALIFICATIONS
FOR
ON-CALL PHOTOGRAPHY SERVICES**

Prepared By:

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City of Coalinga
155 W. Durian
Coalinga CA 93210

Deadline for Submissions: February 2, 2026 at 5:00 p.m.

REQUEST FOR QUALIFICATIONS

INTRODUCTION AND PURPOSE:

The City of Coalinga (“City”) is requesting proposals from qualified professional photographers to provide on-call general photography services. The City seeks to establish a pool of photographers available on an as-needed basis to support a variety of municipal programs, events, facilities, and communications.

This RFQ is intended to identify qualified vendors capable of delivering high-quality, timely, and professional photographic services suitable for public-facing use, archival documentation, and internal City needs.

BACKGROUND AND SETTING:

The City of Coalinga regularly requires photography services to support community engagement, economic development, public safety, infrastructure projects, special events, City Council activities, and marketing and communications efforts. Photography may be used across multiple platforms, including but not limited to the City website, social media, printed materials, grant applications, staff reports, press releases, and historical archives.

SCOPE OF SERVICES:

The selected photographer(s) shall provide professional photography services on an on-call, as-needed basis. Services may include, but are not limited to, the following:

Event Photography

- City-sponsored community events (e.g., festivals, airshows, parades, National Night Out, ribbon cuttings)
- City Council meetings, special meetings, workshops, and ceremonial events
- Groundbreakings, grand openings, dedications, and official announcements
- Public outreach meetings and community forums

Municipal Operations & Facilities

- City facilities and buildings (interior and exterior)
- Parks, recreational facilities, and public spaces
- Infrastructure and capital improvement projects (before, during, and after construction)
- Streets, utilities, and public works projects for documentation and reporting

Public Safety & Emergency Services

- Fire, police, and emergency services activities (non-confidential, non-tactical)
- Training exercises, equipment, vehicles, and facilities
- Community-oriented public safety engagement activities

Marketing, Communications & Economic Development

- Images for City website, social media, newsletters, and digital campaigns
- Tourism, business attraction, and economic development materials
- City branding and promotional photography
- Images to support grant applications, reports, and presentations

Portraits & Staff Photography

- Professional headshots of City Council members, executive staff, and employees
- Group photos of departments or teams
- Environmental portraits in workplace or community settings

Archival & Documentation Photography

- Historical documentation of City activities and milestones
- Photo documentation for compliance, reporting, or record-keeping purposes

PROPOSALS:

At a minimum, proposals should include:

1. **Cover Letter**
 - Firm or individual name, contact information, and brief introduction
2. **Experience and Qualifications**
 - Description of relevant experience
 - Examples of similar municipal, government, or event photography work
3. **Portfolio or Work Samples**
 - Digital portfolio or links showcasing relevant photography
4. **Proposed Rate Structure**
 - Hourly rates, half-day/day rates, or event-based pricing
 - Any additional fees (editing, travel, rush delivery, etc.)
5. **Availability and Response Time**
 - Typical turnaround times and ability to accommodate short-notice requests
6. **References**
 - At least two professional references

SUBMITTAL REQUIREMENTS:

One (1) electronic copy (on Flash Drive or via email) of the statement of qualifications must be received no later than **5:00 p.m. on February 2, 2026**. Late proposals will not be considered. Proposals should be addressed to:

Sean Brewer, City Manager
sbrewer@coalinga.com
155 W. Durian Ave
Coalinga, CA 93210

EVALUATION:

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Quality and suitability of work samples
- Responsiveness and availability
- Proposed fee structure
- Overall best value to the City

The City reserves the right to select and/or reject any and all SOQs submitted. It is the City's intent to negotiate a final Scope of Work and Fee for Service with the top selected firm based on the criteria above.

SELECTION PROCESS:

Proposals Due:	February 2, 2026 by 5:00 p.m.
Consultant Selection/Interviews (if determined):	February 9, 2026
City Council Approval of Professional Services Agreement	February 19, 2026

PROFESSIONAL SERVICES AGREEMENT:

Prior to the start of work, the selected consultant will be required to execute a Professional Services Agreement (PSA) with the City. The awardee will also be required to obtain or provide proof of a City of Coalinga business licenses.

QUESTIONS:

Please submit all questions in writing to Sean Brewer at sbrewer@coalinga.com.