



**Request for Proposals**  
**Photo & Drone Services for Casco Bay Estuary Partnership**

**Background**

Casco Bay Estuary Partnership (CBEP) fosters collective action to strengthen the ecological and economic vitality of Casco Bay, and to help watershed communities address regional challenges such as climate adaptation, water pollution and habitat degradation. CBEP is affiliated with the Cutler Institute at the University of Southern Maine in Portland, Maine. Further information is available on our website: <https://www.cascobayestuary.org>.

The objective of this project is to create a series of photographic images of scenes and projects important to CBEP and its partners, including aerial (drone) photo and video imagery. The photos and drone imagery and footage will be used for a wide variety of purposes, including on CBEP's website, social media channels, e-newsletter editions, reporting to EPA (our funder), storymaps, and other products.

**Tasks:**

- Shoot photo and aerial images and videos on a variety of properties and projects in Casco Bay and the Watershed including, but not limited to scenic landscapes, urban landscapes, restoration projects, flora and fauna, recreational activities, islands, working waterfront, seafood, "issues" photos (e.g. Portland Public Works stormwater work), boatyards, and others as requested by CBEP.
- Use drone technology to capture aerial imagery and video footage of the Bay and Watershed.
- Be open to last-minute shoots to capture storm and climate-related events, to illustrate climate issues for our climate resilience program.
- Work with individuals (as volunteer models) engaging in environmental monitoring, citizen science, educational and recreational activities, etc. Obtain photo releases and liability waivers from subjects.
- Schedule four (4) shoots throughout the year to cover all four seasons, with a range of 50 to 150 images per day. Re-schedule shoot if weather conditions are not favorable for drone flying. If images are deemed of unsatisfactory quality by CBEP, photographer will make every effort to make additional images that are satisfactory.
- Provide images and footage to CBEP within two weeks of each shooting day, when possible.
- Embed metadata with each image that includes photographer, date of the shot, location of the shot, city, state.
- Provide photos in separate folders labeled according to location and date for ease of filing and retrieval.
- Meet and correspond periodically with CBEP staff as required to complete the project.
- Provide own transportation to shooting locations.

- Obtain photo release from each member of the public who is a photo subject.

### **Expected Outcomes**

- Four days of shoots working with volunteer models as appropriate.
- 50-150 photos per day of professional quality full resolution, low compression digital photographs, provided in a web gallery, and also on a hard drive if requested by CBEP.
- Aerial drone videos from each day of shooting.
- Irrevocable and unlimited rights to use, re-use, alter, publish and create derivative works of the images for any purpose. Photographer retains the copyright for the photos but may not market, sell, publish or otherwise utilize the images for a period of two years from date of delivery of the photo to CBEP, unless CBEP provides express written permission.

### **Selection Criteria**

The following criteria will be used in reviewing the proposals and selecting the firm:

- Understanding of the project
- Methodology for conducting the project
- Qualifications and past experience of firm and individuals proposed to work on project, including subcontractor(s)
- Recommendations
- Timeline
- Proposed fee(s)
- The review committee may request an interview or further information

### **Proposal Format**

The proposal shall contain the following:

- Letter of transmittal including complete contact information; signed by an authorized representative of the firm
- Methodology for conducting the project
- Timeline for project completion
- Fee
- Statement of qualifications of the principal staff assigned to the project as well as the qualifications of the firm, 1 page maximum per person
- Identification and qualifications of any subcontractor(s), 1 page maximum per subcontractor
- Examples of similar projects conducted by the firm
- References including contact information, 1 page maximum per reference, no more than 3 references
- Any exceptions to the requirements of this RFP
- The total proposal package should not exceed 15 pages

### **Submission Requirements**

Please send proposals electronically to Marti Blair at Casco Bay Estuary Partnership in Portland, Maine, [marti.blair@maine.edu](mailto:marti.blair@maine.edu) no later than 4:30 p.m. EST on Thursday, May 5, 2022.

Please submit any questions in writing to Victoria Boundy at [victoria.boundy@maine.edu](mailto:victoria.boundy@maine.edu) or Marti Blair at [marti.blair@maine.edu](mailto:marti.blair@maine.edu).

### **Follow-up**

A subcontract agreement will be entered into between Casco Bay Estuary Partnership, University of Maine system, and the successful bidder prior to work commencing. The successful contractor will be required to enroll as a supplier in the University of Maine eProcurement system, Maine Street Marketplace, and provide a Certificate of Insurance as specified in the subcontract.

Timing of payments will be tied to the project timeline. Invoices should be submitted after each shoot. A portion of total funding may be withheld pending successful project completion.