



Request for Qualifications

April 24, 2025

Professional Lifestyle and Corporate Photography for Transit/Paratransit

The DTA is aiming to identify qualified professional photographers with a background in Corporate, Lifestyle, Brand, and/or Product photography for upcoming projects.

The initial project, see page 2 for details, will be phase I in a program to develop a robust photo archive for many purposes within and outside of the organization. We welcome all who feel qualified to respond to this RFQ, and will consider each response received for all future projects.

This is a request for Qualifications and is not an order:

This request does not constitute a commitment to pay any costs incurred in the preparation of the submission of this Request for Qualifications, nor is it a contract for supplies or services. The intent of this RFQ is to establish a list of qualified photographers for future projects.

Send Qualifications via email to:

Marketing@duluthtransit.com

Duluth Transit Authority
2402 West Michigan Street, Duluth, MN 55816

Qualification Summaries Must Include the following:

- Company name, street address, and web address (if applicable)
- Name and title of person furnishing the qualification summary
- **A statement of the objectives, goals, and tasks to demonstrate responder's understanding of the project scope (see page 2)**
- **Demonstration of the responder's background and experience conducting similar work**
- **A work plan identifying the major tasks to be performed and the associated timeline**
- **Examples (samples) of work that are both relevant and of professional quality**

Response Deadline: Please respond in writing to this request by 4:30 PM on May 9th.

DTA Photo Archive - Phase I Details

In an effort to build a robust image catalogue, a professional photographer will be hired as an Independent Contractor capturing and producing digital images of DTA team members, assets, and activities throughout the Duluth/Superior area. This will include lifestyle and product style photography. The deliverable will include 200 quality images in the context of Spring and Summer scenery and subject matter, with the DTA owning the rights to the images at the conclusion of the process.

Estimated Project Start Date: Spring 2025

Estimated Project end Date: Summer 2025

Scope of Services:

Consultant will provide technical resources and professional expertise to deliver photography services for the Duluth Transit Authority as follows:

- a. Travel to sites including DTA Operations Center, Duluth Transportation Center, Bus Garage and Maintenance facility, Bus Hubs, and other areas of understood operational and scenic importance. A conceptual emphasis will be people within the DTA organization as well as customers engaging in transit activities
- b. An agreed upon proportion of photo types/scenarios including scenery and landmarks, along with DTA infrastructure, and team members from Maintenance, Administration, and Operations.
- c. Provide equipment for photographic needs, including the ability to travel to multiple locations throughout the bus network.
- d. Communicate with DTA leadership team as needed to manage logistics including initial meeting with staff and subsequent correspondence vial phone or email.
- e. Produce and edit high quality images and submit to DTA Marketing Team for approval.
- f. Deliver electronic images as requested.
- g. This initial scope of work has the potential to become a multi-phased project dependent upon the needs of the organization and outcome of an initial project.

The DTA's Vendor Code of Ethics along with a full list of the DTA's policies can be found at <https://www.duluthtransit.com/home/doing-business/procurements/>