
Approval (initial & date)

Requestor: _____
Dept. Head: _____
Purchasing Director: _____
Buyer: _____

REQUEST FOR PROPOSALS

RFP #11-43

FOR

William Bartram Scenic Highway Poster and Brochure Design



Issued By:

St. Johns County, Florida
St. Johns County Purchasing Department
2446 Dobbs Road
Saint Augustine, Florida 32086

Due Date/Time for Receipt of Proposals: February 24, 2011 @ 4:00 p.m.



RFP # 11-43

**ST. JOHNS COUNTY
REQUEST FOR PROPOSALS**

William Bartram Scenic Highway Poster and Brochure Design

Notice is hereby given that St. Johns County, a political subdivision of the State of Florida, will be accepting Letters of Interest and proposals for WBSH Poster and Brochure Design for the St. Johns County Planning Department **until 4:00 P.M. on February 24, 2011** at the St. Johns County Purchasing Department, 2446 Dobbs Road, St. Augustine, Florida 32086

Proposal packages may be obtained from Bridget Mein, Contract Specialist, St. Johns County Purchasing Department, 2446 Dobbs Road, St. Augustine, Florida 32086, or by via email request to bmein@sjcfl.us, or by calling Onvia Demand Star at 800-711-1712 and requesting Document **#11-43**. Many packages can be downloaded from the Internet. Check the agency's site for download availability and any applicable fees. Vendors registered with DemandStar.com can download most packages at no cost from their web site – www.demandstar.com.

Qualified firms desiring to respond to the RFP must submit six (6) proposal packages, clearly marked on the outside, **"Sealed Proposal for RFP #11-43 William Bartram Scenic Highway Poster and Brochure Design"** to St. Johns County Purchasing Department, 2446 Dobbs Road, St. Augustine, Florida 32086, by or before the time stipulated above.

I. Introduction - St. Johns County, Florida is requesting the services of a professional consulting firm to prepare a three panel promotional / educational poster and several brochures. The professional consulting firm shall consist of Graphic Artists, Landscape Architects, Historians and Environmental Scientist. The successful candidate(s) will have proven successful track record with creative poster and brochure design.

William Bartram Scenic and Historic Highway (WBSH) travels through several unique unincorporated river communities including Fruit Cove / Julington Creek, Switzerland / Hallowes Cove and Orangedale and begins at the Duval / St. Johns County boundary line and continues south along the SR 13, (parallel to the St. Johns River) where it ends at the SR 13 / SR 16 intersection.

One of the main purposes of the Florida Scenic Highway program is to increase the scenic highway's visibility, heighten the traveler experience of the natural surroundings while communicating the Scenic Highway's *Story* (Grand Vision) to the travelers as they progressively pass through each unique river community. The William Bartram Scenic and Historic Highway's *grand story* will be revealed through the creation of a life size (approximately 36" x 23"), three panel, two (2) sided accordion educational scenic highway poster display and the creation of two (2) educational brochures.

II. Scope of Work and Project Requirements - The consultant shall prepare a life size (approximately 36" x 23"), three (3) panel, two sided, life size accordion educational scenic highway poster for the WBSH Corridor Management Council (CMC). The poster panels will educate the public about the WBSH intrinsic resources (historic, archaeological, scenic, natural, recreational and natural resources) and the Florida / National Scenic Byway programs. The opposite side of the life size (approximately 36" x 23"), two sided, three (3) panel, accordion educational scenic highway poster

display will educate the public about the historic and archaeological resources found along the WBSH Scenic Highway.

In addition, the two educational brochures shall be designed for the WBSH – CMC. One of the environmental brochures will discuss the value and care of the Centennial Governors Oaks and other educational brochure will discuss the significant historical and archaeological resources found along the WBSH Scenic Highway.

The consultant shall hold several design workshops with the WBSH – CMC in the creation of the life size (approximately 36" x 23"), two sided, three (3) panel, accordion educational scenic highway poster and the creation of two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources)

The entire project will be completed within a maximum period of six (6) months. The major services that will be performed are summarized below:

TASK A - Project Initiation - The Kick Off meeting will begin with a meeting of key St. Johns County staff, FDOT staff and CMC members who will provide information to the consultant for the preparation of the life size (approximately 36" x 23"), two sided, three (3) panel, accordion educational scenic highway poster display and two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources). The purpose of this meeting will be as follows:

1. Provide an Overview of the Entire Project
2. Provide Date and Information needed to complete the project
3. Discuss the County's Procedures
4. Discuss the Consultant's Anticipated Schedule
5. Answer Other Project Questions

TASK B - Review St. Johns County's Existing Data Sources - On or before the Project Kick off meeting, the consultant shall collect all relevant existing data as needed to complete the job. The consultant shall call the county's scenic highway project manager at least two weeks in advance of the kick off meeting and inform the project manager what data the consultant needs to complete the project. This information will be given to the consultant at the kick off meeting, only as requested. Otherwise, it will be the consultant's responsibility to individually contact each one of the County Departments and FDOT staff for the information needed to complete the job. The existing data the consultant may utilize includes, but is not limited to, the following:

- William Bartram Scenic & Historic Highway's Corridor Management Plan (CMP)
- William Bartram Scenic & Historic Highway's Final Master Plan (<http://www.glatting.com/williambartram/workinprogress.htm>)
- William Bartram Scenic & Historic Highway's Web Site (<http://bartramscenichighway.com>)
- William Bartram Scenic & Historic Highway's Oral Histories
- William Bartram Scenic & Historic Highway's Oral History Video
- St. Johns County aerials
- St. Johns County USGS maps
- St. Johns County's Environmental and Historical Resources and county staff members

TASK C – Field Conditions - The consultant shall conduct field surveys and take picture of the WBSH for use in the creation of life size (approximately 36" x 22"), two sided, three panel, accordion educational scenic highway poster display and two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources), as needed.

TASK D - Public Participation - There shall be a total of six **(6)** public workshop meetings for the William Bartram Scenic and Historic Highway's life size (approximately 36" x 23"), two sided, three panel, accordion educational scenic highway poster display and two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources). The recommended planned meetings are as follows:

1. Kick-Off Meeting (s)
2. It is anticipated that the consultant will hold several design workshops in the creation of the life size, two sided, three (3) panel accordion educational scenic highway poster and the creation of two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources).
3. The consultant shall give the Project Manager and the WBSH – CMC members a progress report when the projects are 25%, 50% and 75% completed.
4. The additional meetings shall be utilized as needed.
5. The last meeting will be to present the final products to the WBSH – CMC members.

TASK E – Project Management - The consultant will provide project management and project coordination necessary to maintain a high level of quality of control. Every month the consultant shall inform the county's project manager of the progress made in the creation of the educational scenic highway poster and brochures. The purpose of this information is to keep the county informed on the progress of the projects, to address problems as they occur and propose alternatives to the maximum extent possible to ensure the project schedule is maintained.

TASK F – Deliverables - The consultant shall delivered to the Project Manager and the WBSH - CMC a life size (approximately 36" x 23"), two sided, three (3) panel accordion educational scenic highway poster and the creation of two standard educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources). The final products shall be ready to be published.

SCHEDULE - The schedule for completion of the three panel two sided, life size educational scenic highway poster display and two educational brochures (Centennial Governors Oaks and significant Historical and Archaeological Resources) is as follows:

- 25% Completion as stated in Task F3 months
- 50% Completion as stated in Task F6 months
- 75% Completion as stated in Task F9 months
- 100% Completion as stated in Task F.....12 months

LENGTH OF SERVICES - The Consultant shall complete all the work outlined in the Scope of Services within **one (1) year** after the consultant has received an executed contract.

III. Proposal Requirements - Firms desiring to provide the required Poster and Brochure Designs should apply by submitting one (1) original and five (5) copies for a total of **six (6)** sets of the entire proposal, including a Letter of Interest or Transmittal containing the following information:

1. Introduce the firm providing (a) company background information; (b) Names, titles, relationship to the projects, addresses and telephone numbers of references and clients for whom work of a similar nature has been conducted during the past three (3) years, (c) Names and qualifications of sub-consultants; and (d) Standard Forms 254 and 255. If the chosen firm proposes to sublet, subcontract or otherwise engage the services of a third party, this must be disclosed in response to the proposal.
2. Team Organization Chart, with summary resumes of key personnel who would be assigned to the projects defined in the scope of work.

3. Recent related work experience including types of services performed; location and estimated costs of recent projects; and summary of professional service fees.
4. Nature and extent of private sector work currently performed by the firm in St. Johns County or anticipated within the next 12 months.
5. Ability to coordinate with County Governmental Agencies and Administration.
6. Capability to meet deadlines.
7. Current workload, by phase.
8. Proof of Liability Insurance and its limits.
9. List all equipment including computer hardware and software available for use on assigned projects.
10. Fee schedule of personnel employed by the firm.

If the chosen consultant proposes to sublet, subcontract or otherwise engage the services of a third party, this must be disclosed in the response to the proposal. Consultants may hire sub-consultants to be used for portions of the required services. However, the primary consultant must be responsible for the work performed. The agreement(s) shall be governed by and construed in accordance with the laws of the State of Florida.

Proposal Format (minimum requirements): The proposal should be prepared simply and economically, providing straight-forward and concise information as requested. In order to insure a uniform and objective review process, to obtain the maximum degree of compatibility, it is required that the proposals be organized to facilitate evaluation by the County according to the following outline:

A. A signed letter of interest or transmittal briefly stating the Consultant's understanding of the project, the anticipated timetable for completion of the project, statements regarding why the Consultant believes they are the best qualified to perform this project, description of the recommended approach and illustrations of the procedures to be employed. Please provide in this letter the complete legal name, address, permanent address at which records will be retained, telephone number, fax number and email address of the person to contact for discussion of the proposal and the project.

B. Provide a synopsis, prepared for management review, covering the salient features of the proposal including overall costs and term of work. Describe your understanding of the Scope of Services and the County's needs and any specialized skills that are available from your firm related to this RFP. Provide sufficient information to describe which benefits or services are unique to your firm or that differentiate your firm from possible competitors. Proposer must include a Delivery Schedule/Timetable for completion of each part and phase of the Scope of Work. Such Delivery Schedule/Timetable shall be subject to the County's consideration and acceptance.

C. A brief introduction, to include a list identifying the project manager and/or staff who would be assigned to this project as well as their professional experiences, qualifications, responsibilities and functions. Provide a brief, but complete history of the firm, including number of years in business, organizational structure and organizational chart of personnel to be assigned to this project. Set forth your experience and qualifications, as they relate to the proposed project in terms of technical scope, tasks involved, deliverable products and other elements of the work and as they relate to the evaluation criteria and all requirements outlined in this project summary. Promotional literature and other public relations documents should **NOT** be included. Include a company profile with the following information:

- Year established (include former firm names and year established). Identify country and state in which the firm is incorporated or adopted.
- Provide the firm's type of ownership and, if applicable, parent company or subsidiaries. Include dates of any corporate mergers and/or acquisitions including all present and former subsidiaries with dates of any and all restructuring since the founding date.

- The location of the Proposer's office which will provide the required services.

D. A detailed breakdown and description of the specific steps, services and products that will be provided as a result of the Scope of Work previously listed in this RFP. Provide in detail your firm's approach and methodology as it relates to Poster and Brochure Designs. Include a detailed time schedule for start and completion of project. Provide professional credentials, certifications and experience of the firm and list each of the personnel who will be involved with and will work on this project. Provide resumes for the project manager and other key managerial staff, which includes work experience, education and any related publications. The key people proposed for the project must actually participate. If, because of extenuating circumstances, a member must be replaced, the County must approve the new member.

E. The proposal should provide the total, all inclusive, maximum fees for this project. The fee should include all direct and indirect costs including out of pocket expenses; all costs to include professional services, supplies, etc. This cost should include the not-to-exceed fees for performing each phase of the project, including out-of-pocket and travel expenses. Do not include cost of "Additional Services" outside the scope of work with response to this item. If additional work is requested that is outside the Scope of Services of this project, St. Johns County reserves the right to negotiate a fixed fee for such services. Attach your hourly rate and expense schedule with estimated hours that your firm used to derive the proposed fixed fee.

F. An in-depth narrative clearly indicating the Consultant's understanding of the Scope of Work. This narrative must include an in-depth description of the Consultant's plan of implementation of the Scope of Work outlined. It is strongly suggested that the Consultant provide in its narrative a response to each point outlined. The project should begin as soon as the project is awarded and the contract is executed. Please indicate the proposed time frame from start to completion.

G. Additional Services (Optional) - any other related and recommended products or services not specified in this RFP which may be considered essential or beneficial by the firm. These services should be priced separate from "D" above and shown here. Firms may elect to include in this section any innovative methods or concepts that might be beneficial to St. Johns County as long as the minimum requirements as set out in this RFP are met.

H. The Scope of Services must be performed by an independent firm. An "independent firm" means that the personnel assigned to this project, no matter how remotely involved, have no family or personal relationships with any employee of the County that may jeopardize or create the appearance of a conflict of interest. Statements should be submitted within the proposal for each member of the firm to be engaged in this project, indicating "independence" as defined above, or qualifying any relationships which do exist, so the County understands them up-front. No firm will be rejected on the basis of a family relationship or personal friendship with an employee, but the County reserves the right to request substitute personnel if it is felt that such relationship could jeopardize the perceived interest of the project.

I. Client References – Please provide a list of five (5) clients to whom the firm has provided Poster and Brochure Design services, including the organization, contact person, address, telephone number, fax number and a brief description of the services provided. The list should indicate the start and end date of project, scope of work, and key staff. Letters of reference may be provided.

J. Statement of Litigation – Provide a list of current litigations, outstanding judgments and liens, if any, against the firm or personnel to be assigned to this project or that may have been filed in the last five (5) years.

IV. Time Frame - The timeline listed below is the County's estimation of time required to complete the RFP process. All efforts shall be made to abide by this schedule but it may change due to different circumstances. The County may, in its discretion, revise the schedule of events at any time as may be in its best interests:

- Advertise RFP Document January 27, 2011
- Questions due from interested firms due February 10, 2011 at 4:00 PM EST
- All Addenda advertised and issued February 17, 2011 at 4:00 PM EST
- Receive Proposals February 24, 2011 @ 4:00 PM EST
- Evaluation Committee Meeting tentatively March 10, 2011
- Notice of Award tentatively April 6, 2011

Following the notification of the selected firm, the County intends to execute a contract between both parties as soon as possible. It is anticipated that St. Johns County will issue an original service contract. Any contract(s) negotiated with any firm(s) responding to this Request for Proposals (RFPs) will be non-exclusive. The County reserves the right to: (1) enter into contracts with firm(s) for some or all of the services; and to (2) subsequently solicit proposals and negotiate contracts, for such services with respect to specific projects. All such actions shall be subject to the sole discretion of the County.

Generally, the method of compensation preferred by the County is on an hourly basis for services rendered, in accordance with an established fee schedule and actual hours. A "Fee Schedule" will be negotiated and agreed upon at the time of execution of each agreement and will be a part of each contract. All payments, fees, reimbursements, and costs will be based on the fee schedule established for the successful proposer(s). The Fee Schedule will designate the hourly rate/unit rates for each member with their name and position title specified. The fee schedule may not be deviated from without the prior written consent of the Purchasing Manager. When requested by the County, competitive proposals for a specific project work scope may be solicited for the successful firm(s). The proposals will detail the services required to complete the project; the total hours for each activity; the total cost for each activity; the total reimbursable; and all fees for these will be in accordance with the established fee schedule. The successful firm(s) will be paid no more frequently than on a monthly basis, upon the receipt of a valid invoice or statement.

V. Evaluation Criteria - The competence, responsiveness, and responsibility of proposers, in addition to cost to the County, will be considered in making the award. Proposers are requested to submit with their proposal, data in regard to their qualifications including experience, and list of current organizations successfully being serviced that are comparable to this request; including names and telephone numbers of persons to contact.

Special attention will be given to the Consultant's responsiveness and timeliness in handling previous projects. Other Evaluation Criteria will include familiarity with FDOT Scenic Highway requirements and issues; Past performance with St. Johns County Government; Experience with similar projects; Current workload / proposed project schedule; Quality of Submittal; Cost and References.

The proposals will be independently evaluated by members of an Evaluation Committee comprised of selected County personnel. The overall process may consist of two phases: the first being a review and evaluation of all responsive proposals. The second optional phase being the interview phase for the short list of respondents selected for interview. The County may elect to conduct oral interviews or presentations from one or more of the proposal respondents. If the County elects to conduct oral

presentations or interviews, such presentations or interviews will be open to the public. Selected firms will be notified if presentations / interviews are required. The County desires to avoid the expense to all parties of unnecessary presentations. The evaluation team will make every reasonable effort to make recommendations based upon the written submittals alone. If a single number one ranked firm cannot be clearly determined, then the evaluation team shall request the Purchasing Director to organize the top ranked firms for presentations / interviews.

Members of the Selection Committee will independently review and rate each written proposal based on the following criteria:

Familiarity with FDOT Scenic Highway Requirements: Knowledge of FDOT Scenic Highway Program requirements, regulations, issues and other related State and County programs.

Past performance with St. Johns County Government: If the evaluator is unfamiliar with the performance of the firm under consideration, or if the firm has no experience working with St. Johns County Florida, give 5 points in this category. Five is considered to be a neutral number. If the firm has experience in the County, and you have direct and first hand knowledge of that experience, then rank more or less than 5 depending on whether their performance was less than average or better than average.

Experience with Similar Projects: Consider experience listed by the Consultant. Consultant shall provide a concise description of their work experiences with municipalities during the past five (5) years as it relates to the scope of work outlined herein. Points will be awarded for projects satisfactorily completed, similar in nature to the proposed project, containing the required disciplines, and similar in size or dollar value. Also please provide project completion date, and owner and contact name and number. Said description should include, but not be limited to:

- a) Respondents established familiarity and experience record in providing comparable services with similar projects and location of business and/or satellite offices.
- b) Company History to include the number of years the Respondent has been providing these types of services. Consider any sub-consultants to be used and their experience (if applicable)
- c) Expertise of the Consultant's Key Personnel - Consider comparable experience and background of specific personnel that shall be assigned to the County's project. Also consider the specific involvement of those persons. Experience on projects of similar scope and size:
 - Qualifications of Project Staff
 - Project Manager
 - Project team
 - Sub-consultants (if applicable)
- d) Key personnel that will be assigned to the County's project, and their experience with similar projects. The ability, capacity and skill of the Consultant and all personnel assigned to this project to perform the required services.

Capability and Skills: The ability of the Consultant to perform services as required in this RFP. Consultant shall provide a description of the qualifications and skills of the organization and personnel who shall be responsible for performance of the services. Such description shall, at a minimum, include the following:

- a) A description of the Respondent's company history and current operating characteristics to include the number of years in business, philosophy, ownership, number of employees, organizational chart, annual sales, geographic coverage, etc.
- b) A description of the Respondent's financial stability and other resources that most adequately ensures the delivery of acceptable services to the County. The Respondent shall indicate the type of

organization they represent, i.e. individual, partnership or corporation. If the Respondent represents a corporation or partnership, the names of the President, Vice-President, Secretary, Treasurer and all principals or partners shall be listed. The Respondent should provide a statement or evidence reflecting the financial position of the firm.

- c) A listing of the firm's personnel that will be assigned to the Client, along with a summary of their qualifications and specific responsibilities for the project.
- d) Names and qualifications of sub-consultants
- e) Standard Forms 254 and 255

Current workload/proposed project schedule: A schedule should be submitted showing tentative begin date, progress check-points and estimated completion date. More points are awarded for shorter project schedules and/or immediate staff availability to begin/continue work on the project in a timely manner.

Project Approach: Respondent should provide a description outlining the services to be performed. Such description should, at a minimum, provide the following information:

- a) Respondent's understanding of the project.
- b) Overall project plan.
- c) Listing and annotation as to the manner in which the Respondent proposes to meet each provision stipulated in the Scope of Work section of this RFP.
- d) Listing of all major tasks to be performed by the Respondent and the deliverable products associated with each task.
- e) List of any exceptions taken to the provisions of this document
- f) Provide a proposed project schedule and detailed approach to complete this project, familiarity with this project, identification of unique issues related to the project, and the process proposed for communications with county staff, elected officials, and the public. Evaluate the firm/ provider's approach to and understanding of the Scope of Services required in the RFP as evidenced by the project approach.
 - Project schedule and detailed approach is reasonable/responsive to County's needs
 - Roles of all involved parties clearly identified
 - Familiarity with project location as evidenced by proposal (if applicable)
 - Identify/recognize critical or unique issues specific to the project
 - Adequacy of proposed communications process
 - Unique approaches that have been successful elsewhere.

Quality of Submittal and Compliance with RFP Instructions: The proposals will be evaluated for general compliance with instructions issued in the RFP. Noncompliance with significant instructions may be grounds for proposal disqualification.

- A. Demonstration of the firm's ability to understand and successfully complete all requirements as specified in the Scope of Work.
 - Applicable Resources offering quality assurances / quality control procedures; as well as adequacy of team / resources to complete the project within the proposed timeframe.
 - Evaluate the extent of applicable resources available to the firm / provider to complete the County's project.
 - Standard Quality Assurance/Quality Control program or procedures the firm has in place
- B. Demonstration of the firm's ability to utilize existing information in order to reduce initial and future costs of service.
 - Completeness of technical submittal, conformance to specifications and approach to project.
 - Adequacy of proposed team/resources to complete project within proposed time frame
 - Such other information as may be requested or secured.

Cost - Determination of estimated cost, actual fee schedule and pricing data: Consider whether all elements of cost and pricing conform to the requirements of the RFP.

References: A minimum of five (5) references who can verify the Consultant’s performance history with services that are comparable to those described within this document, (preferably to other government agencies). Please provide the following information regarding references:

- a) Name of firm;
- b) Address of firm;
- c) Name, title, e-mail address, phone, and fax of a contact for the firm;
- d) Number of years Respondent has served the firm; and
- e) Brief summary of scope of services provided.

The Planning Director, or designee, will check references during the evaluation process. Reference check information is considered part of the evaluation process and incorporated into the firm’s Reference criteria.

PROPOSAL SHEET - Variations from the aforementioned specifications may be acceptable provided such differences are noted on the proposal and are deemed to be advantageous to the County.

The proposer declares that the amount and nature of the materials/services to be furnished is understood and that the nature of this proposal is in strict accordance with the conditions set forth and is a part of this proposal, and that there will at no time be a misunderstanding as to the intent of the specifications or conditions to be overcome or pleaded after the proposals are opened.

EVALUATION OF PROPOSALS - Proposals will be evaluated in accordance with the following Evaluation Criteria:

Criteria	Rating Points
Familiarity with FDOT Scenic Highway Requirements	0-15
Experience with Similar Projects	0-15
Capability and Skills	0-15
Past performance with St. Johns County Government	0-10
Current workload/proposed project schedule	0-10
Project Approach	0-10
Quality of Submittal	0-10
Cost	0-10
References	0-5
Maximum Points Allowed	100

Please see attached Evaluation Sheet and Criteria. Evaluators will individually review proposals. Final rankings will be compiled, summarized and ranked in a Public Meeting at the Purchasing Department, 2446 Dobbs Road, St. Augustine, FL 32086. This will be a public meeting conforming to all applicable State of Florida Sunshine Laws. All respondents will be notified regarding the date and time of this meeting. The evaluation team will make recommendations based upon the written submittals. It is anticipated that the award shall be made to the responsible Consultant whose Proposal is determined to be the most advantageous to the County, taking into consideration, but not limited to, the evaluation factors set forth as stated in the above mentioned criteria.

Optional Phase Two: Short List Interviews: The written evaluation will produce a list of the top rated proposals that may be selected for interviews (short list). Oral interviews may be conducted in

order to make a final decision. **Upon selection of the top rated firm, St. Johns County will negotiate the specific terms of the contract including cost.**

CONTACTS - Questions related to the RFP must be directed to Bridget Mein, St. Johns County Purchasing, 2446 Dobbs Road, St. Augustine, FL 32086, fax number (904) 209-0163. **Inquiries related to the work scope, clarification or correction must be in writing – by fax, email or mail - and received no later than 4:00 p.m. on February 10, 2011 to allow adequate time for response and/or an addendum.** Please do not contact any other staff member of St. Johns County, except the above, with regard to this RFP. All inquires will be routed to the appropriate staff member for response. **All addenda will be advertised by the Purchasing Department no later than 4:00 p.m. February 17, 2011.**

DUE DATE AND LOCATION - The letters of interest and supplemental information will be received until **4:00 p.m. on February 24, 2011.** Mail or deliver all proposals to Bridget Mein, Contract Specialist, St. Johns County Purchasing Department, 2446 Dobbs Road, St. Augustine, FL 32086.

St. Johns County, Florida reserves the right to reject any or all proposals, waive minor formalities or award to and negotiate with the firm whose proposal best serves the interest of St. Johns County. St. Johns County also reserves the right to opt out of, revise, and/or start the RFP process over.

In the event that a Contract/Agreement is attached to the RFP, such Attached Contract/Agreement is For Discussion Purposes Only, and Not Necessarily Reflective of any Contract That May Be Ultimately Entered into By the County. In the event that a Contract/Agreement is Not Attached to the RFP, it is expressly understood that the Board of County Commissioner's (Board's) preference/selection of any Proposal does not constitute an award of a Contract/Agreement with the County. It is anticipated that subsequent to the Board's preference/selection of any Proposal, Contract negotiations will follow between the County and the selected Proposer. It is further expressly understood that no Contractual relationship exists with the County until a Contract has been executed by both the County, and the selected Proposer. The County reserves the right to delete, add to, or modify one or more components of the selected Proposer's Proposal, in order to accommodate changed or evolving circumstances that the County may have encountered, since the issuance of the RFP. It is further understood, no Proposer (whether selected or not) may seek or claim any award and/or re-imbusement from the County for any expenses, costs, and/or fees (including attorney's fees) borne by any Proposer, during the entire RFP process. Such expenses, costs, and/or fees (including attorney's fees) are the sole responsibility of the Proposer. By submitting a Proposal, a Proposer agrees to be bound by these terms and provisions of the RFP.

BID PROTEST - Any bidder, proposer or person substantially and adversely affected by an intended decision or by any term, condition, procedure or specification with respect to any bid, invitation, solicitation of proposals or requests for qualifications, shall file with the Purchasing Department for St. Johns County, a written notice of intent to protest no later than 72 hours (excluding Saturdays, Sundays and legal holidays for employees of St. Johns County) after the posting either electronically or by other means of the notice of intended action, notice of intended award, bid tabulation, publication by posting electronically or by other means of a procedure, specification, term or condition which the person intends to protest, or the right to protest such matter shall be waived. The protest procedures may be obtained from the Purchasing Department and are included in the County's Purchasing Manual. All of the terms and conditions of the County's Purchasing Manual are incorporated by reference and are fully binding.

INDEMNIFICATION - To the fullest extent permitted by law, the Contractor shall indemnify and hold harmless the Owner, St. Johns County, Florida, and employees from and against liability, claims, damages, losses and expenses, including attorney's fees, arising out of or resulting from performance of

the Work, provided that such liability, claims, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or injury to or destruction to tangible property (other than the Work itself) including loss of use resulting there from, but only to the extent caused in whole or in part by negligent acts or omissions of the Contractor, a Subcontractor, or anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such liability, claim, damage, loss or expense is caused in part by a party indemnified hereunder.

In claims against any person or entity indemnified under this Paragraph by an employee of the Contractor, a Subcontractor, any one directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this Paragraph shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the Contractor or a Subcontractor under workers' compensation acts, disability benefits acts or other employee benefit acts.

CONTRACT TIME - It is the intent of staff to enter into a one-year contract. The County may consider extending any executed Contract/Agreement under mutually acceptable terms and conditions. However, the County is under no obligation to extend any executed Contract/Agreement. Moreover, it is expressly understood that the option of extension is exercisable only by the County, and only upon the County's determination of satisfactory performance of any executed Contract/Agreement, including specifically, the Scope of Work/Services.

INSURANCE REQUIREMENTS - The successful bidder / proposer shall indemnify and hold owner, St. Johns County, Florida, harmless against all loss, damage, or expense for reason of injury to person or property arising out of the use of or activities on any said premises by the successful bidder/proposer, its' agents, representatives, vendors, sub-vendors, or employees. Prior to commencement of service/deliveries under this Contract, the successful bidder's insurance coverage shall comply with the following insurance requirements:

Worker's Compensation / Employer's Liability insurance as required by the Worker's Compensation Laws of the State of Florida.

- Commercial general liability insurance to meet minimum requirements below:
 - Commercial General Liability \$1,000,000.00
 - Medical Expense \$5,000.00
 - Personal & Adv Injury \$1,000,000.00
 - General Aggregate \$2,000,000.00
 - St. Johns County listed as additional insured.

Insurance companies providing the required insurance coverage's for the successful bidder must be rated in the current issue of "Best's Insurance Key Rating Guide" at "A" for the policy holder's category and XIII for the financial category to be specifically approved by the Owner.

INSURANCE CERTIFICATE - A Certificate of Insurance, naming the St. Johns County Board of County Commissioners as an additional insured, will be required from the successful bidder at the time of signing of the contract. Certificates of Insurance are to be authorized in writing by an officer of the insurance company or companies, identifying their agent and executed by the agent with a copy of the agent's license by the insurance company attached. The Certificate must reflect the required coverage and at least a guaranteed 30 day written notice of cancellation of materials, or change in coverage will be given to St. Johns County. Certified copies of all policies must accompany the Certificate of Insurance when requested by the County.

**Purchasing Department
St. Johns County, Florida
Definitions of Evaluation Criteria for
Ranking of RFP #11-43**

- A. **Cost (Dollars)** - Enter the consultants' proposed dollar amount.
- B. **Cost (Score)** - Price is included as one of the evaluation criteria; the lowest priced proposal should receive the maximum weighted score for the price criteria. The other proposals should receive a percentage of the weighted score based on the percentage differential between the lowest proposal and the other proposals in accordance with the following example:

Vendor	Proposed Price	Percentage	By	Weight	Equals	Weighted Score***
A	\$20,000	100	X	10	=	10
B	\$25,000	80*	X	10	=	8
C	\$28,000	71**	X	10	=	7

* Vendor B's percentage is $\$20,000 \div \$25,000 = 80\%$

** Vendor C's percentage is $\$20,000 \div \$28,000 = 71\%$

*** Weighted Score shall be rounded to nearest whole number

The price evaluation and calculation may be revised to conform to the needs for each individual RFP selection. *This will be graded on a 0 – 10 scale*

- C. Familiarity with FDOT Scenic Highway Requirements (0 to 15)** - Knowledge of FDOT Scenic Highway Program requirements, regulations, issues and other related State and County programs. *This will be graded on a 0 – 15 scale.*
- D. Past performance with St. Johns County (0 to 15)** - If the evaluator is unfamiliar with the performance of the firm under consideration, or if the firm has no experience working with St. Johns County Florida, give 5 points in this category. Five is considered to be a neutral number. If the firm has experience in the County, and you have direct and first hand knowledge of that experience, then rank more or less than 5 depending on whether their performance was less than average or better than average. *This will be graded on a 0 – 15 scale.*
- E. Experience with Similar Projects (0 to 15)** - Experience with projects similar in size and nature to this project. *This will be graded on a 0 – 15 scale.*
- F. Project Approach (0 to 10 points)** - A summary of the project approach shall demonstrate challenges and possible problems anticipated, as well as how the firm proposes to address these issues to provide the required services in a timely manner. *This will be graded on a 0 – 10 scale.*
- G. Current workload/proposed project schedule (0 to 10 points)** - A schedule should be submitted showing tentative begin date, progress check-points and estimated completion date. More points are awarded for shorter project schedules and/or immediate staff availability to begin/continue work on the project in a timely manner. *This will be graded on a 0 – 10 scale*
- H. Capabilities and Skills (0 to 10 points)** - Respondent shall exhibit the capabilities, experience and adequate professional staff to effectively develop and manage a project of this type. Respondent will also provide proof of financial stability. *This will be graded on a 0 – 10 scale.*
- I. Quality of Submittal (0 to 10 points)** - The proposals should be organized and completed in detail as requested. The proposals will be evaluated for general compliance with instructions issued in the RFP. Noncompliance with significant instructions may be grounds for proposal disqualification. *This will be graded on a 0 – 10 scale.*
- J. References (0 to 5 points)** - To avoid duplication, the Planning Director or other designated individual, will contact and rank references. *This will be graded on a 0 – 5 scale.*

EVALUATION SHEET

William Bartram Scenic Highway (WBSH) Poster and Brochure Design

**ST. JOHNS COUNTY, FLORIDA
CRITERIA FOR RANKING**

DATE:
PROJECT: WBSH Poster and Brochure Design

FIRM	A. COST (DOLLARS)	B. COST (SCORE) 0 TO 10	C. EXPERIENCE WITH SIMILAR PROJECTS 0 TO 25	D. CAPABILITIES AND SKILLS 0 TO 25	E. PROJECT APPROACH 0 TO 25	F. QUALITY OF SUBMITTAL 0 TO 10	G. REFERENCES 0 TO 5	TOTALS

SIGNATURE OF RATER: _____

PRINT NAME: _____ DATE: _____