

REQUEST FOR PROPOSAL

Design & Creative Services Ogden City 2009 – 2012 Brownfields Program

Ogden City is seeking Proposals from qualified design and creative firms or consultants knowledgeable and skilled in graphic design, printing, branding, environmental design, and public relations. The Work required includes, but is not limited to:

1. Full-service branding of the Ogden City 2009 – 2012 Brownfields Program
2. Design and implementation of community outreach program to include Open House environmental design, outreach letters, flyers, mailers, web pages, invitations, updates, and all other print collateral.
3. Developer information packages to include all sites studied within the target area, technical data, clean up alternatives, etc.
4. Management, quality control, and coordination of all printing, binding, distribution, and servicing.

Information and proposal packets may be obtained by visiting www.ogdencity.com/doingbusiness/bidsandproposals or by contacting:

Brandon Cooper
Construction Project Coordinator
Business Development Department
2549 Washington Blvd. #420
Ogden, Utah 84401
(801) 629-8947

Proposals are to be submitted to:

Ogden City Purchasing Department
2549 Washington Blvd. Suite #510
Ogden, Utah 84401
By:

3:00 p.m. on Friday, NOVEMBER 13th, 2009. Late Proposals will not be accepted.

Ogden City reserves the right to accept or reject any proposal that best serves its convenience and/or is in the best interest of the City.

Proposals will be evaluated by a committee composed of key city staff members. Finalists of the proposal screening may be asked to make a presentation to the committee.

Ogden City welcomes and encourages proposals from disadvantaged business enterprises.



Request for Proposal

Design and Creative Services

Ogden City 2009-2012 Brownfield's Program

Prepared By:
Ogden City Economic Development Department
October 27, 2009

I. INTRODUCTION

History:

In September 2009, Ogden City was awarded a Brownfields Community Wide Assessment Grant through The U.S. Department of Environmental Protection Agency (EPA), Denver Regional Office. The City will use the grant to complete categorization and assessment of 60 to 90 sites in a community **Target Area** consisting of, but not limited to, **the area between 21st Street and 31st Street and Wall Avenue to I-15**. As part of this grant, Ogden City seeks to partner with a qualified design and creative consultant for the branding of the 3 year program and for the design and implementation of our community outreach efforts.

II. PROJECT DESCRIPTION

The Ogden City 2009-2012 Brownfields Program ("the Project") is designed to carry out EPA's stated purpose of fostering national Brownfield redevelopment models by formulating a plan that will remove the environmental and economic barriers to redevelopment of existing brownfields located in the city. To date, Ogden has been dealing with contaminated properties on a site-by-site basis and has had successful remediation projects occur on many sites within previous target areas. During this new grant period, we wish to extensively reach out to the community through a series of open houses, various print efforts, and our website in an effort to educate, update, and promote our overall cleanup and redevelopment activities.

A. Project Objective: The primary objective of the City's Brownfields Project is to define the uncertainties and identify the potential liabilities associated with petroleum and hazardous materials contamination on sites located within the Target Area. For purposes of this RFP, the City will ask the chosen consultant to 1) develop an overall guiding brand for the program 2) develop, design, and implement the various elements (print, web, and media) of our Community Outreach Program 3) create and deliver a developer package showcasing the work completed during the project and the benefits to the private sector. Specifics are set forth in the Scope of Services section below.

B. Project Administration: Representatives from Ogden City will serve as project management and technical advisors. A core group staff, with a Business Development representative acting as the project manager, will meet with the consultant at least once a week to track the details and progress of the design process.

III. SCOPE OF SERVICE

The successful consultant shall provide the following services:

A. PART I

1. Develop the brand identity that will accurately and positively capture the City's program to cleanup and redevelop otherwise underutilized or blighted properties. Create 'brand engagement'.
2. Create style guide for the use and implementation of the brand identity.

B. PART II

1. At various stages of the 3 year program, develop, create, and implement the following:
 - a. Posters, signs, and public relations items associated with community open houses (using new brand identity)
 - b. Flyers, invitations, mailers, brochures, and web pages used to update and inform the public
2. Coordinate, manage, and quality control all printing, binding, mounting, etc. of third party printers or designers.
3. At the end of the project, develop, create, and implement a comprehensive package to be delivered to commercial developers illustrating the selected sites, work performed, technical data, and overall results of the 3 year Brownfield project.

IV. PROJECT DELIVERABLES

The following are requirements and /or expected deliverables for the contract for PARTS I & II of this project:

1. Brand: this could include logo or mark, tag line, type face, colors, textures, orientations, trademarks, and other special features required to capture the image and message of the City's program.
2. Style Guide: used to demonstrate the preferred use, layout, and formatting of the brand identity.
3. Project Collateral: consists of elements of outreach program used to communicate to the public and can include, but is not limited to, flyers, mailers, brochures, posters, web pages, invitation, ads, etc.
4. Developer Package: The consultant shall create and implement a developer package illustrating the targeted sites and detailing the work and results of the work during the 3 year project period. This will be the City's 'sales pitch' to the private developer community and the goal will be to attract a commercial firm(s) to the area for private redevelopment using our cleanup work as a catalyst.
5. Briefings: The consultant shall meet regularly—at least once a week—with City representatives to keep them apprised of the progress of the project.

V. SELECTION CRITERIA

Ogden City will use the following major criteria to evaluate responses to this RFP. The same criteria will be used to evaluate the oral presentations of the finalists, should the City opt to require such presentations.

A. Experience

1. Experience on similar projects
2. Overall breadth and strength of portfolio
3. Ability to assign consistent resources during the entire project timeframe

B. Firm's Proposed Approach and Methodology

1. Demonstrated knowledge of the project.
2. Adequately address scope of work.
3. Proposed time schedule.

C. Cost

1. Consistency with proposed procedures and strategy.
2. Comparison with other proposals.

VI. PROPOSAL CONTENT

Proposals must contain the following:

A. Letter of Transmittal including the following:

1. Firm name, address, telephone number, fax number, business license and professional licensing verification, if applicable.
2. A statement that the proposal will remain in effect through December 31st, 2009, unless withdrawn, until a contract is executed, or until the procurement is terminated—whichever comes first.
3. An Abstract summarizing the proposal and the main points, including costs, in a clear and concise manner.

B. Statement of Qualifications

1. A general description of the proposing organization, its history, staff, and areas of expertise.

2. A resume(s) of the individual(s) who will oversee and serve as the primary contact(s) for the proposed project and other key personnel who will lend their expertise to the project.
3. Information in the form of a portfolio regarding previous projects of similar scope and magnitude, including name of contact person or reference for that project.
4. Additional information the proponent feels will assist the evaluators in determining qualifications.

C. Proposed Project Schedule, Project Approach and Deliverables

1. Provide a proposed schedule for Part I.
2. Briefly describe the consultants approach to the project and the methodology use to complete project tasks.
3. Identify the deliverables the consultant will provide to the City pursuant to Section IV.

D. Proposed Fees

Proposals shall set forth the proposed fees for the following areas:

1. Hourly rates for PART I and PART II services—Standard hourly rates, service fees for printing, delivery, etc. and itemized list of all reimbursables required to complete the scope of work herein specified. ***This information will be used for informational and negotiating purposes only. The City's is not bound by the fees proposed. The City reserves the right to negotiate the contract amount at the time of entering into an agreement.***

VII. GENERAL INFORMATION

A. City Contact:

The Project will be directed by a team of key Ogden City Employees. The Primary contact person is:

Brandon Cooper
 Construction Project Manager
 Ogden City Corporation
 Business Development
 2549 Washington Blvd. # 420
 Ogden, Utah 84401
 (801)629-8947 Phone
 (801)629-8993 Fax
brandoncooper@ci.ogden.ut.us

B. Number of Proposals

The consultant shall submit one (1) original of the proposals. All portfolio documents shall be no larger than 11" x 17".

C. Submission of Proposals

1. Submission Deadline.

Fully responsive proposals must be submitted by 3:00 p.m. **NOVEMBER 13TH, 2009.** No facsimile transmittals will be accepted. All submittals must either be hand carried or delivered by U.S. Postal Services or other delivery services.

LATE PROPOSALS WILL NOT BE ACCEPTED

NOTE: IT IS THE SOLE RESPONSIBILITY OF THOSE RESPONDING TO THIS REQUEST FOR PROPOSAL TO INSURE THAT THEIR RESPONSE IS SUBMITTED IN ACCORDANCE WITH THIS REQUEST.

2. Proposals shall be submitted to the following:

Ogden City Purchasing Department
2549 Washington Blvd. Suite 510
Ogden, Utah 84401
Attn: Sandy Poll, Purchasing
Telephone: (801) 629-8743

General questions relating to the RFP process or project may be directed to Brandon Cooper at 801.629.8947 or at brandoncooper@ci.ogden.ut.us