

**Request for Qualifications:  
Mobile Applications and Mobile Websites Professional Pre-Qualified List**

The City of Santa Monica conducts numerous community outreach and education programs and frequently requires the services of talented design professionals to produce a wide range of communication materials, including but not limited to mobile applications, for various projects, programs and events.

To increase the efficiency of consultant selection while meeting the City's purchasing guidelines, we seek to establish a pool of pre-qualified mobile application and mobile website design professionals. Selected designers will have the opportunity to work with many different areas of the City organization and assist with a variety of communications efforts.

Interested individuals and firms are invited to submit qualifications for consideration as part of the pre-qualified list. This is a request for multiple projects and more than one design consultant will be selected.

*Eligibility*

All interested and experienced designers, developers, and firms are invited.

*Submission Requirements*

Your submission should demonstrate your capability to produce professional, quality mobile applications and websites for mobile devices. Responses to this RFQual must be made in accordance with the format set forth below. Incomplete submissions will not be considered.

1. Cover Letter

Indicate your interest in and qualifications to develop mobile applications and/or mobile websites for the City of Santa Monica. Please clearly state your areas of expertise (e.g., iPhone, Android, multiple platforms, mobile websites, etc.).

2. Production personnel

List the key personnel in your team. For each person, describe the type of work s/he performs and her/his relevant work experience or training that demonstrates her/his ability to perform.

3. Estimated hourly fee of key personnel

4. Work samples

Provide up to five samples of relevant past work. Include design and production fees for each project.

5. References

Provide name, title, address, email address and phone number for the contact person for each example project submitted.

*Additional Requirements*

All vendors must hold a City of Santa Monica Business License. Depending on scope and budget of individual projects, vendors may be required to meet the City's insurance guidelines.

*Deadline*

**The deadline for submissions is June 28, 2011 by 5:00 p.m. This is not a postmark deadline.**

Submissions must arrive prior to the deadline. Late or incomplete submissions will not be accepted.

Failure to comply with the requirements described in this RFQual may result in disqualification. E-mail submissions are acceptable, but not required.

Submit your proposal to:

Information Systems Department  
City of Santa Monica  
1685 Main Street, Room 110  
Santa Monica, CA 90401  
Attn: Keith Kurtz, Internet Systems Coordinator

Questions should be directed in writing to [keith.kurtz@smgov.net](mailto:keith.kurtz@smgov.net).