



REQUEST FOR PROPOSALS (RFP)

On-Call Creative and Graphic Design Services

Issue Date: August 1, 2008

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PROPOSALS DUE

September 4, 2008, 10 a.m.

PROPOSAL SUBMITTAL

3 proposal copies
1 sample artwork packet

DELIVERY ADDRESS

City of San Fernando
c/o City Clerk's Office
117 Macneil St.
San Fernando, CA 91340
Attn: José E. Pulido, City Administrator

QUESTIONS

Brian Haworth
(818) 898-7318

STATEMENT OF WORK

The City of San Fernando ("City") requests proposals for the following purpose, according to the terms and conditions attached.

1. Purpose.

The City desires to establish a professional services contract with a creative team to provide graphic design and related services at a reasonable cost. The City anticipates awarding the most qualified bidder with an annual "on-call" professional service agreement with a one-year renewal option.

2. Schedule.

Following is a tentative schedule of events:

August 1, 2008	Circulate/Advertise RFP
September 4, 2008	Proposals Due
Week of September 7, 2008	Proposal Evaluation
Week of September 21, 2008	Bidder Interviews (Optional)
October 20, 2008	Award Contract

3. Introduction/Background.

The City's needs are varied – they range from informational print pieces and web layouts, to awareness campaigns and branded exterior components. The City understands the value of consistent image and messaging, recently completing a new City logotype, graphic standards and a messaging document.

Over the next year, the City will unveil its new tonality and graphic standards to better communicate with its residents, and to build awareness of the City organization. The selected bidder will have the opportunity to develop a branded and bilingual (English/Spanish) public information program focused on, but not limited to: emergency preparedness and community involvement campaigns, a City newsletter, web design and related projects. Other opportunities include architectural/exterior identity projects like a Citywide wayfinding signage program, and redesigning City fleet vehicles and gateway monument signs. **All projects will be performed on an as-needed basis, subject to available funding.**

Given limited staffing and a quest for excellence, the City requires the selected bidder to provide thoughtful and memorable identities for its final products. In performing this work, it is essential to meet the City's expectations with regard to requests for changes, quality

control, deadlines and budgetary restrictions. In all cases and in addition to addressing these areas of concern, responsive contact is a must with the City Administrator.

4. Objectives.

- Quality design and messaging that is both original and appropriate.
- Courteous, timely and responsive customer service.
- Highest possible levels of customer satisfaction.

5. Work Statement.

Tasks will include:

- The performance of graphic design and related services in accordance with City needs; and where applicable, graphic standards, messaging document and all appropriate urban design plans. A Work Order will be prepared and provided to the selected bidder when a specified project(s) is requested by the City.

Deliverables will include:

- Printable, electronic artwork on disc and proofs in the format specified by the City Administrator and compatible with the City's system for each project assigned.
- Hard copy printing or fabrication specifications that are sufficiently detailed so as to allow printers and manufacturers to understand the entire scope of printing or fabrication required, and to provide a responsive cost estimate.
- Monthly reports and project status listings to, and quarterly meetings with, the City Administrator.

6. Required Qualifications.

The selected bidder will meet minimum qualifications in specified areas, including but not limited to:

- Employee Qualifications. The Project Manager should have a degree in art or design, and/or a combination of six (6) to eight (8) years of education and work experience in the field of graphic design. Other employees identified for support of City projects shall have at least two (2) years experience performing work to which they are assigned.

- Software Capabilities. The bidder shall have at its disposal and have an in-depth working knowledge of the following software: Adobe PageMaker, In Design, QuarkXPress, Adobe Illustrator, Adobe Photoshop and AutoCAD. All assigned staff will be well-versed in photo manipulation, color correction, illustration techniques and specifications.
- Hardware/Equipment Capabilities. The bidder must possess the capabilities to provide electronic format artwork and other illustration/specifications to printers, manufacturers, website hosts and other third parties. Capability of exchanging files via e-mails, compact disk and the Internet is required.
- Years in Business. The company, as identified in the proposal/bidder response, must have been in the creative or graphic design business a minimum of five (5) years at the time the contract is awarded. Alternatively, the principals must have been the principals of a creative or graphic design business for a minimum of three (3) years at the time the contract is awarded.

SUBMITTAL REQUIREMENTS

Submitted proposals must follow the format outlined below, and all requested information must be supplied. Please submit three (3) completed copies of the proposal and one (1) sample artwork packet. Note that once received, proposals and sample artwork will become the property of the City and will not be returned.

Each proposal must be submitted in two parts. Part I must relate to the Technical Proposal. Part II must relate to the Cost Proposal.

Part I. Technical Proposal.

- Cover Letter. Must include the name, address and telephone number of the company, and be signed by the person(s) authorized to represent the bidder.
- Table of Contents. Clearly identify material contained in the proposal by section and page number.

- Introduction (Section 1). Contents to be determined by bidder.
- Definition of Problem (Section 2). Provide an explanation and interpretation of the areas of importance described in this RFP that will demonstrate your understanding of the City's requirements.
- Methodology (Section 3). Describe the methodology and techniques to be employed with respect to the general services requested and with respect to specified projects. Identify the maximum project turnaround times and how they would be determined. Discuss bidder's plan for customer, vendor interface for projects to ensure a maximum level of customer service (keeping in mind that a purchase order number must be obtained prior to beginning any project and that all projects must be approved by the City Administrator).
- Assigned Personnel (Section 4). Identify a project manager who will be responsible for all City projects and who will act as the City's single point of contact with the contracting group. Identify the principal(s) having primary responsibility for executing all assigned projects. Discuss their professional and academic backgrounds. Provide a summary of similar work they have previously performed. Identify the individuals most likely to be assigned to work on City projects and provide their resumes. Provide at least two (2) examples of each person's work covering diverse projects. These samples should demonstrate creativity, quality of imagery and ability to convey messages. Describe the responsibilities and capacity of the technical personnel involved.
- City Resources (Section 5). In the event that City services or staff resources might be required for assistance, explain how either would be used to supplement bidder's activities to achieve identified objectives.
- Subconsultants (Section 6). If subconsultants are to be used, identify each of them in the proposal. Describe their qualifications and the work to be performed.
- Consultant Capabilities and References (Section 7). Provide a summary of the bidder's relevant background experience. Discuss the applicability of such experience to this RFP. Include other governmental agencies and private clients as references and a contact person for those clients, and a brief description of the work performed or

completed. Bidders may also include other samples of work in the following section (Additional Data).

- Additional Data (Section 8). Provide samples for which bidder did all design and layout work, and that best represents the capabilities of the bidder. If subcontracting services like copywriting are proposed, include samples of work. Label appropriately. Note that samples need not necessarily have been accepted by a client and/or printed for consideration by the City. The sample packet must contain no more than 10 artwork examples and three (3) copywriting samples. **The packet must include at least one example of the following: creative design and use of color; marketing or informational brochure, advertisement, booklet, pamphlet or magazine; and architectural/exterior signage or identity.** Do not submit artwork or copywriting that has been previously created for the City. Samples must be no larger than 11"x17" inches folded final size. Samples will become the property of the City and will not be returned.

Part II. Cost Proposal

- Labor. List an hourly labor rate for each employee skill level and subconsultant.
- Travel Costs. Based on requirements of this RFP, quality checks and fieldwork may be necessary. Identify if travel to printers, fabricators or meetings with City staff will be charged and at what cost per occurrence.
- Miscellaneous Costs. Identify and list any anticipated costs that are not covered. If the City will be charged for rush projects, please indicate what is considered a rush and the associated charges.

NOTE: It is expected that general, overhead and administrative costs are included in the hourly rate for labor. It will be assumed that all contingencies and/or anticipated escalations are included. **The above information will form the basis of negotiations for project costs.**

PROPOSAL SUBMISSION

All proposals must be submitted according to specifications set forth. Failure to adhere to these specifications may be cause for rejection of proposal. The City reserves the right to waive any defects or informalities within proposals, at its sole discretion.

1. Signature.

All proposals must be signed by an authorized representative of the bidder. The signature will bind the bidder to its provisions for at least a period of 120 days. Failure of the selected bidder to accept the obligation of this RFP may result in the cancellation of any award.

2. Due Date.

The bidder shall submit (3) complete copies of the proposal and one (1) sample artwork packet in a sealed envelope, plainly marked in the upper, left-hand corner with the name and address of the bidder and the words "RFP: On-Call Creative and Graphic Design Services". All proposals are due before 10 a.m., Thursday, September 4, 2008 and should be directed to:

City of San Fernando
c/o City Clerk's Office
117 Macneil St.
San Fernando, CA 91340
Attn: José E. Pulido, City Administrator

Proposals will be opened immediately. Late proposals will not be accepted. Any correction or resubmission done by the bidder will not extend the submittal due date. The City is not responsible for proposals not properly marked and delivered.

3. Addenda.

The City may modify this RFP and issue supplementary information or guidelines during the period of August 1, 2008 to August 28, 2008. Written addendums to this RFP will be posted on the City's website: www.sfcity.org

4. Rejection.

A proposal may be immediately rejected, at the City's sole discretion, if:

- It contains misrepresentative or misleading information.
- It is received at any time after the exact date and time set for receipt of proposals.
- It does not meet the required specifications or terms and conditions as prescribed.
- It is not prepared in the format prescribed in this RFP.
- It is signed by an individual not authorized to represent the bidder.

- Bidder is involved in outstanding litigation that could impinge on its ability to complete the responsibilities and obligations of the proposal.

5. Withdraw of Proposal.

A bidder may withdraw its proposal at any time before the due date for submission of proposals as provided in this RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective bidder.

6. Proposal Evaluation and Bidder Selection.

An evaluation panel comprised of City representatives will evaluate all proposals to determine responsiveness to this RFP. The panel will recommend selection of a candidate bidder for final approval and negotiation of a contract.

Proposals will be evaluated on the following criteria:

- Quality and creativity of the samples of work.
- Level of experience and training of personnel assigned to this contract.
- Responses of references supplied.
- Breadth and depth of the resources of the company.
- Ability to meet specifications and terms and conditions of this RFP.
- Pricing structure.

No single objective will constitute the basis for selection. During the selection process, the evaluation panel may wish to interview bidders with scores above a natural break. Interviews will be for clarification purposes only. No new material will be permitted at this time.

7. Award of Contract.

Selection of the final bidder will be considered by the City Council on October 20, 2008 with a recommendation that the City Administrator enter into an "on-call" professional services agreement with the selected bidder. As noted above, a Work Order will be prepared and provided to the selected bidder at the time a specific project(s) is requested by the City. The bidder shall not commence work until it has received said Work Order from the City describing the specified project(s), period of performance/completion, and a not-to-exceed amount.

TERMS AND CONDITIONS

1. **Certification.**

By submitting a proposal, bidder certifies that it has fully read and understood this RFP and has full knowledge of the "on-call" nature of this project, including scope and quality of work to be performed, with an understanding that specified projects will be described in a Work Order. Bidder also certifies that its proposal was prepared without prior understanding, agreement or connection with any other bidder submitting a proposal for this RFP, and is in all respects fair and without collusion or fraud, so that all proposals will result from free, open and competitive proposing among all bidders.

2. **Reserving Rights.**

The City reserves the right to reject any and all proposals received as a result of this RFP, in its sole discretion, and to re-advertise for new proposals. If a proposal is selected, it will be the most advantageous regarding price, quality of service, the bidder's qualifications and other factors which the City may consider. The City does not intend to award a proposal fully on the basis of any response made to the proposal. The City reserves the right to consider proposals for modifications at any time before a final contract is awarded to the selected bidder, and negotiations would be undertaken with the party whose proposal is deemed to best meet the City's specifications and needs, as determined by the City.

3. **Assignment and Guarantee.**

No assignment by the bidder of the contract or any part thereof, or of funds to be received hereunder, is binding unless the City Administrator has given written consent before such assignment. There is also no guarantee of a minimal amount of work or compensation for any bidder selected for contract negotiations.

4. **Financial Responsibility for Proposal Costs.**

The City accepts no financial responsibility for any costs incurred by the bidder in responding to this RFP. Proposals will become the property of the City and may be used by the City in any way deemed appropriate.

5. **Clarification.**

Should discrepancies or omissions be found in this RFP or should there be a need to clarify this RFP, questions or comments should be directed to Brian Haworth, Assistant to the City

Administrator, (818) 898-7318 no later than August 28, 2008. The City shall not be responsible for, nor be bound by any oral instructions, interpretations or explanations issued by any representative of the City.

6. Discrimination.

The bidder and all subconsultants must not be discriminate, nor permit discrimination against any person on the grounds of race, national origin, sex, handicap, sexual orientation, veteran status or any other legally protected classification, in their employment practices, in any of their contractual arrangements, and/or in all services and accommodations that they offer the public or in their business operations.

7. Indemnification.

Bidder, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including, but not limited to, attorney fees, and otherwise hold harmless the City, its officials, its officers, its employees and agents from any and all liability of any nature or kind arising out of or related to the preparation or presentation of a proposal in response to this RFP.

8. Gratuity Prohibition.

Bidder shall not offer any gratuities, favors or anything of monetary value to any official, employee or agent of the City for the purpose of influencing consideration of this proposal.

9. Contract Provisions.

If a contract is awarded, the selected bidder will be required to adhere to a set of general contract provisions contained in the professional services agreement, including but not limited to, (1) indemnification, (2) standard general liability insurance (with a minimum limit of one million dollars (\$1,000,000.00)), (3) worker's compensation, (4) maintenance of necessary licenses, permits and certificates, (5) recordkeeping, (6) non-discrimination and (7) adherence to all applicable federal, state and local laws. **Exceptions will not be granted.**