

SAN DIEGO
WORKFORCE
PARTNERSHIP[®]

Date: Friday, May 26, 2017

Subject: Request for Quotes (RFQ) – Graphic Design Services

Request for Quote – Graphic Design Services

The San Diego Workforce Partnership (SDWP) seeks a contractor to provide graphic design services, which will include support for designing print and online collateral from beginning to end, ongoing requests for enhancement to existing collateral and shells or templates that the Communications Team can work within to add/change text/photos. This will include the organization’s annual report.

Further details are discussed in the “Scope of Work” of this RFQ. The budget for this project may not exceed \$24,000.

Email your quote to desiree@workforce.org by Wednesday, June 7, 2017 at 5 p.m. with the subject of the e-mail titled, “Quote for Graphic Design Services.”

ORGANIZATIONAL OVERVIEW

The SDWP is a 501(c)(3) chartered by the County and City of San Diego to fund and deliver employment and training programs in the San Diego region.

For additional information, please visit workforce.org.

BACKGROUND

SDWP does not have a graphic designer on staff. The contractor will develop organization-wide collateral with a consistent look and feel. A challenge is that our programs oftentimes have their own logos separate from the SDWP brand and/or community partners who alter the material to meet their specific needs.

SCOPE OF WORK AND DELIVERABLES

Project: SDWP is interested in entering into a service agreement, with qualified contractors, to provide support for designing print and online collateral from beginning to end as well as ongoing requests for enhancement to existing collateral. Requests for items may include, but are not limited to: annual report, fact sheets, color brochures, event flyers, email templates, PowerPoint templates, social media art, workforce.org elements and event signage.

Bidders must be capable of serving as a graphic designer and/or project manager as necessary as tasks are offered and accepted. Bidders must be willing and capable of

providing both final (.jpg, .eps, etc.) and working (.ind, .psd, etc.) files upon request.

Billing: the selected contractor will be willing to work on a time basis based on a fixed hourly rate billed to the nearest 15 minute interval with no minimum time per task.

Expectations: bidders must demonstrate exceptional skills using common graphic design programs such as Photoshop, Adobe InDesign, etc. Bidders must submit sample work as a demonstration of qualifications.

Onsite work: the majority of development work can occur remotely, however some on-site work/meetings might be required at SDWP's discretion. There will be no reimbursement for travel-related expenses.

Deliverables will be defined during the duration of the service agreement.

PROJECT TIMELINE

The term of service will be from July 2017 to June 2018, with the option to extend the agreement for two (2) additional one-year periods based on need, performance, and funding availability.

SUBMITTAL SCHEDULE

May 26, 2017	RFQ release date
June 7, 2017	Quotes due at 5 p.m. to desiree@workforce.org
June 23, 2017	Respondents notified of the RFQ selection
July 3, 2017	Contract start date

QUOTE FORMAT

Respondents must submit the following information:

1. Cover page (one page)
 - Name and contact information (email, phone number) of the respondent
 - SSN or tax ID
 - Authorized signature and job title
2. Short description of the approach to this project
 - a. Project completion methodology/proposal
3. Project budget by activities conducted. Be specific if you charge different rates for different staff or activity. (no more than \$24,000)
4. Estimation of how many hours you would anticipate billing to create:
 - Fact sheet

- Bi-fold brochure: color, five graphic elements
- Event flyer
- Annual report: 20-page, print (saddle-stitched book at 8.5x11 in) and PDF (interactive with embedded links) with up to 40 graphic elements and image design
- Online annual report: Convert printed annual report content into interactive, web-based version; vendor will work with SDWP's web design and support vendor to execute (Please note: these items represent the types of material we use and may or may not be actual projects.)

5. Two samples of work (links or attachments)
6. References and project team
 - a. Name and phone number of a reference for prior work of a similar nature
 - b. Relevant personal associated with the project and their qualifications
7. Conflict of Interest Disclosure (see Attachment A)

SDWP prefers quotes with the following formatting:

- Font size: 12 point
- Spacing: 1.5
- Margins: 1 inch
- Pages: Single-sided
- Page numbering: Bottom right of page
- Language: English

EX-PARTE COMMUNICATION

All inquiries must be emailed to desiree@workforce.org. No phone calls will be accepted. No other individuals related to the SDWP (e.g., staff, board) are to be contacted regarding this matter. No other sources of responses or clarifications are considered valid.

SELECTION

Award will be based upon an assessment of overall value. The proposals will be scored based upon all components:

- Quality of work samples (45 points)
- Experience with projects of similar size and scope (30 points)
- Proposed hourly rate and estimated time to complete projects (25)

TOTAL POINTS POSSIBLE: 100

As an example, a bidder may propose an hourly rate that is more expensive than its competitors, but require less time to complete the same project or offer better overall quality, thus making the overall 'bottom line price' for this service a better value.

LIMITATIONS

Right to Cancel

SDWP reserves the right to cancel, delay, amend or reissue all or part of this RFQ at any time without prior notice. This RFQ does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any respondent after the quote(s) are reviewed, if such action is deemed to be in the best interest of SDWP. Such negotiation should not be viewed by any respondent as an indication of contract award.

Cooling Off Period

SDWP shall not contract with any respondent whose quote was submitted by an individual or entity who, within the preceding twelve months, was themselves or employs anyone who is a current, dismissed, separated or formerly employed person of SDWP, and:

- Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
- Participated in any way in the negotiations, transactions, planning, arrangements or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
- Is an owner, officer, principal, partner or major shareholder of the proposed Contractor.

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to any procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period.

Protest/Appeals Process

An appeal will only be considered valid if there has been a violation of the one of the following criteria:

- The procurement process as outlined by the RFQ/RFP was violated in some manner
- Federal, State and/or SDWP procurement guidelines, as described in SDWP Contract General Provisions, have been violated

An appeal would not be allowed:

- To contest individual scores, the rating system or dissatisfaction with the evaluation results unless there is a violation of the process as outlined above
- By those other than RFQ/RFP respondents

The appeals process shall consist of the following steps:

- A written letter of appeal must be delivered to the RFQ/RFP contact
- The written appeal must specify evidence for valid appeal and the specific relief requested
- The written appeal must be received by SDWP within five (5) business days from the date the winning respondent for the RFQ/RFP is selected. For RFP's, SDWP's recommendation is publicly posted on SDWP's website. Pursuant to the Ralph M. Brown Act (Cal. Gov't Code §54950 et al.), the agenda for a publicly noticed meeting shall be posted no later than 72 hours prior to the meeting being held
- A designated third-party appeals review panel comprised of non-SDWP staff shall have ten (10) business days to determine if the criteria for a valid appeal have been met. The decision of the review panel shall be final with no provision for reconsideration