



DEPARTMENT OF FINANCE
PURCHASING & RISK MANAGEMENT

**REQUEST FOR PROPOSALS
FOR
THE CITY OF STAUNTON, VIRGINIA**

May 9, 2018

GENERAL INFORMATION

The City of Staunton is seeking proposals from qualified contractors to provide graphic design services to the Parks & Recreation Department as specified herein.

All proposals must be delivered to:

Mail To:

**City of Staunton
Cameron S McCormick
Assistant Director of Finance
P.O. Box 58
Staunton, VA 24402-0058**

Overnight To:

**City of Staunton
Cameron S McCormick
Assistant Director of Finance
116 W Beverley St., 3rd Floor
Staunton, VA 24401**

(540) 332-3948

ALL PROPOSALS MUST BE RECEIVED BY 4:00 P.M. LOCAL TIME, JUNE 5, 2018.

The City of Staunton is not responsible for delays in the delivery of the mail by the U.S. Postal Service, private couriers, or the inter-office mail system. It is the sole responsibility of the Offeror to ensure that its proposal reaches the Supervisor of Purchasing by the designated date and hour. **Facsimile and e-mail submittals are not acceptable.**

All offerors shall abide by all applicable State and Federal laws. The City does not discriminate against small and minority businesses or faith-based organizations.

INQUIRIES CONCERNING RFP

Any questions or comments concerning this Request for Proposal should be directed to:

**Steven T Taetzsch, Recreation Specialist
City of Staunton
P. O. Box 58
Staunton, VA 24402-0058
540-332-3945 (office)
taetzchst@ci.staunton.va.us**

**SPECIFICATIONS FOR REQUEST FOR PROPOSAL
FOR
CITY OF STAUNTON, VIRGINIA
GRAPHIC DESIGNER**

I. SCOPE OF SERVICES

The City of Staunton is requesting proposals from qualified and experienced Graphic Designers to layout and design the Parks & Recreation Department Activity Brochure. Brochures are produced and distributed to the community three times a year to promote activities sponsored by the Parks & Recreation Department. Because these programs are scheduled in advance, time is of the essence in producing and distributing this brochure. The Designer selected will have his/her own editing program (InDesign) and computer, be able to document past creative endeavors, and be willing to commit to the time constraints involved in producing and distributing a timely brochure.

II. TERMS AND CONDITIONS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of respective offerors to provide the required services. Offerors are required to submit the following items for a complete proposal:

1. A statement of the offeror's understanding of the work to be performed in accordance with the timeline.
2. Information as to the offeror's background and experience relative to the services being requested.
3. Offeror's preferred payment schedule (lump sum, hourly, hourly not to exceed, etc.) The city prefers to pay Designer in one lump sum at the end of each brochure period, upon completion of services.
4. Listing of previous clients who may be contacted as reference, for whom similar services have been provided.
5. Resumes identifying the type of professional personnel who will be employed to perform the contract. Resumes should describe the experience, education, background, specific or technical accomplishments and any special qualifications applicable to contract performance.
6. Description of financial responsibility of the offeror, including adequate proof of Professional Liability Insurance in an amount not less than \$1,000,000/\$500,000 and a minimum of \$1,000,000 excess liability insurance umbrella coverage, or such other insurance as is satisfactory and may be approved by the City. Please call with questions regarding insurance coverage.

7. Any other special experience and qualifications relative to this project.

III. TECHNICAL SPECIFICATIONS

Each of the three Parks & Recreation Activity Brochures will range from 18-36 pages. It is a self-covered, glossy publication. Examples of past Recreation Brochures can be found on the City website at <https://www.ci.staunton.va.us/departments/parks-recreation-/news-events/activity-guide-1492>. Designing the Activity Brochure will involve multiple meetings with Recreation Department personnel and several drafts over a 4-week period. Meetings are preferred in person, but phone calls are acceptable for certain situations.

Estimated Timeline with 4-5 drafts:

Week 1: Brochure information submitted to Designer; draft 1 due within 5 days.

Week 2: Edits and pictures submitted; draft 2 due within 4 days.

Week 3: Edits and pictures submitted; draft 3 due within 4 days.

Week 4: Week before printing deadline – proofreading changes done and draft 4 due within 2 days.

Brochure will be sent to print the following week, if not before.

Selected designer must have his/her own computer and design software (InDesign preferred). Photoshop and photography experience is preferred, but not required.

Designer shall submit samples of past work in print form to illustrate experience in this field.

IV. REVIEW AND AWARD

To be considered for selection, offerors must submit a complete response to this Request for Proposal. Failure to submit all information requested may result in the rejection of the incomplete proposal.

Proposals shall be signed by an authorized representative of the offeror. Two (2) copies of the proposal must be submitted to the City. This should include examples of design work, on regular printer paper. Each copy of the proposal should be together in a single package as practical. All documentation submitted with the proposal also should be included in that single package.

The following criteria, not necessarily listed in the order of importance, will be used in evaluating the responses to this RFP with weighting as determined in the sole discretion of the City:

1. Scope of services to be provided, as described in the proposal.
2. Cost of proposed services and payment schedule required.

3. Commitment and ability to meet timelines as identified herein.
4. Previous experience and applicability to services requested.
5. Previous design work.
6. References.
7. Credentials of project team proposed to perform work.

VI. TERMS

Contract will be awarded for a 1-year period, which equals 3 brochure design periods, beginning July 1, 2018 and ending June 30, 2019. The City reserves the right to renew this contract for four (4) additional 1-year periods, through Fiscal Year 2023, if so desired and agreed upon by both parties. Any renewal will be dependent on satisfaction, working relationship, and negotiated fee. The City reserves the right to negotiate annual contract terms with the successful offeror. The City reserves the right to re-solicit services from other contractors after each one (1) year period.

PROCUREMENT GUIDELINES

I. COMPETITIVE NEGOTIATION

The procurement method is competitive negotiation of other than professional services, as defined in Section 2.2-4301 of the Code of Virginia (1950) as amended. This Request for Proposal indicates, in general terms, the nature of the program and services being sought. Each offeror is to submit the proposal(s) that best suits the needs of the City.

The specific requirements for the contents of the proposals are contained in the RFP. Offerors are encouraged to provide additional information not specifically identified as a requirement if that additional information enables the proposal to better suit the needs of the City. In order to procure the program that best suits the needs of the City, the competitive negotiation process and evaluation criteria consider factors in addition to cost.

II. AWARDING THE CONTRACT

The award of a contract shall be determined in the sole discretion of the City based upon evaluation of all information as the City may request. The City reserves the right to waive any informality in proposals submitted in response to this RFP when such waiver is in the best interest of the City.

The evaluation process shall be based upon the criteria set forth in **Section IV** of this request for proposals. Price will be considered but will not be the sole determining factor. Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors involved in the Request for Proposal. Negotiations shall then be conducted with each of the offerors so selected. After negotiations have been conducted with each offeror so selected, the City shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should the City determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

The City of Staunton shall endeavor to award the contract within sixty (60) days from receipt of proposals. Notice of award will be posted on the City Web Site. (<http://www.staunton.va.us/solicitation-results>)

III. PUBLIC INSPECTION OF PROCUREMENT RECORDS

Proposals submitted shall be subject to public inspection only in accordance with Section 2.2-4342 of the Code of Virginia, which reads, in essence, as follows:

Except as provided in this section, all proceedings, records, contracts, and other public records relating to procurement transactions shall be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act.

Cost estimates relating to a proposed procurement transaction prepared by or for a public body shall not be open to public inspection.

Any competitive negotiation offeror, upon request, shall be afforded the opportunity to inspect proposal records within a reasonable time after the evaluation and negotiations of proposals are completed but prior to award, except in the event that the City decides not to accept any of the proposals and to reopen the contract. Otherwise, proposal records shall be open to public inspection only after award of the contract.

Any inspection of procurement transaction records under this section shall be subject to reasonable restrictions to ensure the security and integrity of the records.

Trade secrets or proprietary information submitted by a bidder, offeror or contractor in connection with a procurement transaction shall not be subject to the Virginia Freedom of Information Act; however, the bidder, offeror or contractor shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is necessary. Bidder may not invoke this protection on the entire proposal – only on those sections or data which are considered trade secrets or proprietary.

IV. ETHICS IN PUBLIC CONTRACTING

By submitting their proposal, all offerors certify that their proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or sub-contractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

V. ANTI-DISCRIMINATION

By submitting their proposal, offerors certify to the City of Staunton that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, the Virginia Fair Employment Act of 1975, as amended, where applicable and Section 2.2-4311 of the Virginia Public Procurement Act.

1. During the performance of this contract, the offeror agrees as follows:
 - a. The offeror will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a

bona fide occupational qualification reasonably necessary to the normal operation of the offeror. The offeror agrees to post in conspicuous places, available to employees and the applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

- b. The offeror, in all solicitations or advertisements for employees placed by or on behalf of the offeror will state that such offeror is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
2. The offeror will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

VI. DRUG-FREE WORKPLACE

By submitting their proposal, offerors certify to the City of Staunton that they will conform to the provisions of Section 2.2-4312 of the Virginia Public Procurement Act. offerors agree to (i) provide a drug-free workplace for the offeror's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the offeror's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the offeror that the offeror maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

VII. IMMIGRATION REFORM

By submitting a proposal, offerors certify that, they will not, and shall not knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

VIII. PROMPT PAYMENT ACT

Any contract awarded as a result of this Request for Proposal shall incorporate the terms and conditions of Article 4 of the Virginia Public Procurement Act with respect to Prompt Payment.

IX. REJECTION OF PROPOSALS

The City reserves the right, at any time prior to award of the contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new Request for Proposal, or make modifications, corrections of additions to the information contained herein.

Offerors are cautioned this is a Request for Proposal, NOT a request to contract.

X. COSTS FOR PROPOSAL PREPARATION

Any costs incurred by offerors in preparing or submitting proposals are the offeror's sole responsibility; the City will not reimburse any offeror for any costs incurred as a result of the preparation of this Request for Proposal.

XI. APPROPRIATIONS

The obligations of the City of Staunton are subject to and contingent upon annual appropriation by City Council of sufficient funds for the purposes of this contract. In the absence of such annual appropriation, either the City of Staunton or offeror may terminate the contract by giving not less than ten (10) days prior notice to the other, specifying this reason for the termination, and upon effective termination pursuant to this provision, any compensation due shall be equitably adjusted by mutual agreement.

XII. STATE CORPORATION COMMISSION IDENTIFICATION NUMBER

Pursuant to Code of Virginia, §2.2-4311.2 subsection B, a bidder or offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its bid or proposal the identification number issued to it by the State Corporation Commission (SCC). Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law is required to include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized. Link to the Virginia State Corporation Commission site: <http://www.scc.virginia.gov/>.

XIII. FORUM SELECTION

Any action, proceeding, or claim in any way related to this agreement or the relationship between the parties shall be filed and maintained solely in the General District Court or the Circuit Court of the City of Staunton, Virginia.