REQUEST FOR PROPOSAL (RFP)

Graphic Design Services

County of San Mateo

County Manager’s Office
400 County Center, 1st Floor
Redwood City, CA 94063

Alicia Garcia
(650) 363-4634
agarcia@smcgov.org

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400 County Center, 1st Floor
Redwood City, CA 94063

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## RFP Summary

<table>
<thead>
<tr>
<th><strong>Solicitation Number</strong></th>
<th>1353</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RFP Release Date</strong></td>
<td>March 7, 2018</td>
</tr>
<tr>
<td><strong>Number of contracts to be awarded</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Funding Sources</strong></td>
<td>☒ County</td>
</tr>
<tr>
<td><strong>Expected Contract Duration</strong></td>
<td>36 months</td>
</tr>
<tr>
<td><strong>Options to Renew</strong></td>
<td>Two options of 12 months each</td>
</tr>
<tr>
<td><strong>Submit via Public Purchase</strong></td>
<td>☒ Yes</td>
</tr>
<tr>
<td><strong>Authorized Contact Person</strong></td>
<td>Alicia Garcia</td>
</tr>
<tr>
<td><strong>Authorized Contact Person E-mail Address</strong></td>
<td><a href="mailto:agarcia@smcgov.org">agarcia@smcgov.org</a></td>
</tr>
</tbody>
</table>
| **County Mailing Address** | County of San Mateo  
400 County Center, 1st Floor  
Redwood City, CA 94063 |
| **Protests Contact Person** | Greg Tatar |
| **Protests Contact Person E-mail Address** | gtatar@smcgov.org |
| **Deadline for Questions, Comments and Exceptions** | 5:00 PM PDT, Friday, March 16, 2018 |
| **Answers to Questions Posted** | 5:00 PM PDT, Wednesday, March 21, 2018 |
| **Proposal Due Date and Time** | 5:00 PM PDT, Friday, April 13, 2018 |
| **Interviews** | May 2018 |
| **Notice of Intent to Award** | June 2018 |
| **County Board Approval** | July 2018 |
Request for Proposal (RFP)  
Graphic Design Services  
RFP# 1353

The County Manager’s Office is seeking the services of a graphic designer to produce a variety of marketing materials needed to successfully lead San Mateo County’s efforts to fulfill the Board of Supervisors' vision of a healthy, safe, livable, prosperous, environmentally conscious, and collaborative community.

Project Description

The County Manager’s Office is seeking online proposals to establish a contract through competitive negotiations for the purchase of graphic art and/or design work. The overall goal of this RFP is to engage one or more Contractors to design graphic art products including but not limited to logos, annual reports, brochures, program guides, fact sheets, drawings, and graphic items for use on the County’s website and in social media. These products will need to be developed or saved in various formats for use in online and print media. The designer is required to work with the staff of the County Manager’s Office on design and content specifications. Graphic design projects include:

- County Profile Brochure:  
- Countywide Reports:  
- Budget Book Cover Page and Divider Inserts:  
- Children’s Budget Layout and Design:  

Design Requirements

Ensure a consistent brand identity in the design of all County visual media. Adhere to the County standards for use of the official County seal and logo (Ordinance No. 04759).

Estimated Contract Duration

The County Manager’s Office requires the contract services of a graphic designer for three-years with the possibility of two one-year renewals (maximum five-year contract).

Functional Requirements

The functional requirements of the contract may vary in length from month to month dependent upon the scope of the project. The summary below reflects anticipated requirements for the upcoming year. Additions/subtractions may occur.
Required Services

The Contractor will provide Graphic Design services to the County Manager’s Office. The graphic must be produced in an electronic format that can be easily modified by the County Manager’s Office as necessary. The design must be adaptable for use in the production of print and the County’s website, social media content, posters, and flyers. The design must also be capable of reproduction in different sizes (i.e. handbills, 8½ x 11, and 11 x 17) and in both color and black and white. The Contractor will also assist with layout for the additional written materials (written content to be provided by the County Manager’s Office), including but not limited to logos, annual reports, brochures, program guides, fact sheets, drawings, and graphic items for use on the County’s website and in social media. The Contractor will conceptualize, design and produce fresh and original material, yet compliant and coherent with the County’s brand. The Contractor will use client-supplied content and photography. The Contractor may be asked to make up to two edits or corrections per piece once the primary image is selected.

Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with the County Manager’s Office and that all work product created as part of this project will be the sole property of the County Manager’s Office.

Desired Technical Skills and knowledge:

To accomplish the goals and objectives of the County Manager’s Office, expertise using the following web content management software is desired; but not required:

- Drupal
- SharePoint Sites and Pages
- WordPress

The proposal should include the following documents:

1. Cover Letter. Your cover letter should briefly describe your qualifications and why you and/or your firm are a good match for the County Manager’s Office. The cover letter should clearly address any requirement that your firm will not provide.

2. Proposal Narrative. The proposal narrative should describe your approach to providing Graphic Design Services in a clear, concise and compelling way.

3. Background and Experience. Summarize your relevant background and experience. Include examples from your work history and highlight specific outcomes you achieved in assisting local governments, nonprofits, community-based organizations, or other entities to develop graphic designs in support of the organizations’ mission.

4. Portfolio. Provide examples of previous graphic design work (web links or URLs are sufficient).
The proposal should also include a cost estimate for the following project phases:

**Phase 1: Discovery.** The Graphic Designer will arrange a kick-off session with the County Manager’s Office to discuss the creative and technical requirements of the project and will develop a comprehensive Creative Brief and project schedule.

**Phase 2: Concept Design.** The Graphic Designer will design three concept options, showing overall thematic direction, copy layout and type styles, general color palette, and image treatment, based on client-provided messaging.

**Phase 3: Concept Refinement.** Refinement will include up to three rounds of client-requested revisions to the chosen concept.

**Phase 4: Production.** The Graphic Designer will apply the approved design to final client-supplied copy. Plan for up to three rounds of optional client-requested edits, delivered as PDF files (four proofs total).

**Phase 5: Delivery.** The Graphic Designer will prepare the final approved document for printer, vendor management and proof review. Digital asset management will be included. (Optional) On-site press inspection for quality assurance purposes. The County Manager’s Office manages the bidding and selection of the print vendor, with input from the successful Contractor.

All Contractors must submit an estimate based on the work outlined in this RFP, printing fees excluded, and an hourly rate for design services that may be over and above the scope of work indicated above.

**Basis for Award of Contract**

Method of Evaluation and Ranking System:

1. **Portfolio Review.** 35%

2. **Interview.** Interview for discussion of workflow, timing of turnaround, design process. 15%

3. **Cost.** While of high-priority for any government organization, the County Manager’s Office is not bound to go with the lowest bid, or any bid, during this process. The final decision will attempt to balance the estimated flat cost with the candidate’s quality, creativity, and ability to handle the diverse needs of the County Manager’s Office. 50%

**How to Submit a Proposal**

Submissions of interest, including a cover letter, portfolio samples, hourly rate, and cost estimate, must be submitted by **Friday, April 13, 2018 at 5:00 PM** to *(only electronic submissions)*:

Selection Process

The selection process including interviews will occur in May 2018. Interviews and negotiations with the winning bidder are expected to result in Contractor selection by early June 2018 with the first project to commence upon contract signing.

Protests

Protests that do not comply with the protest procedures outlined below will be rejected.

A. Protest Eligibility and Format

1. Protests or objections may be filed regarding the procurement process, solicitation or addenda content, or contract award. The County will only review protests submitted by an interested party, defined as an actual or prospective proposer whose direct economic interest could be affected by the County’s conduct of the solicitation. A subcontractor does not qualify as an interested party.

2. Submit protests to the County Procurement Manager by mail or by e-mail.

B. Protest Deadlines

File protests with any supplemental materials by 5 p.m. PDT, as appropriate, on the deadlines set forth above. The date of filing is the date the County receives the protest, unless received after 5 p.m. PDT, or on other than a Business Day, in which case the date of filing will be the next Business Day. Failure to file by the relevant deadline constitutes a waiver of any protest on those grounds. Supplemental protest materials filed after the relevant deadline may be rejected by the County.

1. If relating to the content of the solicitation or to an addendum, file within five Business Days after the County releases the solicitation or addendum.

2. If relating to any notice of non-responsiveness or non-responsibility, file within five Business Days after the County issues such notice.

3. If relating to intent to award, file within five Business Days after the County issues notice of Intent to Award. No protests will be accepted once actual award has been made.

C. Protest Contents

1. The letter of protest must include all of the following elements:
   a. Detailed grounds for the protest, fully supported with technical data, test results, documentary evidence, names of witnesses, and other pertinent information related to the subject being protested; and
   b. The law, rule, regulation, ordinance, provision or policy upon which the protest is based, alleging a clear violation of a specific law, rule, regulation, or written policy.

2. Protests that simply disagree with the decisions of the Evaluation Committee will be rejected.
D. Reply to Protest

The County will send a written decision to the protestor, and if applicable, to the party whose proposal is the subject of the protest.

E. No Stay of Procurement Action during Protest

Nothing in these protest requirements will prevent the County from proceeding with negotiations or awarding a purchase order or contract while a protest is pending.

Public Records

A. General

1. All proposals, protests, and information submitted in response to this solicitation will become the property of the County and will be considered public records. As such, they may be subject to public review.

2. Any contract arising from this RFP will be a public record in its entirety.

3. Submission of any materials in response to this RFP constitutes:

   a. Consent to the County’s release of such materials under the Public Records Act without notice to the person or entity submitting the materials; and

   b. Complete waiver of all claims against the County and/or its officers, agents, or employees that the County has violated a proposer’s right to privacy, disclosed trade secrets, or caused any damage by allowing the proposal or materials to be inspected; and

   c. Agreement to indemnify and hold harmless the County for release of such information under the Public Records Act; and

   d. Acknowledgement that the County will not assert any privileges that may exist on behalf of the person or entity submitting the materials.

Confidential Information

Documents protected by law from public disclosure will not be disclosed by the County if clearly marked with the word "Confidential" on each applicable confidential section or page. Trade secrets may be marked as confidential but will only be considered confidential if claimed to be a trade secret at the time of submittal to the County, marked as confidential, and compliant with Government Code Section 6254.7.
## Insurance

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Description</th>
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<tbody>
<tr>
<td>General Liability (Including operations,</td>
<td>$1,000,000 - per occurrence for bodily injury, personal</td>
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<tr>
<td>products and completed operations, as</td>
<td>injury and property damage. If Commercial General Liability Insurance or</td>
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<tr>
<td>applicable.)</td>
<td>other form with a general aggregate limit is used, either the general</td>
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<tr>
<td></td>
<td>aggregate limit shall apply separately to this project/location or the</td>
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<tr>
<td></td>
<td>general aggregate limit shall be twice the required occurrence limit.</td>
</tr>
<tr>
<td>Automobile Liability</td>
<td>$1,000,000 - per accident for bodily injury and property damage.</td>
</tr>
<tr>
<td>Workers’ Compensation</td>
<td>As required by the State of California</td>
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<tr>
<td>Employers’ Liability</td>
<td>$1,000,000 - each accident, $1,000,000 policy limit bodily injury by</td>
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<tr>
<td></td>
<td>disease, $1,000,000 each employee bodily injury by disease.</td>
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<tr>
<td>Professional Liability (Errors and Omissions)</td>
<td>$1,000,000 - per occurrence.</td>
</tr>
<tr>
<td>Cyber Liability</td>
<td>$5,000,000 per occurrence for Privacy and Network Security, $1,000,000</td>
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<tr>
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<td>per occurrence for Technology Errors and Omissions</td>
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<td></td>
<td>To be carried at all times during the term of this Contract and for three</td>
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<td>years thereafter.</td>
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<tr>
<td>Pollution Liability (Per Occurrence)</td>
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<tr>
<td>Pollution Liability (Aggregate)</td>
<td>$</td>
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<tr>
<td>Installation Floater</td>
<td>Replacement Cost</td>
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## Questions

Please submit all questions, comments, exceptions, and suggestions, including notifications of apparent errors, by 5:00 PM PDT on Friday, March 16, 2018 to the designated questions and comments field associated with this RFP at the Public Purchase site (http://www.publicpurchase.com/). Questions and comments received after the deadline may not be acknowledged.

All questions will be collected, answered and posted at the same URL as the RFP by 5:00 PM PDT on Wednesday, March 21, 2018. No individual answers will be given directly to any Contractor.
Exhibit A

Ordinance No. 04759 establishing standards for use of the official County seal and logo.
Honorable Board of Supervisors

John C. Beiers, County Counsel

Ordinance establishing standards for use of the official County seal and logo.

**RECOMMENDATION:**
Adoption of an Ordinance adding Chapter 2.05 to Article 2 of Title 2 of the San Mateo County Ordinance Code regarding use of the County seal and logo, previously introduced on May 24, 2016, and waive reading of the Ordinance in its entirety.

**BACKGROUND:**
As authorized by Government Code section 25004, the County of San Mateo (“County”) adopted the official seal of San Mateo County in 1963:

The County has also used a logo for situations where use of the official County seal is not required. The most recent version of the County logo is described in the February 2014 County of San Mateo Style Guide:
Generally, a logo is used for marketing, branding and identification purposes. In contrast, a seal is generally used to establish authenticity of certain official documents. To date, the County has not adopted formal requirements for use of the official seal or logo. Adopting such requirements is quite common. See e.g., San Francisco Admin. Code § 1.6; Kern County Ordinance Code § 2.05.030.

**DISCUSSION:**
The proposed Ordinance would define proper and improper uses of the seal and logo. Specifically, the Ordinance would authorize use of the official seal and logo by the County and County departments for purposes directly connected with official business of the County. The official seal and logo could also be used for matters authorized by the Board of Supervisors or the County Manager. The Ordinance also defines improper uses of the County seal and logo, including use for commercial purposes, or use to falsely imply County sponsorship or approval. Lastly, the Ordinance would also authorize the County Manager or his or her designee to draft further policies governing use of the official seal or logo that are consistent with the Ordinance as adopted by the Board of Supervisors.

In the age of websites, scanners and electronic images, it has become much easier to appropriate the seal and logo. This Ordinance protects the community by decreasing the likelihood that a person or entity will attempt to mislead the public into believing that the County has endorsed a matter or activity. Further, it makes it less likely that a person or entity will use the logo or seal and then claim that the County is acting arbitrarily in ordering cessation.

**FISCAL IMPACT:**
There is no fiscal impact associated with adopting this Ordinance.
AN ORDINANCE ADDING CHAPTER 2.05 TO ARTICLE 2 OF TITLE 2 OF THE SAN MATEO COUNTY ORDINANCE CODE REGARDING USE OF THE COUNTY SEAL AND LOGO

The Board of Supervisors of the County of San Mateo, State of California, ORDAINS as follows

SECTION 1. FINDINGS. The Board of Supervisors of the County of San Mateo ("County") hereby finds and declares as follows:

WHEREAS, pursuant to Government Code section 25004, the County adopted the official seal of San Mateo County in 1963; and

WHEREAS, the County has also created a San Mateo County logo; and

WHEREAS, this Board wishes to identify appropriate uses of the official County seal and logo.

NOW, THEREFORE, the Board of Supervisors of the County of San Mateo, State of California, ordains as follows:

SECTION 2. Chapter 2.05, consisting of Sections 2.05.010 through 2.05.030, is hereby adopted and added to Title 2 of the San Mateo County Ordinance Code, to read in its entirety as follows:
CHAPTER 2.05 COUNTY SEAL AND LOGO

Section 2.05.010 – Use.

(a) The official seal and logo shall be used by the County and the County’s departments for purposes directly connected with official business of the County, and those matters authorized by the Board of Supervisors or County Manager.

(b) The County Manager or his or her designee may promulgate policies governing use of the County seal and logo consistent with Section 2.05.010(a).

Section 2.05.020 – Design.

(a) The design of the official seal of San Mateo County shall correspond substantially with the following representation:

![San Mateo County Seal](image1)

(b) The design of the San Mateo County logo shall correspond substantially with the following representation:

![San Mateo County Logo](image2)
**Section 2.050.030 – Improper Use.**

Every person who uses or allows the use of any reproduction or facsimile of the official seal or logo of San Mateo County, as permitted in Section 2.050.10, for the purpose of conveying, or in any manner reasonably calculated to convey, a false impression of sponsorship by or approval of the County of a product, service, event or other matter, or for commercial purposes, is guilty of a misdemeanor. Improper use as defined in this Section shall not include any use authorized by law or otherwise protected under the United States or California Constitutions.

**SECTION 3. SEVERABILITY.** If any provision of this Ordinance is declared invalid or unconstitutional by a court of competent jurisdiction, it is the intent of the Board of Supervisors that such invalid provision(s) be severed from the remaining provisions of this Ordinance.

**SECTION 4. EFFECTIVE DATE.** This Ordinance shall take effect thirty (30) days from the date of its passage.

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