

**REQUEST FOR PROPOSALS
FOR GRAPHIC DESIGN SERVICES
RFP NO. 2024-03**

Deadline: November 7, 2024, 4:00 p.m.



**PLACENTIA LIBRARY DISTRICT
41 E. Chapman Avenue
Placentia, CA 92870**

**Yesenia Baltierra
Assistant Library Director
(714) 528-1906 Ext. 203
ybaltierra@placentialibrary.org**

NOTICE IS HEREBY GIVEN that Placentia Library District ("District) seeks to contract with a graphic design firm or individual to manage ongoing graphic design projects for approximately 15-20 hours per week (depending on District needs and hourly costs).

1.0 REQUIREMENTS AND SPECIFICATIONS

1.1 District Overview

Primarily known as a bedroom community, the City of Placentia, which is nestled in northern Orange County, is a family-oriented community of approximately 51,000 residents. Placentia serves an area of roughly 6.7 square miles and has retained the small-town image that has remained since settlers arrived more than 100 years ago. The Placentia Library District is an independent special district serving the residents of Placentia and surrounding communities. It is governed by a board of five trustees directly elected by the public. The District has been serving the community since 1919. It now provides various services, including a large physical and digital catalog, virtual and in-person library programs, literacy services, gathering space, public computer stations, passport processing, a library of things (LOTs), and learning opportunities. The District is open seven days a week – Monday through Thursday, 9:00 a.m. – 8:00 p.m.; Friday and Saturday, 9:00 a.m. – 5:00 p.m.; Sunday, 1:00 p.m. – 5:00 p.m.

1.2 Scope of Service

Placentia Library District seeks to contract with a graphic design firm or individual to manage ongoing graphic design projects for an average of approximately 20 hours per month (depending on agency needs and hourly costs).

Graphic Design services are needed for projects such as developing new District annual reports, logos, brochures, and other publications. The bidder shall be versatile in using graphic tools and submit samples of designs with the bid.

Submitted bids should include prices for one (1) initial year and four (4) one (1) year optional renewal terms. The vendor shall complete the cost sheet (Attachment B) and provide the District with a copy of the invoice for Delivery/Shipping costs. The selected vendor shall be responsible for the costs of Copies/Proofs.

1.2.1 Service Components and Business Deliverables

On all graphic design services, the Vendor shall:

1. Collaborate with Communications staff to establish art direction and concept design, design and production, project management, and editing. The Library Director will approve timelines and final designs.

2. Can complete graphic art, design work, and page design with original and stock.

3. Conceptualize, design, and deliver time-sensitive graphic design material in print and web-based formats to include:

- Program Logos – complementary to branding
- Signage – primarily indoor wayfinding
- Promotional collateral – e.g., coffee sleeves, banners, street stickers, etc.

- Print — Brochures, posters, flyers, invitations, greeting cards — birthday, thank you
 - Digital — graphic content/visualizations for social media
 - Electronic newsletter templates
 - Other projects as needed
4. If the materials and graphics utilized are not 100% original, the Contractor must certify that the images, illustrations, or wording submitted are copyright-free without violating any copyright law.
 5. Upon contract approval, they have the capacity to provide services for 12 months for approximately 20 hours per month.
 6. Upon acceptance of each design or concept, the District will retain all intellectual property rights.

Proposals (digital submissions only) must include, at a minimum, the following information:

1. Examples of Quality of Work. Provide examples of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services.
2. Proposed Fees/Expenses. Proposals shall clearly state all fees and expenses to be charged in the performance of all Services:
 - A. If based on an hourly rate, provide the hourly rates to be charged for the Contractor and optionally for each individual who would be assigned to provide Services. Alternatively, provide a blended rate for the delivery of all Services.
 - B. Explain if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which the Contractor would seek reimbursement.
 - C. The maximum annual amount charged for Services may not exceed \$18,000.

Vendors must possess the following qualifications:

1. Minimum of five (5) years experience providing the services described in this RFP.
2. Experience with nonprofit and government agency work, particularly in public libraries.
3. Able to work effectively, often under tight deadlines, and deliver a quality product in a professional manner.
4. Demonstrate a solid understanding of the scope and nature of the work, as well as outstanding technical expertise and excellence in customer service.
5. Ability to work in various file formats as needed that provide flexibility for easy modifications by Placentia Library District.

In addition to addressing the above, the Vendor must also respond to the following:

1. Introduction – A short presentation of the individual or entity (company), including the company's structure or resume for individuals. State the length of time the bidder has been in business and the type of graphic design services provided. This section should address the candidate's qualifications as outlined above and summarize their relevant background and experience. 7
2. Portfolio – Provide at least five (5) examples of previous graphic design work (web links or URLs are preferable).

3. Reference List – A list of at least three (3) references, including client name, organization, email, and telephone contact information for similar work performed by the applicant.

2.0 BIDDER PROPOSAL

Proposals must be submitted no later than 4:00 p.m., November 7, 2024, and mailed to Placentia Library District, 411 E. Chapman Avenue, Placentia, CA 92870, attention Yesenia Baltierra, Assistant Library Director.

A. Requirements

- All proposal pages, including attachments, must be numbered sequentially from beginning to end.
- Each proposal should not exceed a total of 100 pages.
- Each proposal must be written in twelve (12) point font.
- Budget in unlocked Excel format.

B. Proposal Organization Proposals must contain all the specified elements of information listed below without exception, including all subsections therein:

- Section 2.1 - Cover Sheet
- Section 1.2.1 - Service Components and Business Deliverables
- Section 2.3 –Cost Considerations
- Section 2.4 – Customer References
- Section 2.7 – Declaration of Property Tax Delinquency
- Section 2.8 – Proposal Documents

2.1 Cover Sheet

Each Bidder must complete the Cover Sheet, Attachment A, and include such in its proposal. An authorized representative of the Bidder must sign the Cover Sheet and also include the names of individuals authorized to negotiate with the District. The signature line must indicate the title or position the individual holds in the company. All unsigned proposals will be rejected.

2.2 Cost Considerations

A. District anticipates services will begin approximately November 20, 2024. Bidder must submit a Cost Sheet for the Contract term that Bidder understands will be used to compensate Bidder for services provided. The cost Sheet must be submitted in the form provided in Attachment B. Contracts will be written for one (1) year with four (4) optional renewal years.

B. Bidder must include all minimum times for payment.

C. For the purposes of this RFP, "unallowable" program costs include:

1. cost of equipment or facilities procured under a lease-purchase arrangement unless it applies to the cost of ownership such as depreciation, utilities, maintenance and repair;
2. bad debt or losses arising from uncorrectable accounts and other claims and related costs;
3. contributions to a contingency(ies) reserve or any similar provision for unforeseen events;
4. contributions, donations, or any outlay of cash with no prospective benefit to the facility or program;

5. entertainment costs for amusements, social activities, and related costs for staff only;
6. costs of alcoholic beverages;
7. goods or services for personal use;
8. fines, penalties, or mischarging costs resulting from violations of, or failure to comply with, laws and regulations;
9. gains and losses on disposition or impairment of depreciable or capital assets;
10. cost of depreciation on idle facilities, except when necessary to meet Contract demands; 10
11. costs incurred for interest on borrowed capital or the use of a governmental unit's own funds, except as provided in OAC 5101:2-47-25(n);
12. losses on other Contracts';
13. organizational costs such as incorporation, fees to attorneys, accountants, and brokers in connection with establishment or reorganization;
14. costs related to legal and other proceedings;
15. goodwill;
16. asset valuations resulting from business combinations;
17. legislative lobbying costs;
18. cost of organized fundraising;
19. cost of investment counsel and staff and similar expenses incurred solely to enhance income from investments;
20. any costs specifically subsidized by federal monies with the exception of federal funds authorized by federal law to be used to match other federal funds;
21. advertising costs with the exception of service-related recruitment needs, procurement of scarce items, and disposal of scrap and surplus;
22. cost of insurance on the life of any officer or employee for which the facility is beneficiary;
23. major losses incurred through the lack of available insurance coverage; and
24. cost of prohibited activities from section 501(c)(3) of the Internal Revenue Code.

If there is a dispute about whether a certain cost item is allowable, the District's decision is final.

3.0 PROPOSAL GUIDELINES

The RFP, the evaluation of responses, and the award of any resultant Contract must be made in conformance with current federal, state, and local laws and procedures.

3.1 Program Schedule

RFP issued	October 10, 2024
Deadline for proposals to be received by the District contact person	November 7, 2024
Anticipated proposal review completed	November 14, 2024
Anticipated start date	November 20, 2024

3.2 District Contact Person

District Contact Person and mailing address for questions about the proposal process, technical issues, the Scope of Service, or to send a request for a post-proposal meeting is:

Yesenia Baltierra, Assistant Library Director
Placentia Library District
411 E. Chapman Avenue
Placentia, CA 92870
(714) 528-1906 x203
ybaltierra@placentialibrary.org

3.4 RFP Questions

All registered Bidders may submit written questions regarding the RFP or the RFP Process. All communications being e-mailed are to be e-mailed only to the District Contact Person listed in Section 3.2.

1. No questions will be accepted after November 1, 2024.
2. The answers issued in response to such Bidder questions become part of the RFP.

3.0 SUBMISSION OF PROPOSAL

The bidder must certify the proposal, and pricing will remain in effect for 365 calendar days after the proposal submission date.

4.1 Preparation of Proposal

Proposals must provide a straightforward, concise delineation of qualifications, capabilities, and experience to satisfy the RFP requirements. Expensive binding, colored displays, promotional materials, etc., are not necessary. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness, and clarity of content. The proposal must include all costs relating to the services offered.

4.2 Cost of Developing Proposal

The cost of developing proposals is entirely the responsibility of the Bidder and shall not be chargeable to the District under any circumstances. All materials submitted in response to the RFP will become the property of the District and may be returned only at the District's option and at the Bidder's expense.

4.3 False or Misleading Statements

If, in the opinion of the District, information included within Bidder's proposal was intended to mislead the District in its evaluation of the proposal, the proposal will be rejected.

4.4 Delivery of Proposals

Proposals must be mailed to District Contact Person, Yesenia Baltierra, at Placentia Library District, 411 E. Chapman Avenue, Placentia, CA 92870, on or before November 7, 2024, no later than 4:00 p.m. Proposals received after this date and time will not be considered. An email receipt will be issued for all proposals received. It is absolutely essential that

Bidders carefully review all elements in their final proposals. Once received, proposals cannot be altered; however, the District reserves the right to request additional information for clarification purposes only.

4.5 Acceptance and Rejection of Proposals

District reserves the right to:

- A. award a Contract for one or more of the proposed services;
- B. award a Contract for the entire list of proposed services;
- C. reject any proposal or any part thereof; and
- D. waive any informality in the proposals.

District staff's recommendation and the Library Director's approval shall be final. Waiver of an immaterial defect in the proposal shall in no way modify the RFP documents or excuse the Bidder from full compliance with its specifications if the Bidder is awarded the Contract.

4.6 Evaluation and Award of Contract

The review process shall be conducted in four stages. Although it is hoped and expected that a Bidder will be selected due to this process, the District reserves the right to discontinue the procurement process at any time.

Stage 1. Preliminary Review A preliminary review of all proposals submitted by the deadline listed in Section 3.1 Program Schedule will be performed to ensure the proposal materials adhere to the Mandatory Requirements specified in the RFP. Proposals that meet the Mandatory Requirements will be deemed Qualified. Those that do not shall be deemed Non-Qualified. Non-qualified proposals will be rejected.

Qualified proposals in response to the RFP must contain the following Mandatory Requirements:

- A. Timely Submission—The proposal must be mailed on or before November 7, 2024, no later than 4:00 p.m., and according to instructions. Proposals not received by the specified date shall be deemed Non-Qualified and shall be rejected.
- B. Signed and Completed Cover Sheet, Section 2.1;
- C. Detailed Cost Sheet, Section 2.3;

Stage 2. Evaluation Committee Review

The Review Committee shall review, evaluate, and rate all Qualified proposals. The Review Committee shall comprise District staff and other individuals designated by the District. The Review Committee shall evaluate each Bidder's proposal using criteria developed by the District. Ratings will be compiled using a Review Committee Rating Sheet. Responses to each question will be evaluated and ranked using the following scale:

Does not meet the requirement	A particular RFP requirement was not addressed in the Bidder's proposal.
-------------------------------	--

Partially meets requirement	Bidder's proposal demonstrates some attempt at meeting a particular RFP requirement, but that attempt falls below an acceptable level.
Meets requirement	The bidder's proposal fulfills a particular RFP requirement in all material respects, potentially with only minor, non-substantial deviation.
Exceeds requirement	The bidder's proposal fulfills a particular RFP requirement in all material respects and offers an additional level of quality in excess of District expectations.

Stage 3 Evaluation Scoring

The final scoring for each proposal will be calculated. For this RFP, the evaluation percentages assigned to each section are:

- A. Program Evaluation, including responses to Section 1.2.1 Questions, are worth 65% of the total evaluation score.
- B. Fiscal Evaluation, Section 2.2 Questions, Cost Analysis and Project Budget are worth 35% of the total evaluation score.

ATTACHMENT A

Cover Sheet Graphic Design Services – RFP No 2024-03

Name of Bidder _____

Bidder Address: _____

Telephone Number: _____

Contact Person: _____

(Please Print or type)

Phone Number: _____ (ext) _____

E-Mail Address: _____

Additional Names: Bidder must include the names of individuals authorized to negotiate with the District.

Person(s) authorized to negotiate with the District:

Name: _____ Title: _____

(Please Print)

Phone Number: _____ E-Mail: _____

Name: _____ Title: _____

(Please Print)

Phone Number: _____ E-Mail: _____

For Pricing - Please Complete Attachment B - Cost Sheet

Certification: I hereby certify the information and data contained in this proposal are true and correct. The Bidder's governing body has authorized this application and document, and the Bidder will comply with the attached representation if the contract is awarded.

Signature - Authorized Representative

Title

Date

By signing and submitting this proposal Cover Sheet, Bidder certifies the proposal and pricing will remain in effect for 180 days after the proposal submission date.

Please complete the next page of this form, which contains a checklist to verify that everything required to be submitted as part of your proposal is included.

ATTACHMENT B
Cost Sheet
Graphic Design Services RFP NO 2024-03

	Initial Year	Renewal Year 1	Renewal Year 2	Renewal Year 3	Renewal Year 4
Meetings	/hour	/hour	/hour	/hour	/hour
Producing print products	/hour	/hour	/hour	/hour	/hour
Producing web/social media products	/hour	/hour	/hour	/hour	/hour
Copies/Proofs	/hour	/hour	/hour	/hour	/hour
External proofreading	/hour	/hour	/hour	/hour	/hour
Additional costs (please specify)					

Any errors by the contractor must be correctly printed by the next possible date or as requested by the District at no charge.

The Library Director requires a final inspection and approval of proof before printing.