



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

May 8, 2015

Request for Qualifications #2015-005

Air District Graphic Design Services

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**SECTION I – SUMMARY**

In carrying out its mission to improve air quality in the San Francisco Bay Area, the Air District seeks to obtain the services of graphic design firms for Air District messaging, promotions, publications, and other projects. Through this RFQ process, the Air District expects to enter into time and materials contracts with one or more firms that would provide graphic design services upon request.

To respond to this Request for Qualifications (RFQ), an interested company should submit four (4) hard copies and one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its proposal to:

Mailing Address:  
Tina Landis, Administrative Analyst  
Bay Area Air Quality Management District  
939 Ellis Street, San Francisco, CA 94109

Email Address:  
tlandis@baaqmd.gov

**Statements of qualifications must be received at the Air District offices at 939 Ellis Street; San Francisco, California, 94109 by 4:00 p.m., May 27, 2015. Late submissions will not be considered.**

Statements of qualifications must address all information requested in this RFQ. A

statement may add information not requested in this RFQ, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified Green Businesses are encouraged to submit statements of qualifications. **Any questions regarding this RFQ should be directed to Tina Landis at: [tlandis@baaqmd.gov](mailto:tlandis@baaqmd.gov).**

## **SECTION II – BACKGROUND**

### **A. Air District Overview**

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact certain transportation and mobile source measures.

The Air District is governed by a twenty-two member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution Control Officer (APCO), a position currently held by Jack Broadbent.

### **B. Air District Graphic Design Services**

In carrying out its mission to improve Bay Area air quality, the Air District frequently communicates with the public through public relations programs such as its Spare the Air program, through the web, through social media, and with print publications. The Air District periodically relies on graphic design firms to provide graphic design services for these efforts.

Through this RFQ, the Air District seeks to select one or more firms to provide graphic design services in the future. The selected firm or firms will work with the Air District's Communications and Outreach Division. Firms interested in submitting a statement of qualifications to provide such services are required to follow the recommended guidelines and instructions contained in this RFQ. If it becomes necessary to revise any part of this RFQ, revisions will be provided by addenda posted on the RFP page of the Air District's website:

<http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Open-RFP-RFQ.aspx>

## **SECTION III – SUBMISSION REQUIREMENTS**

### **A. General**

1. All statements of qualifications must be made in accordance with the conditions of this RFQ. Failure to address any of the requirements is grounds

for rejection of this proposal.

2. All information should be complete, specific, and as concise as possible.
3. Statements of qualifications should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The District may modify the RFQ or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our website for updates prior to the due date.
5. The District reserves the right to reject any and all submissions.
6. **All questions must be in written form and emailed directly to Tina Landis, Administrative Analyst, and arrive no later than 4:00 p.m. on May 18, 2015.** All questions will be answered in writing and posted on the BAAQMD RFQ webpage at least one week prior to the due date.
7. The cost for developing the statement of qualifications is the responsibility of the responding firm, and shall not be chargeable to the Air District.
8. A firm's selection and the execution of a contract with the Air District does not guarantee any particular amount of work.

**B. Submittal of Statements of Qualifications**

All statements of qualifications must be submitted according to the specifications set forth in Section V (A) – Contents of Statement of Qualifications, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All statements of qualifications are due no later than 4:00 p.m., May 27, 2015, and should be directed to:

Mailing Address:  
Tina Landis, Administrative Analyst  
Bay Area Air Quality Management District  
939 Ellis Street, San Francisco, CA 94109

Email Address:  
tlandis@baaqmd.gov

2. Statements of qualifications received after the time and date specified will not be considered.
3. Signature – All statements of qualifications should be signed by an authorized representative of the responding firm.
4. Submittal – Submit four (4) hard copies of the statement of qualifications in a sealed envelope to the mailing address above, plus one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic

submissions submitted via email will be acknowledged with a return email. Hard copies of the statement of qualifications shall plainly mark the upper, left-hand corner of the submission with the name and address of the bidder and the RFQ number. Late submissions will not be accepted. Any correction or re-submission of statements of qualifications will not extend the submittal due date.

5. Grounds for Rejection – A statement of qualifications may be immediately rejected at any time if it arrives after the deadline, or is not in the prescribed format, or is not signed by an individual authorized to represent the firm.
6. Disposition of the Submissions – All responses to this RFQ become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion “confidential.” The District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Statements of Qualifications marked “confidential” in their entirety will not be honored, and the District will not deny public disclosure of any portion of submittals so marked.

By submitting a statement of qualifications with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the District for, and to indemnify, defend, and hold harmless the District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the District’s non-disclosure of any such designated portions of a statement of qualifications.

### **C. Interviews**

1. The Air District, at its option, may interview firms that respond to this RFQ. The interviews will be for the purpose of clarifying the statement of qualifications.
2. Submittal of new materials at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

## **SECTION IV – GENERAL DESCRIPTION OF SERVICES**

### **A. Services Needed**

1. Graphic design services, including digital or traditional renderings, technical illustrations, website design, print and production design, production coordination, exhibition development and design, signage, and project

collateral (banners, brochures, posters, presentations, cards and other promotional items); services must be provided at a level consistent with professional graphic design standards.

2. Copywriting and copyediting services.
3. Printing and fabrication services.
4. Work with other consultants and in-house staff on small and large scale projects relating to Air District programs.

**B. Anticipated Schedule for Services**

Frequent (monthly) small and large scale projects with tight time frames, including materials for public forums, meetings, and events; internal and external distribution of information (in a broad range of formats) relating to Air District programs; mass media distribution; advertising; and website graphics.

**SECTION V – SUBMISSION CONTENTS**

**A. Contents of Statement of Qualifications**

Submitted statements of qualifications should follow the format outlined below and include all requested information. Please number your responses exactly as the items are presented here, and limit to 10 one-sided pages, except work samples, which should be included in a separate appendix.

1. Experience, Structure, Personnel
  - a. Firm Contact Information – Provide the following information about the firm:
    - Address and telephone number of office nearest to San Francisco, California and the address and phone number of the office that each of the proposed staff members are based out of if different.
    - Name of firm’s representative designated as the contact and email address
    - Name of project manager, if different from the individual designated as the contact
  - b. Firm History – Provide a history of your firm’s experience in providing graphic design services similar to those sought through this RFQ, including any services provided to governmental organizations. Provide references for any similar projects listed, including contact name, title, and telephone number. Describe the technical capabilities of the firm in all areas relevant to the services sought through this RFQ.
  - c. Assigned Personnel – List all key personnel who would be assigned to Air District projects by name and role. Provide descriptions of education and training, along with a summary of experience in providing services similar

to those sought through this RFQ. Background descriptions can be a resume, CV, or summary sheet. Note that the standard Air District contract will not permit substitution of project manager or staff without prior written approval of the Air District's assigned program manager.

- d. Work Samples (Does not count against 10-page limit) – Samples of up to 5 major projects that the firm has completed in the areas of graphic design. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, and the size and complexity of the project.
  - e. Subcontractors – List any subcontractors that will be used and the work to be performed by them.
  - f. Conflict of Interest – Address possible conflicts of interest or appearance of impropriety regarding other clients of the firm that could be created by providing services to the Air District. Describe procedures to be followed to detect and resolve any conflict of interest or appearance of impropriety. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
  - g. Additional Information – Provide any other information that the firm wishes the Air District to consider in evaluating the submission.
2. Fee Information (Does not count against 10-page limit)
- a. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate that would be charged to the Air District.
  - b. A list of anticipated reimbursable expenses, such as expenses for presentation materials, supplies, deliveries, B/W and color printouts and copies, faxes, photo scans and travel, copywriting and copyediting services and the rate charged for each.
  - c. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
  - d. Any other fees or charges.

## **SECTION VI – QUALIFICATIONS EVALUATION**

A panel of Air District staff will evaluate all statements of qualifications. The panel will recommend the selection of one or more contractors to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFQ. An example of a typical contract for professional services used by the Air District is included in Section VII.

In evaluating statements of qualifications submitted pursuant to this request, the Air

District places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrate maximum comprehension of and ability to provide such services to the Air District.
- Experience of firm and employees to be assigned to a District project in general, and in particular, providing graphic design services and materials to governmental agencies.
- Quality and diversity of work product as demonstrated through submitted work samples.
- Demonstrated knowledge of Air District activities.
- Experience of the firm with comparable organizations and types of services.
- Innovative or outstanding work by firm that demonstrates the firm's unique, creative qualifications to provide graphic design services.
- Number, complexity, and nature of graphic design projects handled by the firm.
- Selected firm's staff ability, availability and facility for working with Air District directors, officers, staff and consultants.
- Conformity with applicable Air District policies as noted herein.
- Proposed fee structure relating to services the firm(s) would provide.

The Air District reserves the right to reject any and all statements of qualifications submitted and/or request additional information. During the selection process, the Air District's evaluation panel may interview responding firms. The interviews will be for clarification only. The submittal of new material will not be permitted at that time. Interviews may involve a presentation and/or a question-and-answer format or any combination of these.

## **SECTION VII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFQ is available on the District's website at <http://www.baaqmd.gov/Divisions/Administration/RFQ-RFQ/Sample-Documents.aspx>