



REQUEST FOR PROPOSALS

VISUAL COMMUNICATION & GRAPHIC DESIGN SERVICES

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from firms to provide professional services for visual communication and graphic design services.

MORPC is a voluntary association of more than 60 local government communities in the 15-county Central Ohio area. Our organization strives to enhance the quality of life and competitive advantages of Central Ohio through our focus areas of transportation, energy, data and mapping, development, the environment, and public policy. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

Consultants interested in being considered must submit **SEVEN (7) printed copies and one (1) electronic copy in a PDF format**. Proposals will be received by MORPC until **4 p.m. (ET), WEDNESDAY, NOVEMBER 30, 2016**.

Submit proposals to:

Mid-Ohio Regional Planning Commission
Attn: Bevan Schneck
111 Liberty Street, Suite 100
Columbus, OH 43215
bschneck@morpc.org

Proposals must arrive in the MORPC offices prior to the proposal due date and time. Firms making proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or e-mail to Bevan Schneck at bschneck@morpc.org. No answers will be given over the phone. Written answers, including any amendments to the RFP, if necessary, will be posted on MORPC's website. Responses to questions will be posted at <http://www.morpc.org/about-morpc/overview/rfps-rfgs/index>.

MORPC's Public & Government Affairs Director intends to notify the selected firm by December 5, 2016. If needed, MORPC will coordinate interviews with selected firms prior to that date. Negotiation and execution of contract with the successful service provider shall be completed no later than December 16, 2016. The selected service provider will enter into a long-term engagement with MORPC that will be renewed every January 1st through the year 2019.

I. SCOPE OF SERVICES

The service provider will support MORPC staff in creating and producing communication pieces to engage MORPC members, the Central Ohio regional community, policymakers, and other audiences.

The successful service provider will work with MORPC's Public and Government Affairs Department to plan, design, lay out, and prepare communication and collateral pieces for production, and coordinate professional printing and mailing needs while assisting MORPC in identifying guidelines that will build upon an established branding strategy and serve as the standard for recurring publications.

Services include any and all web, electronic, and printed material – including but are not limited to planning and creative design, digital/printed graphics and illustrations, copy fitting and layout, and preparation of files for the printing and publishing of the following recurring and special needs:

- Project/Study and Event Branding and Logos
- Event Invitations, Programs and Other Materials
- Conference Displays
- Print and Electronic Newsletter Templates
- PowerPoint Templates
- Study/Report Templates
- Public Policy and Sustainability Agendas
- Advertisements
- Posters and Flyers
- Social Media Graphics and Images
- Infographics
- Promotional and Education Materials Pertaining to Programs and Services
- Letterhead, Envelopes, and Business Cards

The service provider will also provide design changes to enhance the credibility, legibility, and readability of information released by MORPC to enhance the message, or otherwise better capture the attention of and meet the needs of MORPC's audiences. All design or copy changes will meet MORPC strategic needs and be approved by MORPC.

All projects are subject to change during MORPC strategic, operational, and communications planning processes.

II. MORPC DISADVANTAGED BUSINESS ENTERPRISE (DBE) COMPLIANCE/SUBCONTRACTING

Working in cooperation with the Ohio Department of Transportation (ODOT), a zero percent (0%) disadvantaged business enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (USDOT). Respondents are strongly encouraged to meet or exceed this goal, and this section should include a description of how the contractor will do so. DBE firms must be certified by a USDOT-authorized certification agency such as the Ohio Department of Transportation. MORPC will expect contractors to meet the DBE percentage included in their contract, and will require ongoing reporting of this percentage during the contract life. MORPC will also include DBE prompt payment requirements in all contracts.

General Information & Requirements

Compliance with US DOT Regulations

The services may be funded from federal funds. Consequently, the consultant must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies. Consultant will be required to comply with all regulations of U.S. Department of Transportation relative to, for example, non-discrimination in federally-assisted programs.

Ownership of Products

MORPC will retain the copyright for all data, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore the submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.

Deviation Clause

The consultant's attention is called to the condition that, if awarded a contract, the consultants will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

Tax Exemption

MORPC is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MORPC is also exempt from Ohio State Gross Retail (sales tax). The successful consultants will be furnished with any certificates of exemption required.

III. DESIGN REQUIREMENTS

Design requirements vary based on the type of project outlined by MORPC. The service provider will also be responsible for articulating and building upon an established branding standard, style guide, and color palette for MORPC.

IV. SELECTION CRITERIA AND PROCESS

An evaluation committee of MORPC's Public & Government Affairs Department will review and evaluate all properly submitted proposals that are received on or before the deadline. The committee may or may not offer interviews to the firms that submit a proposal. The committee will evaluate the proposals and select one firm, taking into consideration the following evaluation criteria:

FACTOR

WEIGHT GIVEN

Capacity

20%

The capacity of the service provider to meet planned needs for recurring and new products described in the scope of services.

Requirements of the service provider for turnaround timelines for recurring and planned products.

The capacity of the service provider to work with MORPC staff to meet tight turnaround deadlines for communication and the ability to handle multiple and complex projects.

Capability

20%

The capability of the service provider to work with and convert Microsoft Office, Adobe Suite, web and other files as requested.

The ability of the service provider to exercise creativity within the parameters of MORPC standards.

The ability of the service provider to enhance MORPC's branding efforts.

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FACTOR

WEIGHT GIVEN

Experience

20%

Past performance providing services that are identical or similar to the work identified in the scope of services.

Familiarity and experience working with government and/or non-profit organizations.

Samples of past products similar to those described in the scope of services.

References that can speak to past performance.

Expertise

20%

Assignment of individuals with specific knowledge, education, training, and experience to carry out the work identified in the scope of services.

Experience and knowledge working with vendors that offer environmentally friendly paper and printing options.

Professional association memberships and other affiliations that reflect the service provider's commitment to best practices for communications and graphic design.

Fees and Product Pricing, and the Ability to Adhere to Budgetary Guidelines

20%

The capability to summarize, present, and adhere to fees and product pricing that is approved by MORPC.

The selected service provider will work within MORPC budgetary guidelines for any and all productions and publications.

V. TERMS AND CONDITIONS

MORPC reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

MORPC reserves the right to request clarification of information submitted, and to request additional information from any proposer.

MORPC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.

The contract resulting from acceptance of a proposal by MORPC shall be in a form supplied or approved by MORPC and shall reflect the specifications in this RFP. MORPC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and that is not approved by MORPC's legal counsel.

MORPC will evaluate the performance of the contract services at six months and reserves the right to terminate the contract at this time if performance by the contractor is not acceptable in meeting the scope of services.

This RFP is designed to build a long-term relationship with the service provider that is based on performance, creativity, and the ability to work within budgetary guidelines. The selected service provider will enter into a long-term engagement with MORPC that will be renewed every January 1st through the year 2019.

VI. COMPENSATION

Please present detailed information on the service provider's proposed fee schedule for the specifications proposed and for any variation for non-routine services, and any other applicable visual communication or graphic design charges. Please provide specifics as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

MORPC reserves the right to negotiate an agreement to include any portion or portions of the services covered by this document. MORPC reserves the right to reject any and all responses in total or by components.

Payment by MORPC for the services will only be made after the services have been performed and an itemized billing statement is submitted in the form specified by MORPC and approved by the appropriate MORPC representative, which shall specifically set forth the services performed, and the hourly labor charge rate.

VII. PROPOSAL FORMAT

Responses should include the following:

1. A response detailing approach to the scope of work.
2. Description of related project work and references (minimum of three references).
3. Specific background information on key individuals who are anticipated to be assigned to projects, most notably the project manager(s).
4. Estimated project/labor costs that do not include cost of printing.
5. Samples of work.

The Mid-Ohio Regional Planning Commission, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprise will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, sex or gender, sexual orientation, disability or other handicap, age, marital/familial status, income, or status with regard to public assistance in consideration for an award.

MORPC shall not be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.