

CLARK COUNTY
STAFF REPORT



DEPARTMENT/DIVISION: Environmental Services / Solid Waste & Environmental Education Division

DATE: October 27, 2014

REQUEST: Authorize the Environmental Services Director to execute individual on-call professional services contracts for graphic design services with Drive Marketing Group LLC, Formations Design Group LLC, and Jeanne E. Galick - Graphic Design. The total not-to-exceed amount for the three contracts is \$300,000 with a 10% management reserve. The flexibility guaranteed by awarding multiple "not to exceed" agreements assures no disruption or delay when producing permit required outreach materials and reduces the potential liability for a permit violation.

CHECK ONE: Consent Hearing Chief Administrative Officer

BACKGROUND: The Department of Environmental Services (DES) requires frequent graphic design services for environmental outreach materials and campaigns for all three of the department's divisions. Requests for these services often occur during peak outreach seasons resulting in high demand for multiple, concurrent design projects. Often, the PIO office is already busy with other department requests and the potential for delays is increased. The department's needs for outreach material require a wide variety of capabilities all contained within the graphic artists definition. (e.g. signs vs. a technical manual vs. a brochure or booklet, etc.) Three design firms, each with a distinct and unique capability, were selected following a formal competitive process to provide on-call graphic design services. These contracts give DES the capacity to produce quality outreach materials that are beyond any county staff time and/or skill. The contracts may also be available for use by other departments in a deadline situation.

COMMUNITY OUTREACH: Deliverables of these agreements will raise local awareness about the need for and benefits of effective environmental practices. With our 30 year legacy lands celebration and a major, countywide recyclable cart tagging project planned for 2015, these agreements will help us meet our deadlines for communicating the importance of these events to county citizens.

BUDGET AND POLICY IMPLICATIONS: Depending on the specific project purposes, funds will come from state grants and/or budgeted enterprise funds. The cost of these agreements will have no bearing or impact on the general fund budget. The cost for on-call graphic design services could be up to \$300,000 plus a 10% management reserve (RM) of \$30,000 (\$330,000 total) distributed as follows: Drive Marketing Group LLC (67%), Formations Design Group LLC (20%), and Jeanne E. Galick - Graphic Design (13%). Funding is included in the approved 2013-14 budget in Fund 4014 and proposed 2015-16 budget in Fund 4014. These agreements are in place for 3 years with an option to extend up to three times in one-year increments.. The county is not required under these agreements to use these companies and have total flexibility as to how much, if at all, we utilize any of these agreements.

FISCAL IMPACTS: Yes (see Fiscal Impacts Attachment) No

ACTION REQUESTED: Authorize the Environmental Services Director to execute individual on-call professional services contracts for graphic design services with Drive Marketing Group LLC, Formations Design Group LLC, and Jeanne E. Galick - Graphic Design. The total not-to-exceed amount for the three contracts is \$300,000 with a 10% management reserve for a period of three years with the ability to renew the agreement up to three times in one-year increments.

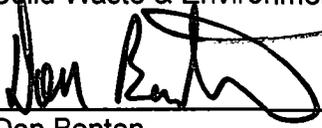
DISTRIBUTION: Please return the fully executed original Amendment to the Department of Environmental Services.

*mem
ok
y1-*



Peter DuBois
Solid Waste & Environmental Education Manager

APPROVED: 
CLARK COUNTY, WASHINGTON
BOARD OF COMMISSIONERS



Don Benton
Environmental Services Director

NOV. 18, 2014 SR 256-14

Attachments: Professional Services Agreements; RFP #683 Graphic Design Services; RFP evaluation matrix

FISCAL IMPACT ATTACHMENT

Part I: Narrative Explanation

I.A - Explanation of what the request does that has fiscal impact and the assumptions for developing revenue and costing information.

Expenditures are for graphic design services to support environmental outreach programming. The agreements are not-to-exceed amounts totaling \$330,000 which includes a 10% management reserve of \$30,000. Funding is distributed as follows: Drive Creative, \$200,000 plus 10% management reserve of \$20,000; Formations Design Group, \$60,000 plus 10% management reserve of \$6,000; Jeanne Galick Design, \$40,000 plus 10% management reserve.

This does not impact the General Fund.

Part II: Estimated Revenues

| Fund #/Title | Current Biennium | | Next Biennium | | Second Biennium | |
|------------------------------|------------------|-------------|---------------|--------------|-----------------|--------------|
| | GF | Total | GF | Total | GF | Total |
| Fund 4014 - Solid Waste Fund | | \$40,000.00 | | \$145,000.00 | | \$145,000.00 |
| | | | | | | |
| | | | | | | |
| Total: | \$0.00 | \$40,000.00 | \$0.00 | \$145,000.00 | \$0.00 | \$145,000.00 |

II.A - Describe the type of revenue (grant, fees, etc.)

Revenues are from solid waste system disposal contract and recycling contracts. Total of all agreements will not exceed \$330,000

Part III: Estimated Expenditures

III.A - Expenditures summed up

| Fund #/Title | FTE's | Current Biennium | | Next Biennium | | Second Biennium | |
|------------------------------|-------|------------------|-------------|---------------|--------------|-----------------|--------------|
| | | GF | Total | GF | Total | GF | Total |
| Fund 4014 - Solid Waste Fund | | | \$40,000.00 | | \$145,000.00 | | \$145,000.00 |
| | | | | | | | |
| | | | | | | | |
| Total: | | \$0.00 | \$40,000.00 | \$0.00 | \$145,000.00 | \$0.00 | \$145,000.00 |

III.B = Expenditure by object category

| Fund #/Title | Current Biennium | | Next Biennium | | Second Biennium | |
|----------------------|------------------|-------------|---------------|--------------|-----------------|--------------|
| | GF | Total | GF | Total | GF | Total |
| Salary/Benefits | | | | | | |
| Contractual | | \$40,000.00 | | \$145,000.00 | | \$145,000.00 |
| Supplies | | | | | | |
| Travel | | | | | | |
| Other controllables | | | | | | |
| Capital Outlays | | | | | | |
| Inter-fund Transfers | | | | | | |
| Debt Service | | | | | | |
| Total: | \$0.00 | \$40,000.00 | \$0.00 | \$145,000.00 | \$0.00 | \$145,000.00 |

Staff Report Attachment (RFP Selection Process)

| Date: | 10/24/2014 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|----|----------------------|---------|-------------------|----|-------------------|---------|--------------|----|--------------|---------|----------------|----|----------------|---------|---------------|----|---------------|---------|---------------------|----|---------------------|---------|----------------|----|----------------|---------|----|---|--------------|---|--|---------|--------------|--|--|---------|--------------|--|--|---------|--------------|--|--|---------|--------------|--|--|---------|--------------|--|--|---------|--------------|--|--|---------|-------------------------------|----------|---|---|---|--|---|---|---|--|---|---|---|--|---|---|---|--|---|---|---|--|---|---|---|--|---|---|---|--|---|---|---|--|---------------------------|----|----|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|---|---|----|---|---|---|----|---|---|---|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------------|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------------------|----|----|----|----|----|----|----|----|----|----|----|---|----|----|---|----|----|----|---|----|---|----|---|---|---|----|---|---|---|------|----|---|----|---|---|---|----|---|---|---|---|---|---|---|---|---|---|----|----|---|---|---|----|---|---|---|---|---|---|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|----|---|---|---|----|---|---|---|----|---|---|----------------------------------|----|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----------------------------|-----|--|--|--|----|--|--|--|----|--|--|--|----|--|--|--|----|--|--|--|----|--|--|--|----|--|--|--|----|
| RFP Description: | RFP #683 Title: Graphic Design Services | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Evaluation Process | Initial screening of seven proposals was done by three reviewers ranking on the criteria listed below. The top four firms were invited to present their qualifications and work samples to a committee of four reviewers, which consisted of the original three reviewers plus one. The four finalists were also asked to present their rough concept for a promotional recycling campaign. The firms were then ranked based on | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Evaluation Matrix | PROPOSERS - RFP #683 GRAPHIC DESIGN SERVICES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="4">Jeanne Galick Design</th> <th colspan="4">Formations Design</th> <th colspan="4">Enviroissues</th> <th colspan="4">Drive Creative</th> <th colspan="4">Gibson Design</th> <th colspan="4">Robert Perry Design</th> <th colspan="4">Duty of Design</th> </tr> <tr> <th colspan="3">Panel Member</th> <th>Average</th> </tr> </thead> <tbody> <tr> <td>Evaluation #1 Criteria</td> <td>Max Pts.</td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> <td>1</td><td>2</td><td>3</td><td></td> </tr> <tr> <td>Proposal Approach/Quality</td> <td>15</td> <td>15</td><td>15</td><td>12</td><td>14</td> <td>15</td><td>12</td><td>10</td><td>12</td> <td>15</td><td>12</td><td>8</td><td>12</td> <td>15</td><td>10</td><td>10</td><td>12</td> <td>10</td><td>10</td><td>8</td><td>9</td> <td>10</td><td>5</td><td>8</td><td>8</td> <td>15</td><td>5</td><td>8</td><td>9</td> </tr> <tr> <td>Creativity/Experience</td> <td>20</td> <td>18</td><td>20</td><td>20</td><td>19</td> <td>18</td><td>20</td><td>18</td><td>19</td> <td>15</td><td>20</td><td>12</td><td>16</td> <td>10</td><td>0</td><td>5</td><td>5</td> <td>0</td><td>0</td><td>8</td><td>3</td> <td>0</td><td>0</td><td>7</td><td>2</td> <td>0</td><td>0</td><td>8</td><td>3</td> </tr> <tr> <td>Work History</td> <td>10</td> <td>10</td><td>10</td><td>10</td><td>10</td> <td>10</td><td>10</td><td>10</td><td>10</td> <td>10</td><td>10</td><td>7</td><td>9</td> <td>5</td><td>0</td><td>5</td><td>3</td> <td>0</td><td>3</td><td>3</td><td>2</td> <td>0</td><td>3</td><td>3</td><td>2</td> <td>0</td><td>3</td><td>3</td><td>2</td> </tr> <tr> <td>Product Demonstration</td> <td>15</td> <td>15</td><td>15</td><td>13</td><td>14</td> <td>15</td><td>10</td><td>12</td><td>12</td> <td>15</td><td>10</td><td>8</td><td>11</td> <td>15</td><td>5</td><td>10</td><td>10</td> <td>10</td><td>5</td><td>10</td><td>8</td> <td>10</td><td>5</td><td>8</td><td>8</td> <td>10</td><td>5</td><td>8</td><td>8</td> </tr> <tr> <td>Cost</td> <td>10</td> <td>9</td><td>10</td><td>8</td><td>9</td> <td>8</td><td>10</td><td>7</td><td>8</td> <td>5</td><td>7</td><td>5</td><td>6</td> <td>7</td><td>7</td><td>5</td><td>6</td> <td>10</td><td>10</td><td>5</td><td>8</td> <td>9</td><td>10</td><td>8</td><td>9</td> <td>5</td><td>3</td><td>5</td><td>4</td> </tr> <tr> <td>References</td> <td>20</td> <td>20</td><td>20</td><td>15</td><td>18</td> <td>18</td><td>20</td><td>15</td><td>18</td> <td>18</td><td>20</td><td>10</td><td>16</td> <td>15</td><td>15</td><td>10</td><td>13</td> <td>3</td><td>15</td><td>5</td><td>8</td> <td>3</td><td>15</td><td>5</td><td>8</td> <td>0</td><td>16</td><td>5</td><td>7</td> </tr> <tr> <td>Criteria specific to county need</td> <td>10</td> <td>10</td><td>5</td><td>8</td><td>8</td> <td>9</td><td>5</td><td>8</td><td>7</td> <td>8</td><td>5</td><td>7</td><td>7</td> <td>8</td><td>5</td><td>5</td><td>6</td> <td>5</td><td>3</td><td>5</td><td>4</td> <td>3</td><td>3</td><td>5</td><td>4</td> <td>5</td><td>3</td><td>6</td><td>5</td> </tr> <tr> <td>Total Average Score</td> <td>100</td> <td></td><td></td><td></td><td>93</td> <td></td><td></td><td></td><td>87</td> <td></td><td></td><td></td><td>76</td> <td></td><td></td><td></td><td>58</td> <td></td><td></td><td></td><td>43</td> <td></td><td></td><td></td><td>40</td> <td></td><td></td><td></td><td>38</td> </tr> </tbody> </table> | | Jeanne Galick Design | | | | Formations Design | | | | Enviroissues | | | | Drive Creative | | | | Gibson Design | | | | Robert Perry Design | | | | Duty of Design | | | | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Evaluation #1 Criteria | Max Pts. | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | Proposal Approach/Quality | 15 | 15 | 15 | 12 | 14 | 15 | 12 | 10 | 12 | 15 | 12 | 8 | 12 | 15 | 10 | 10 | 12 | 10 | 10 | 8 | 9 | 10 | 5 | 8 | 8 | 15 | 5 | 8 | 9 | Creativity/Experience | 20 | 18 | 20 | 20 | 19 | 18 | 20 | 18 | 19 | 15 | 20 | 12 | 16 | 10 | 0 | 5 | 5 | 0 | 0 | 8 | 3 | 0 | 0 | 7 | 2 | 0 | 0 | 8 | 3 | Work History | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 7 | 9 | 5 | 0 | 5 | 3 | 0 | 3 | 3 | 2 | 0 | 3 | 3 | 2 | 0 | 3 | 3 | 2 | Product Demonstration | 15 | 15 | 15 | 13 | 14 | 15 | 10 | 12 | 12 | 15 | 10 | 8 | 11 | 15 | 5 | 10 | 10 | 10 | 5 | 10 | 8 | 10 | 5 | 8 | 8 | 10 | 5 | 8 | 8 | Cost | 10 | 9 | 10 | 8 | 9 | 8 | 10 | 7 | 8 | 5 | 7 | 5 | 6 | 7 | 7 | 5 | 6 | 10 | 10 | 5 | 8 | 9 | 10 | 8 | 9 | 5 | 3 | 5 | 4 | References | 20 | 20 | 20 | 15 | 18 | 18 | 20 | 15 | 18 | 18 | 20 | 10 | 16 | 15 | 15 | 10 | 13 | 3 | 15 | 5 | 8 | 3 | 15 | 5 | 8 | 0 | 16 | 5 | 7 | Criteria specific to county need | 10 | 10 | 5 | 8 | 8 | 9 | 5 | 8 | 7 | 8 | 5 | 7 | 7 | 8 | 5 | 5 | 6 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 6 | 5 | Total Average Score | 100 | | | | 93 | | | | 87 | | | | 76 | | | | 58 | | | | 43 | | | | 40 | | | | 38 |
| | Jeanne Galick Design | | | | Formations Design | | | | Enviroissues | | | | Drive Creative | | | | Gibson Design | | | | Robert Perry Design | | | | Duty of Design | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Evaluation #1 Criteria | Max Pts. | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | 1 | 2 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Proposal Approach/Quality | 15 | 15 | 15 | 12 | 14 | 15 | 12 | 10 | 12 | 15 | 12 | 8 | 12 | 15 | 10 | 10 | 12 | 10 | 10 | 8 | 9 | 10 | 5 | 8 | 8 | 15 | 5 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Creativity/Experience | 20 | 18 | 20 | 20 | 19 | 18 | 20 | 18 | 19 | 15 | 20 | 12 | 16 | 10 | 0 | 5 | 5 | 0 | 0 | 8 | 3 | 0 | 0 | 7 | 2 | 0 | 0 | 8 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Work History | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 7 | 9 | 5 | 0 | 5 | 3 | 0 | 3 | 3 | 2 | 0 | 3 | 3 | 2 | 0 | 3 | 3 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product Demonstration | 15 | 15 | 15 | 13 | 14 | 15 | 10 | 12 | 12 | 15 | 10 | 8 | 11 | 15 | 5 | 10 | 10 | 10 | 5 | 10 | 8 | 10 | 5 | 8 | 8 | 10 | 5 | 8 | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cost | 10 | 9 | 10 | 8 | 9 | 8 | 10 | 7 | 8 | 5 | 7 | 5 | 6 | 7 | 7 | 5 | 6 | 10 | 10 | 5 | 8 | 9 | 10 | 8 | 9 | 5 | 3 | 5 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| References | 20 | 20 | 20 | 15 | 18 | 18 | 20 | 15 | 18 | 18 | 20 | 10 | 16 | 15 | 15 | 10 | 13 | 3 | 15 | 5 | 8 | 3 | 15 | 5 | 8 | 0 | 16 | 5 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Criteria specific to county need | 10 | 10 | 5 | 8 | 8 | 9 | 5 | 8 | 7 | 8 | 5 | 7 | 7 | 8 | 5 | 5 | 6 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 6 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Average Score | 100 | | | | 93 | | | | 87 | | | | 76 | | | | 58 | | | | 43 | | | | 40 | | | | 38 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | PROPOSER FINALISTS FOR PRESENTATION | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----------|-------------------------------------|----|----|---------|-------------------|----|----|---------|---------------|----|----|---------|--------------|----|----|---------|----|----|----|----|
| | Max Pts. | Drive Creative | | | | Formations Design | | | | Jeanne Galick | | | | Enviroissues | | | | | | | |
| | | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | Panel Member | | | Average | | | | |
| Evaluation #2 Criteria | | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Sample campaign approach | 20 | 20 | 20 | 20 | 20 | 20 | 15 | 18 | 18 | 15 | 17 | 20 | 15 | 12 | 10 | 14 | 10 | 20 | 20 | 15 | 16 |
| Creativity/experience | 50 | 40 | 50 | 45 | 50 | 48 | 30 | 50 | 40 | 30 | 38 | 45 | 30 | 45 | 20 | 35 | 25 | 35 | 40 | 40 | 35 |
| Work history/samples | 30 | 25 | 25 | 28 | 30 | 27 | 20 | 25 | 25 | 25 | 24 | 25 | 30 | 25 | 20 | 25 | 15 | 15 | 20 | 25 | 19 |
| Total Average Score | 100 | | | | 93 | | | | 78 | | | | 74 | | | | 70 | | | | 4 |
| Final Ranking | | | | | 1 | | | | 2 | | | | 3 | | | | 4 | | | | |

Recommended Proposer: The proposers interviewed fall into two categories: Full service creative firms designing complex campaigns including print, digital media, and marketing strategies; and smaller firms more appropriate for print pieces and signage. To provide the county the broadest range of services, the review panel recommends selecting Drive Marketing Group (Drive Creative), Formations Design, and Jeanne Galick Design.

Comments: The total contracted amount is \$300,000 plus 10% management reserve (\$30,000) distributed as follows: Drive Marketing Group, \$200,000 (\$20,000 MR); Formations Design Group, \$60,000 (\$6,000 MR); Jeanne Galick Design, \$40,000 (\$4,000 MR). The review panel felt that Drive Marketing Group (Drive Creative) was most able to create broad media campaigns involving many creative pieces and that both Formations Design and Jeanne Galick can provide capacity for individual print pieces and signage.



RFP # 683
PROFESSIONAL, TECHNICAL AND EXPERT SERVICES

Clark County Washington
Release date: September 17, 2014

Request for Proposal for:
Graphic Design Services

PROPOSALS DUE: October 1, 2014 by 3:00 p.m.

Proposal(s) shall be sealed and clearly marked on the package cover with RFP #, Project Title and Company name.

Submit one (1) signed original of the proposal and (1) copy of work samples; three (3) complete printed copies of the proposal, one digital (CD) containing a copy of the proposal and the work samples to:

Clark County
Office of Purchasing
P.O. Box 5000
1300 Franklin Street, 6th Floor, Suite 650
Vancouver, Washington 98660-5000
(360) 397-2323

Refer Questions to:

Project Manager:
Cindy Stienbarger
Environmental Services Outreach Supervisor
cindy.stienbarger@clark.wa.gov

LATEST REVISION: 5/31/13

General Terms and Conditions

ADMINISTRATIVE REQUIREMENTS - Contractors shall comply with all management and administrative requirements established by Washington Administrative Code (WAC), the Revised Code of the State of Washington (RCW), and any subsequent amendments or modifications, as applicable to providers licensed in the State of Washington.

ALL proposals submitted become the property of Clark County. It is understood and agreed that the prospective Proposer claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted. Clark County has the right to reject or accept proprietary information.

AUTHORSHIP - Applicants must identify any assistance provided by agencies or individuals outside the proposers own organization in preparing the proposal. No contingent fees for such assistance will be allowed to be paid under any contract resulting from this RFP.

CANCELLATION OF AWARD - Clark County reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties or if new state regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, Clark County reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

CONFIDENTIALITY: Proposer shall comply with all applicable state and federal laws governing the confidentiality of information."

CONFLICT OF INTEREST - All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of Clark County or the appropriate Advisory Board may have in the proposing agency or proposed project.

CONSORTIUM OF AGENCIES - Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

COST OF PROPOSAL & AWARD - The contract award will not be final until Clark County and the prospective contractor have executed a contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. Clark County is not responsible for any costs incurred prior to the effective date of the contract. Clark County reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal should be submitted in final form from a budgetary, technical, and programmatic standpoint.

DISPUTES: Clark County encourages the use of informal resolution to address complaints or disputes arising over any actions in implementing the provisions of this RFP. Written complaints should be addressed to Clark County – Purchasing, P.O. Box 5000, Vancouver, Washington 98666-5000.

DIVERSITY IN EMPLOYMENT AND CONTRACTING REQUIREMENTS - It is the policy of Clark County to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. Clark County is an equal opportunity employer and is committed to providing equal opportunity in employment and in access to the provision of all county services. Clark County's Equal Employment Opportunity Plan is available at <http://www.clark.wa.gov/hr/documents.html>. This commitment applies regardless of race, color, religion, creed, sex, marital status, national origin, disability, age, veteran status, on-the-job injury, or sexual orientation. Employment decisions are made without consideration of these or any other factors that are prohibited by law. In compliance with department of Labor Regulations implementing Section 504 of the rehabilitation Act of 1973, as amended, no qualified handicapped individual shall be discriminated against in admission or access to any program or activity. The prospective contractor must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

ENVIRONMENTALLY RESPONSIBLE PURCHASING PROGRAM - Clark County has implemented an Environmentally Responsible Purchasing Policy with a goal to reduce negative impacts on human health and the environment. Negative environmental impacts include, but are not limited to, greenhouse gases, air pollution emissions, water contamination, waste from the manufacturing process and waste in packaging. This policy also seeks to increase: 1) water and energy efficiency; 2) renewable energy sources; 3) use of products with recycled content; 4) product durability; 5) use of products that can be recycled, reused, or composted at the end of its life cycle. Product criteria have been established on the Green Purchasing List <http://www.clark.wa.gov/general-services/purchasing/erp/environmental.html>

INDEPENDENT PRICE DETERMINATION - The prospective contractor guarantees that, in connection with this proposal, the prices and/or cost data have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition. This does not preclude or impede the formation of a consortium of companies and/or agencies for purposes of engaging in jointly sponsored proposals.

INTERLOCAL AGREEMENT - Clark County has made this RFP subject to Washington State statute RCW 39.34. Therefore the bidder may, at the bidders' option, extend identical prices and services to other public agencies wishing to participate in this RFP. Each public agency wishing to utilize this RFP will issue a purchase order (or contract) binding only their agency. Each contract is between the proposer and the individual agency with no liability to Clark County.

LIMITATION - This RFP does not commit Clark County to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies.

LATE PROPOSALS - A proposal received after the date and time indicated above will not be accepted. No exceptions will be made.

ORAL PRESENTATIONS: An oral presentation may be required of those prospective contractors whose proposals are under consideration. Prospective contractors may be informed that an oral presentation is desired and will be notified of the date, time and location the oral presentation is to be conducted.

OTHER AUDIT/MONITORING REQUIREMENTS - In addition, auditing or monitoring for the following purposes will be conducted at the discretion of Clark County: Fund accountability; Contract compliance; and Program performance.

PRICE WARRANT - The proposal shall warrant that the costs quoted for services in response to the RFP are not in excess of those which would be charged any other individual or entity for the same services performed by the prospective contractor.

PROTESTS must be submitted to the Purchasing Department.

PUBLIC SAFETY may require limiting access to public work sites, public facilities, and public offices, sometimes without advance notice. The successful Proposer's employees and agents shall carry sufficient identification to show by whom they are employed and display it upon request to security personnel. County project managers have discretion to require the successful Proposer's employees and agents to be escorted to and from any public office, facility or work site if national or local security appears to require it.

REJECTION OF PROPOSALS - Clark County reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all prospective contractors on modifications to proposals, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of Clark County to do so.

SUBCONTRACTING - No activities or services included as a part of this proposal may be subcontracted to another organization, firm, or individual without the approval of Clark County. Such intent to subcontract shall be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

VERBAL PROPOSALS: Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

WORKERS COMPENSATION INSURANCE – The contractor shall comply with R.C.W. Title 51- with minimum coverage limits of \$500,000 for each accident, or provide evidence that State law does not require such coverage.

FOR ALTERNATIVE FORMATS
Clark County ADA Office; V (360) 397-2025;
TTY (360) 397-2445; ADA@Clark.wa.gov

Request for Proposals Table of Contents

| | |
|--------------------|--|
| PART I | PROPOSAL REQUIREMENTS |
| | Section IA: General Information |
| | 1. Introduction |
| | 2. Background |
| | 3. Scope of Project |
| | 4. Project Funding |
| | 5. Timeline for Selection |
| | 6. Employment Verification |
| | Section IB: Work Requirements |
| | 1. Required Services |
| | 2. County Performed Work |
| | 3. Deliverables and Schedule |
| | 4. Place of Performance |
| | 5. Period of Performance |
| | 6. Insurance/Bond |
| | 7. Plan Holders List |
| PART II | PROPOSAL PREPARATION AND SUBMITTAL |
| | Section IIA: Pre-Submittal Meeting/Clarification |
| | 1. Pre-Submittal Meeting |
| | 2. Proposal Clarification |
| | Section IIB: Proposal Submission |
| | 1. Proposals Due |
| | 2. Proposal |
| | Section IIC: Proposal Content |
| | 1. Cover Sheet |
| | 2. Project Team |
| | 3. Respondent's Capabilities |
| | 4. Proposed Cost |
| | 5. Employment Verification |
| PART III | PROPOSAL EVALUATION & CONTRACT AWARD |
| | Section IIIA: Proposal Review and Selection |
| | 1. Evaluation and Selection |
| | 2. Evaluation Criteria Scoring |
| | Section IIIB: Contract Award |
| | 1. Consultant Selection |
| | 2. Contract Development |
| | 3. Award Review |
| | 4. Orientation/Kick-off Meeting |
| ATTACHMENTS | A: Proposal Cover Sheet |
| | B: Letter of Interest |

Request for Proposal # 683

Graphic Design Services

Part I Proposal Requirements

Section IA General Information

1. Introduction

Clark County intends to award multiple contracts for graphic design services to be provided on an as-needed basis.

Firms cannot partner or team with other firms or have sub-consultants in their proposal. They will be selected on their capabilities. Firms that do not follow this guideline will be eliminated for consideration.
2. Background

Clark County (Environmental Services) is seeking proposals from qualified firms with demonstrated experience in graphic design, with preference given to experience visually demonstrating environmental concepts or behavior change. These firms will be used on an on-call basis to assist with projects when county staff either does not have expertise or time to do the work.

Clark County Department of Environmental Services (DES) manages the county's Solid Waste, Clean Water, Legacy Lands, and Vegetation Management programs and offers environmental outreach and education programs to the community in the areas of solid waste (garbage), waste reduction, reuse, toxics reduction, natural gardening, household hazardous waste disposal, stormwater and surface water quality protection, and noxious weed control.

DES produces a variety of printed and digital materials for distribution via public events, mailings, advertisements, newsletters and the web. Outreach is delivered year round, however, demand for graphic design services may ebb and flow throughout the year related to the season and may require short production timelines.
3. Scope of Project

Each successful firm will be required to enter into a professional services agreement with Clark County.

There is no guarantee of any expenditure on these contracts. Individual tasks will be assigned to firms as project needs are identified. The scope of work, schedule and compensation for each project will be established in writing through a Task Order prior to commencement of the work. Task Orders will be issued by the county's contract administrator. Any changes to the scope of work, schedule or budget must be agreed to by the consultant and Clark County in writing as an amendment to the Task Order.
4. Project Funding

Clark County anticipates awarding multiple contracts for amounts up to aggregate total of \$300,000. The actual number and not-to-exceed amount of individual contracts will be determined after the proposals have been reviewed.
5. Timeline for Selection

The following dates are the **anticipated** timeline:

| | |
|------------------------------------|----------------------------|
| Proposals due | October 1, 2014 |
| Proposal review/evaluation period | Week of October 6, 2014 |
| Interviews/demonstration | Week of October 6, 2014 |
| Selection committee recommendation | October 10, 2014 |
| Contract negotiation/execution | Beginning October 10, 2014 |
| Contract intended to begin | Upon execution |

Request for Proposal # 683

Graphic Design Services

6. Employment Verification

"Effective November 1st, 2010, to be considered responsive to any formal Clark County Bid/RFP or Small Works Quote, all vendors shall submit before, include with their response or within 24 hours after submittal, a recent copy of their E-Verify memo of understanding MOU or proof of pending enrollment. The awarded contractor shall be responsible to provide Clark County with the same E-Verify enrollment documentation for each sub-contractor (\$25,000 or more) within thirty days after the sub-contractor starts work. Contractors and sub-contractors shall provide a report(s) showing status of new employee's hired after the date of the MOU. The status report shall be directed to the county department project manager at the end of the contract, or annually, which ever comes first. E-Verify information and enrollment is available at the Department of Homeland Security web page: www.dhs.gov/E-Verify

How to submit the MOU in advance of the submittal date:

1. Hand deliver to 1300 Franklin St, Suite 650, Vancouver, WA 98660, or;
2. Fax to (360) 397-6027, or;
3. Call Purchasing at (360) 397-2323 for a current email address.

Note : Sole Proprietors are exempt.

Section IB

Work Requirements

1. Required Services

Graphic design services including:

- Design and production of visual materials to support environmental programs, beginning with the concept and using the computer and various software to produce visual materials or proofs of the final product;
- Confer with county staff in person or via phone or email to discuss needs and concepts for each project and develop the scope, estimated costs, and timeline;
- Produce hand-drawn or computer generated artwork. Research and obtain photographs, artwork and illustrations to be used. Obtain client approval and coordinates with services bureaus and printers to produce product;
- May obtain bids from a variety of printers and other contractors and determine vendor based on cost, quality and ability to meet deadlines;
- As requested, coordinate construction of displays and signs through utilization of other vendors as appropriate, including sign writers, photographic studios, blueprint companies, etc.;
- Organize all stages of a project to meet predetermined strict time lines; and
- Provide the county with digital copies of all original files (in a software format that may be modified by the county for future use) and photographs and rights to use same.

2. County Performed Work

For most tasks the graphic designer will be working closely with county staff on the project. The responsibilities of the designer will be clearly defined in the scope of the task order.

3. Deliverables & Schedule

The deliverables and schedule for each task will be clearly defined in the task order.

Deliverables may include but are not limited to the design and production of: flyers; brochures; fact sheets; displays; banners; booklets; event logo-wear; interpretive signage; bookmarks; simple maps; post cards; and mailers.

4. Place of Performance

Contract performance may take place in the county's facility, the Proposer's facility, a third party location or any combination thereof. Proposer will use their own equipment and software

5. Period of Performance

A contract awarded as a result of this RFP will be for three years and is intended to begin upon execution of a contract and end three years from execution.

Clark County reserves the right to extend the contract resulting from this RFP in 1-year increments, with the same terms and conditions, by service of a written notice of its intention to do so prior to the contract termination date.

Request for Proposal # 683

Graphic Design Services

6. Insurance/Bond

A. Commercial General Liability (CGL) Insurance written under ISO Form CG0001 or its latest equivalent with minimum limits of \$500,000 per occurrence and in the aggregate for each one year policy period. This policy will renew annually. This coverage may be any combination of primary, umbrella or excess liability coverage affording total liability limits of not less than \$500,000 per occurrence and in the aggregate. However, if other policies are added they must be a follow-form policy in language, renewal date, and have no more exclusions than the underlying coverage. Products and Completed Operations coverage shall be provided for a period of three years following Substantial Completion of the Work. The deductible will not be more than \$50,000 unless prior arrangements are made with Clark County on a case by case basis; the criterion is the Contractor's liquidity and ability to pay from its own resources regardless of coverage status due to cancellation, reservation of rights, or other no-coverage-enforce reason. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

B. Proof of Insurance

Proof of Insurance shall be provided prior to the starting of the contract performance. Proof will be on an ACORD Certificate(s) of Liability Insurance, which the Proposer shall provide to Clark County. Each certificate will show the coverage, deductible and policy period. Policies shall be endorsed to state that coverage will not be suspended, voided, canceled or reduced without a 30 day written notice by mail. It is the Proposer's responsibility to provide evidence of continuing coverage during the overlap periods of the policy and the contract.

All policies must have a Best's rating of A-VII or better.

7. Plan Holders List

All proposers are required to be listed on the plan holders list.

- ✓ Prior to submission of proposal, please confirm your organization is on the Plan Holders List below:

To view the Plan Holders List, please click on the link below or copy and paste into your browser.

Clark County RFP site:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion. See Attachment B.

Proposals received by Clark County by proposers not included on the Plan Holders List may be considered non-responsive.

Request for Proposal # 683

Graphic Design Services

Part II Proposal Preparation and Submittal

Section IIA Pre-Submittal Meeting / Clarification

1. Pre-Submittal Meeting
There will be no pre-submittal meeting or site visit scheduled for this project.
2. Proposal Clarification
Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed on the cover page. The deadline for submitting such questions/clarifications is seven calendar days prior to the due date for proposals.

An addendum will be issued no later than six calendar days (or insert date) prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order.

On an as needed basis, additional information in the form of 'Addenda' and 'Questions and Answers' may be made available for review at the link below, by RFP number, prior to the date of close. Each proposer is strongly encouraged to review this document prior to submitting their proposal.

Clark County RFP site:
<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

Section IIB Proposal Submission

1. Proposals Due
Sealed proposals must be received no later than the date, time and location specified on the cover of this document.

The outside of the envelope/package shall clearly identify:
 1. RFP Number and;
 2. TITLE and;
 3. Name and address of the proposer.
Responses received after submittal time will not be considered and will be returned to the Proposer - unopened.

Proposals received with insufficient copies (as noted on the cover of this document) cannot be properly disseminated to the Review Committee and other reviewers for necessary action, therefore, may not be accepted.
2. Proposal
Proposals must be clear, succinct and not exceed five pages, excluding resumes, E-Verify documentation and work samples. Proposer's who submit more than the five pages may not have the additional pages of the proposal read or considered.

For purposes of review and in the interest of the county, the county encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are readily recyclable.

The county discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Alternative bindings such as reusable/recyclable binding posts, reusable binder clips or binder rings, and recyclable cardboard/paperboard binders are examples of preferable submittal materials.

Proposers are encouraged to print/copy on both sides of a single sheet of paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages. Color is acceptable, but content should not be lost by black-and-white printing or copying.

All submittals will be evaluated on the completeness and quality of the content. Only those

Request for Proposal # 683

Graphic Design Services

Proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

Additional support documents, such as work samples, should be included with the proposal in printed form and digitally, if available. (Note: To reduce waste, one printed copy of each sample is sufficient along with a digital copy, although, additional printed copies of supporting documents/samples may be provided for each proposal copy at the discretion of the proposer.)

Section IIC

Proposal Content

1. Cover Sheet
This form is to be used as your proposal Cover Sheet

See Cover Sheet - Attachment A
2. Project Team
Provide information on the individuals that will be available to work on county projects. A summary table that includes the name, title, years of experience, office location and expertise for each individual may be an appropriate format. *Work in Southwest Washington and work related to environmental issues or behavior change, similar to that anticipated through an on-call contract, should be emphasized.*
3. Respondent's Capabilities
Provide work samples and information on projects the firm or team members have worked on that demonstrates the firm's capabilities, emphasizing projects related to the environment or promoting behavior change. Information should demonstrate:

knowledge of the principles of design for print, production processes, printing techniques and specifications in single-to-full-color reproduction; the techniques used in producing computer generated design and artwork; exhibit and sign design and development; standards and costs involved with printing and production of graphics materials; computer graphics applications.

and

ability to visually communicate a message or service to attract attention and encourage understanding and retention of information; interpret and balance client's desires with what is needed to appropriately communicate the message; maintain consistent quality standards of visual communication with the public; work on multiple projects simultaneously; operate a variety of complex graphic design computer software; work effectively and be responsive to tight deadlines; successfully carry a project from concept to completion and implementation.
4. Proposed Cost
Provide a table or summary of the hourly rate of each individual working on county projects and overhead costs, if any.
5. Employment Verification
Attach a recent copy of your E-Verify MOU or proof of pending enrollment after the cover page (See section 1A.6). These pages will not be included in the maximum page count.

**Request for Proposal # 683
Graphic Design Services**

Part III Proposal Evaluation & Contract Award

Section IIIA Proposal Review and Selection

1. Evaluation and Selection: Proposals received in response to this RFP will be evaluated by a Review Committee. Committee review results and recommendations may be presented to an appropriate advisory board prior to the consent process with the Clark County Board of Commissioners.

2. Evaluation Criteria Scoring: Each proposal received in response to the RFP, that meets the proposal requirements, will be objectively evaluated and rated according to a specified point system.

After initial ranking, top proposers may be invited to an interview to present work examples.

A one hundred (100) point system will be used, weighted against the following criteria:

| | |
|--|------------|
| Proposal approach/quality | 15 |
| Creativity / experience with emphasis on work on environmental or behavior change projects in southwest Washington | 20 |
| Work history / examples with emphasis on work in southwest Washington | 10 |
| Product Demonstration | 15 |
| Cost | 10 |
| References and past performance (quality of work, responsiveness, cost effectiveness and control of budget) | 20 |
| Criteria Specific to the county's project needs | 10 |
| Total Points | 100 |

Section IIIB Contract Award

1. Consultant Selection: The county will award contracts to the highest scoring proposers. Should the county not reach a favorable agreement with the highest scoring proposers, the county shall suspend or terminate negotiations and commence negotiations with the next highest scoring proposer and so on until a favorable agreement is reached with the number of firms required to meet the county's anticipated on-call needs.

2. Contract Development: The proposal and all responses provided by the successful Proposer may become a part of the final contract.

The form of contract shall be the county's Contract for Profession Services.

3. Award Review: The public may view proposal documents after contract execution. However, any proprietary information so designated by the Proposer as a 'trade secret' will not be disclosed unless the Clark County Prosecuting Attorney determines that disclosure is required. At this time, Proposers not awarded the contract, may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring methods utilized by the evaluation committee.

4. Orientation/Kick-off Meeting: There will not be an orientation or kick-off meeting. Once a contract is executed that firm will be available for on-call work. The timing of on-call work can be difficult to predict. Firms can contact the contract administrator with questions.

Request for Proposal # 683
Graphic Design Services

Attachment A COVER SHEET

General Information:

Legal Name of Applicant/Company/Agency _____
Street Address _____ City _____ State _____ Zip _____
Contact Person _____ Title _____
Phone _____ Fax _____
Program Location (if different than above) _____ Email address _____
Tax Identification Number _____

ADDENDUM:

Proposer shall insert number of each Addendum received. If no addendum received, please mark "NONE".

No. _____ Dated: _____ No. _____ Dated: _____ No. _____ Dated: _____

NOTE: Failure to acknowledge receipt of Addendum may render the proposal non-responsive.

→ Does the proposal comply with the requirements contained within the RFP?
A "No" response may disqualify the proposal from further consideration.

Yes No

→ Did outside individuals or agencies assist with preparation of this proposal?

Yes No (if yes, describe)**

Hourly rate and/or other compensation requested under this proposal \$ _____

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I realize the final funding for any service is based upon funding levels, and the approval of the Clark County Board of Commissioners.

Signature, Company Representative with Signatory Authority

Date

**Request for Proposal # 683
Graphic Design Services**

Attachment B LETTER OF INTEREST

Legal Name of Applicant Agency _____

Street Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____

Program Location (if different than above) _____

Email address _____

- All proposers are required to be included on the plan holders list. If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion.

In the body of your email, request acknowledgement of receipt.

Email Attachment B to: leisha.till@clark.wa.gov

Clark County web link:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

This document will only be used to add a proposer to the plan holders list. Submitting this document does not commit proposer to provide services to Clark County, nor is it required to be submitted with proposal.

Proposals may be considered non-responsive if the Proposer is not listed on the plan holders list.

Professional Services Agreement
Graphic Design Services RFP No. 683

THIS AGREEMENT, entered this _____ day of November 2014, by and between CLARK COUNTY, after this called "County," a political subdivision of the State of Washington, and Formations Design Group, LLC, after this called "Contractor."

WITNESSETH

WHEREAS, the Contractor has been chosen through a competitive bid process by the County RFP # 683 and has the expertise to provide professional services for Clark County and to perform those services more particularly set out in RFP #683 attached hereto and incorporated herein by this reference as Exhibit A.

WHEREAS, Clark County does not have available staff to provide such services for the benefit of the services of Clark County, NOW, THEREFORE,

THE COUNTY AND THE CONTRACTOR MUTUALLY AGREE AS FOLLOWS:

1. Services. The Contractor shall perform graphic design services for Clark County on an on-call, as-needed basis. Each service provided under this Agreement will be provided by Task Assignment drafted and submitted by the Contractor. Each Task Assignment will be individually negotiated with the Contractor and shall be issued by writing a Formal Task Assignment Document, similar in form to Exhibit "B". Task Assignments shall be approved by the contract manager, provided that payment for cumulative tasks do not exceed \$60,000, or \$66,000 should the county elect to use its 10% management reserve.

2. Time. The agreement shall be effective beginning immediately upon execution and ending three years thereafter and may be extended in one year increments for two additional years by mutual written agreement signed by both parties.

The remaining provisions of the Agreement will remain in full force and effect.

3. Compensation. County shall pay the Contractor for performing said services upon receipt of a written invoice submitted on a monthly basis at a rate of \$85.00 per hour. The contract amount is not to exceed \$60,000 plus a 10% management reserve for a total amount of \$66,000. The parties mutually agree that in no event shall the amount billing exceed \$60,000 without prior approval of the County.

4. Termination. The County may terminate this Agreement immediately upon any breach by Contractor in the duties of Contractor as set forth in Agreement. The waiver by the County of one or more breaches shall not be construed as a waiver of any subsequent breach or breaches. Further, County may terminate this Agreement upon immediate notice to Contractor in the event that the funding for the project ceases or is reduced in amount. The Contractor will be reimbursed for services expended up to the date of termination.

5. Independent Contractor. The Contractor shall always be an independent Contractor and not an employee of the County, and shall not be entitled to compensation or benefits of any kind except as specifically provided herein.

6. Indemnification. The Contractor does release, indemnify and promise to defend and save harmless the County, its officers, officials, employees and agents from and against any and all liability, loss, damages, expenses, actions and claims, including costs and reasonable attorney's fees incurred by the County, its officials, officers, employees and agents in defense thereof, asserted or arising directly or indirectly on account of or out of the performance of service pursuant to this Agreement. In making these assurances, the Contractor specifically agrees to indemnify and hold harmless the County from any and all bodily injury claims brought by employees of the Contractor

and expressly waives its immunity under the Industrial Insurance Act as to those claims which are brought against the County; provided, however, this paragraph does not purport to indemnify the County against the liability for damages arising out of bodily injuries to person or damages caused by or resulting from the sole negligence of the County, its elected officials, officers, employees and agents.

7. Wage and hour compliance. Contractor shall comply with all applicable provisions of the Fair Labor Standards Act and any other legislation affecting its employees and the rules and regulations issued thereunder insofar as applicable to its employees and shall always save County free, clear and harmless from all actions, claims, demands and expenses arising out of said act and the rules and regulations that are or may be promulgated in connection therewith.

8. Social Security and Other Taxes. The Contractor assumes full responsibility for the payment of all payroll taxes, use, sales, income or other form of taxes, fees, licenses, excises, or payments required by any city, federal or state legislation that is now or may during the term of this agreement be enacted as to all persons employed by the Contractor in performance of the work pursuant to this Agreement and shall assume exclusive liability therefore, and meet all requirements thereunder pursuant to any rules and regulations that are now and may be promulgated in connection therewith.

9. Contract Documents: Contract documents consist of this Agreement, Exhibit A, RFP #683 and Exhibit B, Sample of Task Assignment document.

10. Equal Employment Opportunity: The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, gender, sexual orientation, age, disability, marital status or national origin.

11. Changes: County may, from time to time, require changes in the scope of the services to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between County and the Contractor, shall be in writing, signed by both parties and incorporated in the written amendments to the Agreement.

12. Public records act: Notwithstanding the provisions of this Agreement to the contrary, to the extent any record, including any electronic, audio, paper or other media, is required to be kept or indexed as a public record in accordance with the Washington Public Records Act, RCW Chapter 42.56, as may hereafter be amended, Contractor agrees to maintain all records constituting public records and to produce or assist Clark County in producing such records, within the time frames and parameters set forth in state law. Contractor further agrees that upon receipt of any written public record request, Contractor shall, within two business days, notify Clark County by providing a copy of the request to the Clark County Public Records Officer/Department of Public Works.

13. Governing Law. This agreement shall be governed by the laws of the State of Washington. Venue for any litigation shall be in Superior Court for the State of Washington in Clark County, Washington.

14. Confidentiality. With respect to all information relating to County that is confidential and clearly so designated, the Contractor agrees to keep such information confidential.

15. Conflict of Interest. The Contractor covenants that it has had no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services hereunder. The Contractor further covenants

that no person having such interest shall be employed by it, or shall perform services as an independent contractor with it, in the performance of this Agreement.

16. Consent and Understanding. This agreement contains a complete and integrated understanding of the Agreement between the parties and supersedes any understandings, contract, or negotiations, whether oral or written, not set forth herein or in written amendments hereto duly executed by both parties.

17. Severability. If any provision of this Agreement is held invalid, the remainder would then continue to conform to the terms and requirements of applicable law.

IN WITNESS THEREOF, County and the Contractor have executed this Agreement on the date first above written.

Formations Design Group, LLC

CLARK COUNTY

By _____

By _____

Print name _____

Don Benton, Director

Title _____

Date: _____

Date: _____

APPROVED AS TO FORM ONLY
ANTHONY F. GOLIK
Clark County Prosecuting Attorney

Christine M. Cook

By CHRISTINE M. Cook

~~ANTHONY F. GOLIK~~ SENIOR DEPUTY PROSECUTING ATTORNEY

Vendor/Contractor:

Have you or any of your employees who will be directly compensated retired from a Washington State Retirement System using the 2008 Early Retirement Factor?

Yes

No

If yes, please provide the name and social security number for each retiree to Clark County Purchasing.



RFP # 683
PROFESSIONAL, TECHNICAL AND EXPERT SERVICES

Clark County Washington
Release date: September 17, 2014

Request for Proposal for:
Graphic Design Services

PROPOSALS DUE: October 1, 2014 by 3:00 p.m.

Proposal(s) shall be sealed and clearly marked on the package cover with RFP #, Project Title and Company name.

Submit one (1) signed original of the proposal and (1) copy of work samples; three (3) complete printed copies of the proposal, one digital (CD) containing a copy of the proposal and the work samples to:

Clark County
Office of Purchasing
P.O. Box 5000
1300 Franklin Street, 6th Floor, Suite 650
Vancouver, Washington 98660-5000
(360) 397-2323

Refer Questions to:

Project Manager:
Cindy Stienbarger
Environmental Services Outreach Supervisor
cindy.stienbarger@clark.wa.gov

LATEST REVISION: 5/31/13

General Terms and Conditions

ADMINISTRATIVE REQUIREMENTS - Contractors shall comply with all management and administrative requirements established by Washington Administrative Code (WAC), the Revised Code of the State of Washington (RCW), and any subsequent amendments or modifications, as applicable to providers licensed in the State of Washington.

ALL proposals submitted become the property of Clark County. It is understood and agreed that the prospective Proposer claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted. Clark County has the right to reject or accept proprietary information.

AUTHORSHIP - Applicants must identify any assistance provided by agencies or individuals outside the proposers own organization in preparing the proposal. No contingent fees for such assistance will be allowed to be paid under any contract resulting from this RFP.

CANCELLATION OF AWARD - Clark County reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties or if new state regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, Clark County reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

CONFIDENTIALITY: Proposer shall comply with all applicable state and federal laws governing the confidentiality of information."

CONFLICT OF INTEREST - All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of Clark County or the appropriate Advisory Board may have in the proposing agency or proposed project.

CONSORTIUM OF AGENCIES - Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

COST OF PROPOSAL & AWARD - The contract award will not be final until Clark County and the prospective contractor have executed a contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. Clark County is not responsible for any costs incurred prior to the effective date of the contract. Clark County reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal should be submitted in final form from a budgetary, technical, and programmatic standpoint.

DISPUTES: Clark County encourages the use of informal resolution to address complaints or disputes arising over any actions in implementing the provisions of this RFP. Written complaints should be addressed to Clark County – Purchasing, P.O. Box 5000, Vancouver, Washington 98666-5000.

DIVERSITY IN EMPLOYMENT AND CONTRACTING REQUIREMENTS - It is the policy of Clark County to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. Clark County is an equal opportunity employer and is committed to providing equal opportunity in employment and in access to the provision of all county services. Clark County's Equal Employment Opportunity Plan is available at <http://www.clark.wa.gov/hr/documents.html>. This commitment applies regardless of race, color, religion, creed, sex, marital status, national origin, disability, age, veteran status, on-the-job injury, or sexual orientation. Employment decisions are made without consideration of these or any other factors that are prohibited by law. In compliance with department of Labor Regulations implementing Section 504 of the rehabilitation Act of 1973, as amended, no qualified handicapped individual shall be discriminated against in admission or access to any program or activity. The prospective contractor must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

ENVIRONMENTALLY RESPONSIBLE PURCHASING PROGRAM - Clark County has implemented an Environmentally Responsible Purchasing Policy with a goal to reduce negative impacts on human health and the environment. Negative environmental impacts include, but are not limited to, greenhouse gases, air pollution emissions, water contamination, waste from the manufacturing process and waste in packaging. This policy also seeks to increase: 1) water and energy efficiency; 2) renewable energy sources; 3) use of products with recycled content; 4) product durability; 5) use of products that can be recycled, reused, or composted at the end of its life cycle. Product criteria have been established on the Green Purchasing List <http://www.clark.wa.gov/general-services/purchasing/erp/environmental.html>

INDEPENDENT PRICE DETERMINATION - The prospective contractor guarantees that, in connection with this proposal, the prices and/or cost data have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition. This does not preclude or impede the formation of a consortium of companies and/or agencies for purposes of engaging in jointly sponsored proposals.

INTERLOCAL AGREEMENT - Clark County has made this RFP subject to Washington State statute RCW 39.34. Therefore the bidder may, at the bidders' option, extend identical prices and services to other public agencies wishing to participate in this RFP. Each public agency wishing to utilize this RFP will issue a purchase order (or contract) binding only their agency. Each contract is between the proposer and the individual agency with no liability to Clark County.

LIMITATION - This RFP does not commit Clark County to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies.

LATE PROPOSALS - A proposal received after the date and time indicated above will not be accepted. No exceptions will be made.

ORAL PRESENTATIONS: An oral presentation may be required of those prospective contractors whose proposals are under consideration. Prospective contractors may be informed that an oral presentation is desired and will be notified of the date, time and location the oral presentation is to be conducted.

OTHER AUDIT/MONITORING REQUIREMENTS - In addition, auditing or monitoring for the following purposes will be conducted at the discretion of Clark County: Fund accountability; Contract compliance; and Program performance.

PRICE WARRANT - The proposal shall warrant that the costs quoted for services in response to the RFP are not in excess of those which would be charged any other individual or entity for the same services performed by the prospective contractor.

PROTESTS must be submitted to the Purchasing Department.

PUBLIC SAFETY may require limiting access to public work sites, public facilities, and public offices, sometimes without advance notice. The successful Proposer's employees and agents shall carry sufficient identification to show by whom they are employed and display it upon request to security personnel. County project managers have discretion to require the successful Proposer's employees and agents to be escorted to and from any public office, facility or work site if national or local security appears to require it.

REJECTION OF PROPOSALS - Clark County reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all prospective contractors on modifications to proposals, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of Clark County to do so.

SUBCONTRACTING - No activities or services included as a part of this proposal may be subcontracted to another organization, firm, or individual without the approval of Clark County. Such intent to subcontract shall be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

VERBAL PROPOSALS: Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

WORKERS COMPENSATION INSURANCE - The contractor shall comply with R.C.W. Title 51- with minimum coverage limits of \$500,000 for each accident, or provide evidence that State law does not require such coverage.

FOR ALTERNATIVE FORMATS
Clark County ADA Office; V (360) 397-2025;
TTY (360) 397-2445; ADA@Clark.wa.gov

Request for Proposals Table of Contents

PART I PROPOSAL REQUIREMENTS

Section IA: General Information

1. Introduction
2. Background
3. Scope of Project
4. Project Funding
5. Timeline for Selection
6. Employment Verification

Section IB: Work Requirements

1. Required Services
2. County Performed Work
3. Deliverables and Schedule
4. Place of Performance
5. Period of Performance
6. Insurance/Bond
7. Plan Holders List

PART II PROPOSAL PREPARATION AND SUBMITTAL

Section IIA: Pre-Submittal Meeting/Clarification

1. Pre-Submittal Meeting
2. Proposal Clarification

Section IIB: Proposal Submission

1. Proposals Due
2. Proposal

Section IIC: Proposal Content

1. Cover Sheet
2. Project Team
3. Respondent's Capabilities
4. Proposed Cost
5. Employment Verification

PART III PROPOSAL EVALUATION & CONTRACT AWARD

Section IIIA: Proposal Review and Selection

1. Evaluation and Selection
2. Evaluation Criteria Scoring

Section IIIB: Contract Award

1. Consultant Selection
2. Contract Development
3. Award Review
4. Orientation/Kick-off Meeting

ATTACHMENTS

- A: Proposal Cover Sheet
- B: Letter of Interest

Request for Proposal # 683

Graphic Design Services

Part I Proposal Requirements

Section IA General Information

1. Introduction Clark County intends to award multiple contracts for graphic design services to be provided on an as-needed basis.

Firms cannot partner or team with other firms or have sub-consultants in their proposal. They will be selected on their capabilities. Firms that do not follow this guideline will be eliminated for consideration.

2. Background Clark County (Environmental Services) is seeking proposals from qualified firms with demonstrated experience in graphic design, with preference given to experience visually demonstrating environmental concepts or behavior change. These firms will be used on an on-call basis to assist with projects when county staff either does not have expertise or time to do the work.

Clark County Department of Environmental Services (DES) manages the county's Solid Waste, Clean Water, Legacy Lands, and Vegetation Management programs and offers environmental outreach and education programs to the community in the areas of solid waste (garbage), waste reduction, reuse, toxics reduction, natural gardening, household hazardous waste disposal, stormwater and surface water quality protection, and noxious weed control.

DES produces a variety of printed and digital materials for distribution via public events, mailings, advertisements, newsletters and the web. Outreach is delivered year round, however, demand for graphic design services may ebb and flow throughout the year related to the season and may require short production timelines.

3. Scope of Project Each successful firm will be required to enter into a professional services agreement with Clark County.

There is no guarantee of any expenditure on these contracts. Individual tasks will be assigned to firms as project needs are identified. The scope of work, schedule and compensation for each project will be established in writing through a Task Order prior to commencement of the work. Task Orders will be issued by the county's contract administrator. Any changes to the scope of work, schedule or budget must be agreed to by the consultant and Clark County in writing as an amendment to the Task Order.

4. Project Funding Clark County anticipates awarding multiple contracts for amounts up to aggregate total of \$300,000. The actual number and not-to-exceed amount of individual contracts will be determined after the proposals have been reviewed.

5. Timeline for Selection The following dates are the anticipated timeline:

| | |
|------------------------------------|----------------------------|
| Proposals due | October 1, 2014 |
| Proposal review/evaluation period | Week of October 6, 2014 |
| Interviews/demonstration | Week of October 6, 2014 |
| Selection committee recommendation | October 10, 2014 |
| Contract negotiation/execution | Beginning October 10, 2014 |
| Contract intended to begin | Upon execution |

Request for Proposal # 683

Graphic Design Services

6. Employment Verification

"Effective November 1st, 2010, to be considered responsive to any formal Clark County Bid/RFP or Small Works Quote, all vendors shall submit before, include with their response or within 24 hours after submittal, a recent copy of their E-Verify memo of understanding MOU or proof of pending enrollment. The awarded contractor shall be responsible to provide Clark County with the same E-Verify enrollment documentation for each sub-contractor (\$25,000 or more) within thirty days after the sub-contractor starts work. Contractors and sub-contractors shall provide a report(s) showing status of new employee's hired after the date of the MOU. The status report shall be directed to the county department project manager at the end of the contract, or annually, which ever comes first. E-Verify information and enrollment is available at the Department of Homeland Security web page: www.dhs.gov/E-Verify

How to submit the MOU in advance of the submittal date:

1. Hand deliver to 1300 Franklin St, Suite 650, Vancouver, WA 98660, or;
2. Fax to (360) 397-6027, or;
3. Call Purchasing at (360) 397-2323 for a current email address.

Note : Sole Proprietors are exempt.

Section IB

Work Requirements

1. Required Services

Graphic design services including:

- Design and production of visual materials to support environmental programs, beginning with the concept and using the computer and various software to produce visual materials or proofs of the final product;
- Confer with county staff in person or via phone or email to discuss needs and concepts for each project and develop the scope, estimated costs, and timeline;
- Produce hand-drawn or computer generated artwork. Research and obtain photographs, artwork and illustrations to be used. Obtain client approval and coordinates with services bureaus and printers to produce product;
- May obtain bids from a variety of printers and other contractors and determine vendor based on cost, quality and ability to meet deadlines;
- As requested, coordinate construction of displays and signs through utilization of other vendors as appropriate, including sign writers, photographic studios, blueprint companies, etc.;
- Organize all stages of a project to meet predetermined strict time lines; and
- Provide the county with digital copies of all original files (in a software format that may be modified by the county for future use) and photographs and rights to use same.

2. County Performed Work

For most tasks the graphic designer will be working closely with county staff on the project. The responsibilities of the designer will be clearly defined in the scope of the task order.

3. Deliverables & Schedule

The deliverables and schedule for each task will be clearly defined in the task order.

Deliverables may include but are not limited to the design and production of: flyers; brochures; fact sheets; displays; banners; booklets; event logo-wear; interpretive signage; bookmarks; simple maps; post cards; and mailers.

4. Place of Performance

Contract performance may take place in the county's facility, the Proposer's facility, a third party location or any combination thereof. Proposer will use their own equipment and software

5. Period of Performance

A contract awarded as a result of this RFP will be for three years and is intended to begin upon execution of a contract and end three years from execution.

Clark County reserves the right to extend the contract resulting from this RFP in 1-year increments, with the same terms and conditions, by service of a written notice of its intention to do so prior to the contract termination date.

Request for Proposal # 683

Graphic Design Services

6. Insurance/Bond

A. Commercial General Liability (CGL) Insurance written under ISO Form CG0001 or its latest equivalent with minimum limits of \$500,000 per occurrence and in the aggregate for each one year policy period. This policy will renew annually. This coverage may be any combination of primary, umbrella or excess liability coverage affording total liability limits of not less than \$500,000 per occurrence and in the aggregate. However, if other policies are added they must be a follow-form policy in language, renewal date, and have no more exclusions than the underlying coverage. Products and Completed Operations coverage shall be provided for a period of three years following Substantial Completion of the Work. The deductible will not be more than \$50,000 unless prior arrangements are made with Clark County on a case by case basis; the criterion is the Contractor's liquidity and ability to pay from its own resources regardless of coverage status due to cancellation, reservation of rights, or other no-coverage-enforce reason. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

B. Proof of Insurance

Proof of Insurance shall be provided prior to the starting of the contract performance. Proof will be on an ACORD Certificate(s) of Liability Insurance, which the Proposer shall provide to Clark County. Each certificate will show the coverage, deductible and policy period. Policies shall be endorsed to state that coverage will not be suspended, voided, canceled or reduced without a 30 day written notice by mail. It is the Proposer's responsibility to provide evidence of continuing coverage during the overlap periods of the policy and the contract.

All policies must have a Best's rating of A-VII or better.

7. Plan Holders List

All proposers are required to be listed on the plan holders list.

- ✓ Prior to submission of proposal, please confirm your organization is on the Plan Holders List below:

To view the Plan Holders List, please click on the link below or copy and paste into your browser.

Clark County RFP site:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

If your organization is NOT listed, submit the "Letter of Interest" to ensure your inclusion. See Attachment B.

Proposals received by Clark County by proposers not included on the Plan Holders List may be considered non-responsive.

Request for Proposal # 683
Graphic Design Services

Part II Proposal Preparation and Submittal

Section IIA Pre-Submittal Meeting / Clarification

1. Pre-Submittal Meeting
There will be no pre-submittal meeting or site visit scheduled for this project.
2. Proposal Clarification
Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed on the cover page. The deadline for submitting such questions/clarifications is seven calendar days prior to the due date for proposals.

An addendum will be issued no later than six calendar days (or insert date) prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order.

On an as needed basis, additional information in the form of 'Addenda' and 'Questions and Answers' may be made available for review at the link below, by RFP number, prior to the date of close. Each proposer is strongly encouraged to review this document prior to submitting their proposal.

Clark County RFP site:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

Section IIB Proposal Submission

1. Proposals Due
Sealed proposals must be received no later than the date, time and location specified on the cover of this document.

The outside of the envelope/package shall clearly identify:

1. RFP Number and;
2. TITLE and;
3. Name and address of the proposer.

Responses received after submittal time will not be considered and will be returned to the Proposer - unopened.

Proposals received with insufficient copies (as noted on the cover of this document) cannot be properly disseminated to the Review Committee and other reviewers for necessary action, therefore, may not be accepted.

2. Proposal
Proposals must be clear, succinct and not exceed five pages, excluding resumes, E-Verify documentation and work samples. Proposer's who submit more than the five pages may not have the additional pages of the proposal read or considered.

For purposes of review and in the interest of the county, the county encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are readily recyclable.

The county discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Alternative bindings such as reusable/recyclable binding posts, reusable binder clips or binder rings, and recyclable cardboard/paperboard binders are examples of preferable submittal materials.

Proposers are encouraged to print/copy on both sides of a single sheet of paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages. Color is acceptable, but content should not be lost by black-and-white printing or copying.

All submittals will be evaluated on the completeness and quality of the content. Only those

Request for Proposal # 683

Graphic Design Services

Proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

Additional support documents, such as work samples, should be included with the proposal in printed form and digitally, if available. (Note: To reduce waste, one printed copy of each sample is sufficient along with a digital copy, although, additional printed copies of supporting documents/samples may be provided for each proposal copy at the discretion of the proposer.)

Section IIC

Proposal Content

1. Cover Sheet
This form is to be used as your proposal Cover Sheet

See Cover Sheet - Attachment A
2. Project Team
Provide information on the individuals that will be available to work on county projects. A summary table that includes the name, title, years of experience, office location and expertise for each individual may be an appropriate format. *Work in Southwest Washington and work related to environmental issues or behavior change, similar to that anticipated through an on-call contract, should be emphasized.*
3. Respondent's Capabilities
Provide work samples and information on projects the firm or team members have worked on that demonstrates the firm's capabilities, emphasizing projects related to the environment or promoting behavior change. Information should demonstrate:

knowledge of the principles of design for print, production processes, printing techniques and specifications in single-to-full-color reproduction; the techniques used in producing computer generated design and artwork; exhibit and sign design and development; standards and costs involved with printing and production of graphics materials; computer graphics applications.

and

ability to visually communicate a message or service to attract attention and encourage understanding and retention of information; interpret and balance client's desires with what is needed to appropriately communicate the message; maintain consistent quality standards of visual communication with the public; work on multiple projects simultaneously; operate a variety of complex graphic design computer software; work effectively and be responsive to tight deadlines; successfully carry a project from concept to completion and implementation.
4. Proposed Cost
Provide a table or summary of the hourly rate of each individual working on county projects and overhead costs, if any.
5. Employment Verification
Attach a recent copy of your E-Verify MOU or proof of pending enrollment after the cover page (See section 1A.6). These pages will not be included in the maximum page count.

**Request for Proposal # 683
Graphic Design Services**

Part III Proposal Evaluation & Contract Award

Section IIIA Proposal Review and Selection

- 1. Evaluation and Selection: Proposals received in response to this RFP will be evaluated by a Review Committee. Committee review results and recommendations may be presented to an appropriate advisory board prior to the consent process with the Clark County Board of Commissioners.
- 2. Evaluation Criteria Scoring: Each proposal received in response to the RFP, that meets the proposal requirements, will be objectively evaluated and rated according to a specified point system.

After initial ranking, top proposers may be invited to an interview to present work examples.

A one hundred (100) point system will be used, weighted against the following criteria:

| | |
|--|------------|
| Proposal approach/quality | 15 |
| Creativity / experience with emphasis on work on environmental or behavior change projects in southwest Washington | 20 |
| Work history / examples with emphasis on work in southwest Washington | 10 |
| Product Demonstration | 15 |
| Cost | 10 |
| References and past performance (quality of work, responsiveness, cost effectiveness and control of budget) | 20 |
| Criteria Specific to the county's project needs | 10 |
| Total Points | 100 |

Section IIIB Contract Award

- 1. Consultant Selection: The county will award contracts to the highest scoring proposers. Should the county not reach a favorable agreement with the highest scoring proposers, the county shall suspend or terminate negotiations and commence negotiations with the next highest scoring proposer and so on until a favorable agreement is reached with the number of firms required to meet the county's anticipated on-call needs.
- 2. Contract Development: The proposal and all responses provided by the successful Proposer may become a part of the final contract.

The form of contract shall be the county's Contract for Profession Services.
- 3. Award Review: The public may view proposal documents after contract execution. However, any proprietary information so designated by the Proposer as a 'trade secret' will not be disclosed unless the Clark County Prosecuting Attorney determines that disclosure is required. At this time, Proposers not awarded the contract, may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring methods utilized by the evaluation committee.
- 4. Orientation/Kick-off Meeting: There will not be an orientation or kick-off meeting. Once a contract is executed that firm will be available for on-call work. The timing of on-call work can be difficult to predict. Firms can contact the contract administrator with questions.

Request for Proposal # 683
Graphic Design Services

Attachment A COVER SHEET

General Information:

Legal Name of Applicant/Company/Agency _____
Street Address _____ City _____ State _____ Zip _____
Contact Person _____ Title _____
Phone _____ Fax _____
Program Location (if different than above) _____ Email address _____
Tax Identification Number _____

ADDENDUM:
Proposer shall insert number of each Addendum received. If no addendum received, please mark "NONE".
No. _____ Dated: _____ No. _____ Dated: _____ No. _____ Dated: _____
NOTE: Failure to acknowledge receipt of Addendum may render the proposal non-responsive.

→ Does the proposal comply with the requirements contained within the RFP?
A "No" response may disqualify the proposal from further consideration.
 Yes No

→ Did outside individuals or agencies assist with preparation of this proposal?
 Yes No (if yes, describe.)**

Hourly rate and/or other compensation requested under this proposal \$ _____

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I realize the final funding for any service is based upon funding levels, and the approval of the Clark County Board of Commissioners.

Signature, Company Representative with Signatory Authority Date

**Request for Proposal # 683
Graphic Design Services**

Attachment B LETTER OF INTEREST

Legal Name of Applicant Agency _____

Street Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____

Program Location (if different than above) _____

Email address _____

- All proposers are required to be included on the plan holders list. If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion.

In the body of your email, request acknowledgement of receipt.

Email Attachment B to: leisha.till@clark.wa.gov

Clark County web link:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

This document will only be used to add a proposer to the plan holders list. Submitting this document does not commit proposer to provide services to Clark County, nor is it required to be submitted with proposal.

Proposals may be considered non-responsive if the Proposer is not listed on the plan holders list.

Exhibit "B"

Sample of Task Assignment Document

Professional Services for Graphic Design

Task Assignment (*Enter Task Number*)

This Task Assignment is provided in accordance with the Professional Services Agreement between Clark County and Formations Design Group, LLC. All provisions outlined in the Professional Services Agreement shall apply to work performed by Formations Design Group, LLC in the execution of this task order.

Scope of Work

Enter project specific scope of work including:

- *Program Description*
- *Deliverables*
- *Schedule*
- *Budget*

Timeline

All work associated with Task Assignment (*Enter Task Number*) will be in accordance with the above schedule. Formations Design Group, LLC and the County mutually agree that the total amount of the billings for Task Assignment (*Enter Task Number*) shall not exceed \$(*Enter task amount payable*).

Other

Contact (*Enter name/phone number of staff requesting task*) with any questions or concerns regarding this task order.

BY:

By:

Cindy Stienbarger, Outreach Supervisor
Solid Waste Environmental Education Division

Formations Design Group, LLC

Date

Date

Professional Services Agreement
Graphic Design Services RFP No. 683

THIS AGREEMENT, entered this _____ day of November 2014, by and between CLARK COUNTY, after this called "County," a political subdivision of the State of Washington, and Jeanne Galick Graphic Design, after this called "Contractor."

WITNESSETH

WHEREAS, the Contractor has been chosen through a competitive bid process by the County RFP # 683 and has the expertise to provide professional services for Clark County and to perform those services more particularly set out in RFP #683 attached hereto and incorporated herein by this reference as Exhibit A.

WHEREAS, Clark County does not have available staff to provide such services for the benefit of the services of Clark County, NOW, THEREFORE,

THE COUNTY AND THE CONTRACTOR MUTUALLY AGREE AS FOLLOWS:

1. Services. The Contractor shall perform graphic design services for Clark County on an on-call, as-needed basis. Each service provided under this Agreement will be provided by Task Assignment drafted and submitted by the Contractor. Each Task Assignment will be individually negotiated with the Contractor and shall be issued by writing a Formal Task Assignment Document, similar in form to Exhibit "B". Task Assignments shall be approved by the contract manager, provided that payment for cumulative tasks do not exceed \$40,000, or \$44,000 should the county elect to use its 10% management reserve.

2. Time. The agreement shall be effective beginning immediately upon execution and ending three years thereafter and may be extended in one year increments for two additional years by mutual written agreement signed by both parties.

The remaining provisions of the Agreement will remain in full force and effect.

3. Compensation. County shall pay the Contractor for performing said services upon receipt of a written invoice submitted on a monthly basis at a rate of \$85.00 per hour. The contract amount is not to exceed \$40,000 plus a 10% management reserve for a total amount of \$44,000. The parties mutually agree that in no event shall the amount billing exceed \$40,000 without prior approval of the County.

4. Termination. The County may terminate this Agreement immediately upon any breach by Contractor in the duties of Contractor as set forth in Agreement. The waiver by the County of one or more breaches shall not be construed as a waiver of any subsequent breach or breaches. Further, County may terminate this Agreement upon immediate notice to Contractor in the event that the funding for the project ceases or is reduced in amount. The Contractor will be reimbursed for services expended up to the date of termination.

5. Independent Contractor. The Contractor shall always be an independent Contractor and not an employee of the County, and shall not be entitled to compensation or benefits of any kind except as specifically provided herein.

6. Indemnification. The Contractor does release, indemnify and promise to defend and save harmless the County, its officers, officials, employees and agents from and against any and all liability, loss, damages, expenses, actions and claims, including costs and reasonable attorney's fees incurred by the County, its officials, officers, employees and agents in defense thereof, asserted or arising directly or indirectly on account of or out of the performance of service pursuant to this Agreement. In making these assurances, the Contractor specifically agrees to indemnify and hold harmless the County from any and all bodily injury claims brought by employees of the Contractor

and expressly waives its immunity under the Industrial Insurance Act as to those claims which are brought against the County; provided, however, this paragraph does not purport to indemnify the County against the liability for damages arising out of bodily injuries to person or damages caused by or resulting from the sole negligence of the County, its elected officials, officers, employees and agents.

7. Wage and hour compliance. Contractor shall comply with all applicable provisions of the Fair Labor Standards Act and any other legislation affecting its employees and the rules and regulations issued thereunder insofar as applicable to its employees and shall always save County free, clear and harmless from all actions, claims, demands and expenses arising out of said act and the rules and regulations that are or may be promulgated in connection therewith.

8. Social Security and Other Taxes. The Contractor assumes full responsibility for the payment of all payroll taxes, use, sales, income or other form of taxes, fees, licenses, excises, or payments required by any city, federal or state legislation that is now or may during the term of this agreement be enacted as to all persons employed by the Contractor in performance of the work pursuant to this Agreement and shall assume exclusive liability therefore, and meet all requirements thereunder pursuant to any rules and regulations that are now and may be promulgated in connection therewith.

9. Contract Documents: Contract documents consist of this Agreement, Exhibit A, RFP #683 and Exhibit B, Sample of Task Assignment document.

10. Equal Employment Opportunity: The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, gender, sexual orientation, age, disability, marital status or national origin.

11. Changes: County may, from time to time, require changes in the scope of the services to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between County and the Contractor, shall be in writing, signed by both parties and incorporated in the written amendments to the Agreement.

12. Public records act: Notwithstanding the provisions of this Agreement to the contrary, to the extent any record, including any electronic, audio, paper or other media, is required to be kept or indexed as a public record in accordance with the Washington Public Records Act, RCW Chapter 42.56, as may hereafter be amended, Contractor agrees to maintain all records constituting public records and to produce or assist Clark County in producing such records, within the time frames and parameters set forth in state law. Contractor further agrees that upon receipt of any written public record request, Contractor shall, within two business days, notify Clark County by providing a copy of the request to the Clark County Public Records Officer/Department of Public Works.

13. Governing Law. This agreement shall be governed by the laws of the State of Washington. Venue for any litigation shall be in Superior Court for the State of Washington in Clark County, Washington.

14. Confidentiality. With respect to all information relating to County that is confidential and clearly so designated, the Contractor agrees to keep such information confidential.

15. Conflict of Interest. The Contractor covenants that it has had no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services hereunder. The Contractor further covenants

that no person having such interest shall be employed by it, or shall perform services as an independent contractor with it, in the performance of this Agreement.

16. Consent and Understanding. This agreement contains a complete and integrated understanding of the Agreement between the parties and supersedes any understandings, contract, or negotiations, whether oral or written, not set forth herein or in written amendments hereto duly executed by both parties.

17. Severability. If any provision of this Agreement is held invalid, the remainder would then continue to conform to the terms and requirements of applicable law.

IN WITNESS THEREOF, County and the Contractor have executed this Agreement on the date first above written.

Jeanne Galick Graphic Design

CLARK COUNTY

By _____
Jeanne Galick

By Don Benton, Director
Department of Environmental Services

Title _____

APPROVED AS TO FORM ONLY
ANTHONY F. GOLIK
Clark County Prosecuting Attorney

Christine Cook

By CHRISTINE COOK SR. DEPUTY
PROSECUTING ATTORNEY

Vendor/Contractor:

Have you or any of your employees who will be directly compensated retired from a Washington State Retirement System using the 2008 Early Retirement Factor?

Yes

No

If yes, please provide the name and social security number for each retiree to Clark County Purchasing.



RFP # 683
PROFESSIONAL, TECHNICAL AND EXPERT SERVICES

Clark County Washington
Release date: September 17, 2014

Request for Proposal for:
Graphic Design Services

PROPOSALS DUE: October 1, 2014 by 3:00 p.m.

Proposal(s) shall be sealed and clearly marked on the package cover with RFP #, Project Title and Company name.

Submit one (1) signed original of the proposal and (1) copy of work samples; three (3) complete printed copies of the proposal, one digital (CD) containing a copy of the proposal and the work samples to:

Clark County
Office of Purchasing
P.O. Box 5000
1300 Franklin Street, 6th Floor, Suite 650
Vancouver, Washington 98660-5000
(360) 397-2323

Refer Questions to:

Project Manager:
Cindy Stienbarger
Environmental Services Outreach Supervisor
cindy.stienbarger@clark.wa.gov

LATEST REVISION: 5/31/13

General Terms and Conditions

ADMINISTRATIVE REQUIREMENTS - Contractors shall comply with all management and administrative requirements established by Washington Administrative Code (WAC), the Revised Code of the State of Washington (RCW), and any subsequent amendments or modifications, as applicable to providers licensed in the State of Washington.

All proposals submitted become the property of Clark County. It is understood and agreed that the prospective Proposer claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted. Clark County has the right to reject or accept proprietary information.

AUTHORSHIP - Applicants must identify any assistance provided by agencies or individuals outside the proposers own organization in preparing the proposal. No contingent fees for such assistance will be allowed to be paid under any contract resulting from this RFP.

CANCELLATION OF AWARD - Clark County reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties or if new state regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, Clark County reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

CONFIDENTIALITY: Proposer shall comply with all applicable state and federal laws governing the confidentiality of information."

CONFLICT OF INTEREST - All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of Clark County or the appropriate Advisory Board may have in the proposing agency or proposed project.

CONSORTIUM OF AGENCIES - Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

COST OF PROPOSAL & AWARD - The contract award will not be final until Clark County and the prospective contractor have executed a contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. Clark County is not responsible for any costs incurred prior to the effective date of the contract. Clark County reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal should be submitted in final form from a budgetary, technical, and programmatic standpoint.

DISPUTES: Clark County encourages the use of informal resolution to address complaints or disputes arising over any actions in implementing the provisions of this RFP. Written complaints should be addressed to Clark County - Purchasing, P.O. Box 5000, Vancouver, Washington 98666-5000.

DIVERSITY IN EMPLOYMENT AND CONTRACTING REQUIREMENTS - It is the policy of Clark County to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. Clark County is an equal opportunity employer and is committed to providing equal opportunity in employment and in access to the provision of all county services. Clark County's Equal Employment Opportunity Plan is available at <http://www.clark.wa.gov/hr/documents.html>. This commitment applies regardless of race, color, religion, creed, sex, marital status, national origin, disability, age, veteran status, on-the-job injury, or sexual orientation. Employment decisions are made without consideration of these or any other factors that are prohibited by law. In compliance with department of Labor Regulations implementing Section 504 of the rehabilitation Act of 1973, as amended, no qualified handicapped individual shall be discriminated against in admission or access to any program or activity. The prospective contractor must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

ENVIRONMENTALLY RESPONSIBLE PURCHASING PROGRAM - Clark County has implemented an Environmentally Responsible Purchasing Policy with a goal to reduce negative impacts on human health and the environment. Negative environmental impacts include, but are not limited to, greenhouse gases, air pollution emissions, water contamination, waste from the manufacturing process and waste in packaging. This policy also seeks to increase: 1) water and energy efficiency; 2) renewable energy sources; 3) use of products with recycled content; 4) product durability; 5) use of products that can be recycled, reused, or composted at the end of its life cycle. Product criteria have been established on the Green Purchasing List <http://www.clark.wa.gov/general-services/purchasing/erp/environmental.html>

INDEPENDENT PRICE DETERMINATION - The prospective contractor guarantees that, in connection with this proposal, the prices and/or cost data have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition. This does not preclude or impede the formation of a consortium of companies and/or agencies for purposes of engaging in jointly sponsored proposals.

INTERLOCAL AGREEMENT - Clark County has made this RFP subject to Washington State statute RCW 39.34. Therefore the bidder may, at the bidders' option, extend identical prices and services to other public agencies wishing to participate in this RFP. Each public agency wishing to utilize this RFP will issue a purchase order (or contract) binding only their agency. Each contract is between the proposer and the individual agency with no liability to Clark County.

LIMITATION - This RFP does not commit Clark County to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies.

LATE PROPOSALS - A proposal received after the date and time indicated above will not be accepted. No exceptions will be made.

ORAL PRESENTATIONS: An oral presentation may be required of those prospective contractors whose proposals are under consideration. Prospective contractors may be informed that an oral presentation is desired and will be notified of the date, time and location the oral presentation is to be conducted.

OTHER AUDIT/MONITORING REQUIREMENTS - In addition, auditing or monitoring for the following purposes will be conducted at the discretion of Clark County: Fund accountability, Contract compliance; and Program performance.

PRICE WARRANT - The proposal shall warrant that the costs quoted for services in response to the RFP are not in excess of those which would be charged any other individual or entity for the same services performed by the prospective contractor.

PROTESTS must be submitted to the Purchasing Department.

PUBLIC SAFETY may require limiting access to public work sites, public facilities, and public offices, sometimes without advance notice. The successful Proposer's employees and agents shall carry sufficient identification to show by whom they are employed and display it upon request to security personnel. County project managers have discretion to require the successful Proposer's employees and agents to be escorted to and from any public office, facility or work site if national or local security appears to require it.

REJECTION OF PROPOSALS - Clark County reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all prospective contractors on modifications to proposals, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of Clark County to do so.

SUBCONTRACTING - No activities or services included as a part of this proposal may be subcontracted to another organization, firm, or individual without the approval of Clark County. Such intent to subcontract shall be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

VERBAL PROPOSALS: Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

WORKERS COMPENSATION INSURANCE - The contractor shall comply with R.C.W. Title 51- with minimum coverage limits of \$500,000 for each accident, or provide evidence that State law does not require such coverage.

FOR ALTERNATIVE FORMATS
Clark County ADA Office; V (360) 397-2025;
TTY (360) 397-2445; ADA@Clark.wa.gov

**Request for Proposals
Table of Contents**

PART I PROPOSAL REQUIREMENTS

Section IA: General Information

1. Introduction
2. Background
3. Scope of Project
4. Project Funding
5. Timeline for Selection
6. Employment Verification

Section IB: Work Requirements

1. Required Services
2. County Performed Work
3. Deliverables and Schedule
4. Place of Performance
5. Period of Performance
6. Insurance/Bond
7. Plan Holders List

PART II PROPOSAL PREPARATION AND SUBMITTAL

Section IIA: Pre-Submittal Meeting/Clarification

1. Pre-Submittal Meeting
2. Proposal Clarification

Section IIB: Proposal Submission

1. Proposals Due
2. Proposal

Section IIC: Proposal Content

1. Cover Sheet
2. Project Team
3. Respondent's Capabilities
4. Proposed Cost
5. Employment Verification

PART III PROPOSAL EVALUATION & CONTRACT AWARD

Section IIIA: Proposal Review and Selection

1. Evaluation and Selection
2. Evaluation Criteria Scoring

Section IIIB: Contract Award

1. Consultant Selection
2. Contract Development
3. Award Review
4. Orientation/Kick-off Meeting

ATTACHMENTS

- A: Proposal Cover Sheet
- B: Letter of Interest

Request for Proposal # 683

Graphic Design Services

Part I Proposal Requirements

Section IA General Information

1. Introduction Clark County intends to award multiple contracts for graphic design services to be provided on an as-needed basis.

Firms cannot partner or team with other firms or have sub-consultants in their proposal. They will be selected on their capabilities. Firms that do not follow this guideline will be eliminated for consideration.

2. Background Clark County (Environmental Services) is seeking proposals from qualified firms with demonstrated experience in graphic design, with preference given to experience visually demonstrating environmental concepts or behavior change. These firms will be used on an on-call basis to assist with projects when county staff either does not have expertise or time to do the work.

Clark County Department of Environmental Services (DES) manages the county's Solid Waste, Clean Water, Legacy Lands, and Vegetation Management programs and offers environmental outreach and education programs to the community in the areas of solid waste (garbage), waste reduction, reuse, toxics reduction, natural gardening, household hazardous waste disposal, stormwater and surface water quality protection, and noxious weed control.

DES produces a variety of printed and digital materials for distribution via public events, mailings, advertisements, newsletters and the web. Outreach is delivered year round, however, demand for graphic design services may ebb and flow throughout the year related to the season and may require short production timelines.

3. Scope of Project Each successful firm will be required to enter into a professional services agreement with Clark County.

There is no guarantee of any expenditure on these contracts. Individual tasks will be assigned to firms as project needs are identified. The scope of work, schedule and compensation for each project will be established in writing through a Task Order prior to commencement of the work. Task Orders will be issued by the county's contract administrator. Any changes to the scope of work, schedule or budget must be agreed to by the consultant and Clark County in writing as an amendment to the Task Order.

4. Project Funding Clark County anticipates awarding multiple contracts for amounts up to aggregate total of \$300,000. The actual number and not-to-exceed amount of individual contracts will be determined after the proposals have been reviewed.

5. Timeline for Selection The following dates are the anticipated timeline:

| | |
|------------------------------------|----------------------------|
| Proposals due | October 1, 2014 |
| Proposal review/evaluation period | Week of October 6, 2014 |
| Interviews/demonstration | Week of October 6, 2014 |
| Selection committee recommendation | October 10, 2014 |
| Contract negotiation/execution | Beginning October 10, 2014 |
| Contract intended to begin | Upon execution |

Request for Proposal # 683

Graphic Design Services

6. Employment Verification

"Effective November 1st, 2010, to be considered responsive to any formal Clark County Bid/RFP or Small Works Quote, all vendors shall submit before, include with their response or within 24 hours after submittal, a recent copy of their E-Verify memo of understanding MOU or proof of pending enrollment. The awarded contractor shall be responsible to provide Clark County with the same E-Verify enrollment documentation for each sub-contractor (\$25,000 or more) within thirty days after the sub-contractor starts work. Contractors and sub-contractors shall provide a report(s) showing status of new employee's hired after the date of the MOU. The status report shall be directed to the county department project manager at the end of the contract, or annually, which ever comes first. E-Verify information and enrollment is available at the Department of Homeland Security web page: www.dhs.gov/E-Verify

How to submit the MOU in advance of the submittal date:

1. Hand deliver to 1300 Franklin St, Suite 650, Vancouver, WA 98660, or;
2. Fax to (360) 397-6027, or;
3. Call Purchasing at (360) 397-2323 for a current email address.

Note : Sole Proprietors are exempt.

Section IB

Work Requirements

1. Required Services

Graphic design services including:

- Design and production of visual materials to support environmental programs, beginning with the concept and using the computer and various software to produce visual materials or proofs of the final product;
- Confer with county staff in person or via phone or email to discuss needs and concepts for each project and develop the scope, estimated costs, and timeline;
- Produce hand-drawn or computer generated artwork. Research and obtain photographs, artwork and illustrations to be used. Obtain client approval and coordinates with services bureaus and printers to produce product;
- May obtain bids from a variety of printers and other contractors and determine vendor based on cost, quality and ability to meet deadlines;
- As requested, coordinate construction of displays and signs through utilization of other vendors as appropriate, including sign writers, photographic studios, blueprint companies, etc.;
- Organize all stages of a project to meet predetermined strict time lines; and
- Provide the county with digital copies of all original files (in a software format that may be modified by the county for future use) and photographs and rights to use same.

2. County Performed Work

For most tasks the graphic designer will be working closely with county staff on the project. The responsibilities of the designer will be clearly defined in the scope of the task order.

3. Deliverables & Schedule

The deliverables and schedule for each task will be clearly defined in the task order.

Deliverables may include but are not limited to the design and production of: flyers; brochures; fact sheets; displays; banners; booklets; event logo-wear; interpretive signage; bookmarks; simple maps; post cards; and mailers.

4. Place of Performance

Contract performance may take place in the county's facility, the Proposer's facility, a third party location or any combination thereof. Proposer will use their own equipment and software

5. Period of Performance

A contract awarded as a result of this RFP will be for three years and is intended to begin upon execution of a contract and end three years from execution.

Clark County reserves the right to extend the contract resulting from this RFP in 1-year increments, with the same terms and conditions, by service of a written notice of its intention to do so prior to the contract termination date.

Request for Proposal # 683

Graphic Design Services

6. Insurance/Bond

A. Commercial General Liability (CGL) Insurance written under ISO Form CG0001 or its latest equivalent with minimum limits of \$500,000 per occurrence and in the aggregate for each one year policy period. This policy will renew annually. This coverage may be any combination of primary, umbrella or excess liability coverage affording total liability limits of not less than \$500,000 per occurrence and in the aggregate. However, if other policies are added they must be a follow-form policy in language, renewal date, and have no more exclusions than the underlying coverage. Products and Completed Operations coverage shall be provided for a period of three years following Substantial Completion of the Work. The deductible will not be more than \$50,000 unless prior arrangements are made with Clark County on a case by case basis; the criterion is the Contractor's liquidity and ability to pay from its own resources regardless of coverage status due to cancellation, reservation of rights, or other no-coverage-enforce reason. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

B. Proof of Insurance

Proof of Insurance shall be provided prior to the starting of the contract performance. Proof will be on an ACORD Certificate(s) of Liability Insurance, which the Proposer shall provide to Clark County. Each certificate will show the coverage, deductible and policy period. Policies shall be endorsed to state that coverage will not be suspended, voided, canceled or reduced without a 30 day written notice by mail. It is the Proposer's responsibility to provide evidence of continuing coverage during the overlap periods of the policy and the contract.

All policies must have a Best's rating of A-VII or better.

7. Plan Holders List

All proposers are required to be listed on the plan holders list.

- ✓ Prior to submission of proposal, please confirm your organization is on the Plan Holders List below:

To view the Plan Holders List, please click on the link below or copy and paste into your browser.

Clark County RFP site:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion. See Attachment B.

Proposals received by Clark County by proposers not included on the Plan Holders List may be considered non-responsive.

Request for Proposal # 683
Graphic Design Services

Part II Proposal Preparation and Submittal

Section IIA Pre-Submittal Meeting / Clarification

1. Pre-Submittal Meeting
There will be no pre-submittal meeting or site visit scheduled for this project.
2. Proposal Clarification
Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed on the cover page. The deadline for submitting such questions/clarifications is seven calendar days prior to the due date for proposals.

An addendum will be issued no later than six calendar days (or insert date) prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order.

On an as needed basis, additional information in the form of 'Addenda' and 'Questions and Answers' may be made available for review at the link below, by RFP number, prior to the date of close. Each proposer is strongly encouraged to review this document prior to submitting their proposal.

Clark County RFP site:
<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

Section IIB Proposal Submission

1. Proposals Due
Sealed proposals must be received no later than the date, time and location specified on the cover of this document.

The outside of the envelope/package shall clearly identify:
 1. RFP Number and;
 2. TITLE and;
 3. Name and address of the proposer.
Responses received after submittal time will not be considered and will be returned to the Proposer - unopened.

Proposals received with insufficient copies (as noted on the cover of this document) cannot be properly disseminated to the Review Committee and other reviewers for necessary action, therefore, may not be accepted.
2. Proposal
Proposals must be clear, succinct and not exceed five pages, excluding resumes, E-Verify documentation and work samples. Proposer's who submit more than the five pages may not have the additional pages of the proposal read or considered.

For purposes of review and in the interest of the county, the county encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are readily recyclable.

The county discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Alternative bindings such as reusable/recyclable binding posts, reusable binder clips or binder rings, and recyclable cardboard/paperboard binders are examples of preferable submittal materials.

Proposers are encouraged to print/copy on both sides of a single sheet of paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages. Color is acceptable, but content should not be lost by black-and-white printing or copying.

All submittals will be evaluated on the completeness and quality of the content. Only those

Request for Proposal # 683

Graphic Design Services

Proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

Additional support documents, such as work samples, should be included with the proposal in printed form and digitally, if available. (Note: To reduce waste, one printed copy of each sample is sufficient along with a digital copy, although, additional printed copies of supporting documents/samples may be provided for each proposal copy at the discretion of the proposer.)

Section IIC

Proposal Content

1. Cover Sheet

This form is to be used as your proposal Cover Sheet

See Cover Sheet - Attachment A

2. Project Team

Provide information on the individuals that will be available to work on county projects. A summary table that includes the name, title, years of experience, office location and expertise for each individual may be an appropriate format. *Work in Southwest Washington and work related to environmental issues or behavior change, similar to that anticipated through an on-call contract, should be emphasized.*

3. Respondent's Capabilities

Provide work samples and information on projects the firm or team members have worked on that demonstrates the firm's capabilities, emphasizing projects related to the environment or promoting behavior change. Information should demonstrate:

knowledge of the principles of design for print, production processes, printing techniques and specifications in single-to-full-color reproduction; the techniques used in producing computer generated design and artwork; exhibit and sign design and development; standards and costs involved with printing and production of graphics materials; computer graphics applications.

and

ability to visually communicate a message or service to attract attention and encourage understanding and retention of information; interpret and balance client's desires with what is needed to appropriately communicate the message; maintain consistent quality standards of visual communication with the public; work on multiple projects simultaneously; operate a variety of complex graphic design computer software; work effectively and be responsive to tight deadlines; successfully carry a project from concept to completion and implementation.

4. Proposed Cost

Provide a table or summary of the hourly rate of each individual working on county projects and overhead costs, if any.

5. Employment Verification

Attach a recent copy of your E-Verify MOU or proof of pending enrollment after the cover page (See section 1A.6). These pages will not be included in the maximum page count.

**Request for Proposal # 683
Graphic Design Services**

Part III Proposal Evaluation & Contract Award

Section IIIA Proposal Review and Selection

- 1. Evaluation and Selection: Proposals received in response to this RFP will be evaluated by a Review Committee. Committee review results and recommendations may be presented to an appropriate advisory board prior to the consent process with the Clark County Board of Commissioners.
- 2. Evaluation Criteria Scoring: Each proposal received in response to the RFP, that meets the proposal requirements, will be objectively evaluated and rated according to a specified point system.

After initial ranking, top proposers may be invited to an interview to present work examples.

A one hundred (100) point system will be used, weighted against the following criteria:

| | |
|--|------------|
| Proposal approach/quality | 15 |
| Creativity / experience with emphasis on work on environmental or behavior change projects in southwest Washington | 20 |
| Work history / examples with emphasis on work in southwest Washington | 10 |
| Product Demonstration | 15 |
| Cost | 10 |
| References and past performance (quality of work, responsiveness, cost effectiveness and control of budget) | 20 |
| Criteria Specific to the county's project needs | 10 |
| Total Points | 100 |

Section IIIB Contract Award

- 1. Consultant Selection: The county will award contracts to the highest scoring proposers. Should the county not reach a favorable agreement with the highest scoring proposers, the county shall suspend or terminate negotiations and commence negotiations with the next highest scoring proposer and so on until a favorable agreement is reached with the number of firms required to meet the county's anticipated on-call needs.
- 2. Contract Development: The proposal and all responses provided by the successful Proposer may become a part of the final contract.

The form of contract shall be the county's Contract for Profession Services.
- 3. Award Review: The public may view proposal documents after contract execution. However, any proprietary information so designated by the Proposer as a 'trade secret' will not be disclosed unless the Clark County Prosecuting Attorney determines that disclosure is required. At this time, Proposers not awarded the contract, may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring methods utilized by the evaluation committee.
- 4. Orientation/Kick-off Meeting: There will not be an orientation or kick-off meeting. Once a contract is executed that firm will be available for on-call work. The timing of on-call work can be difficult to predict. Firms can contact the contract administrator with questions.

Request for Proposal # 683
Graphic Design Services

Attachment A COVER SHEET

General Information:

Legal Name of Applicant/Company/Agency _____
Street Address _____ City _____ State _____ Zip _____
Contact Person _____ Title _____
Phone _____ Fax _____
Program Location (if different than above) _____ Email address _____
Tax Identification Number _____

ADDENDUM:
Proposer shall insert number of each Addendum received. If no addendum received, please mark "NONE".
No. _____ Dated: _____ No. _____ Dated: _____ No. _____ Dated: _____
NOTE: Failure to acknowledge receipt of Addendum may render the proposal non-responsive.

→ Does the proposal comply with the requirements contained within the RFP?
A "No" response may disqualify the proposal from further consideration.
 Yes No

→ Did outside individuals or agencies assist with preparation of this proposal?
 Yes No (if yes, describe.)**

Hourly rate and/or other compensation requested under this proposal \$ _____

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I realize the final funding for any service is based upon funding levels, and the approval of the Clark County Board of Commissioners.

Signature, Company Representative with Signatory Authority

Date

Request for Proposal # 683
Graphic Design Services

Attachment B LETTER OF INTEREST

Legal Name of Applicant Agency _____

Street Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____

Program Location (if different than above) _____

Email address _____

- All proposers are required to be included on the plan holders list. If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion.

In the body of your email, request acknowledgement of receipt.

Email Attachment B to: leisha.till@clark.wa.gov

Clark County web link:
<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

This document will only be used to add a proposer to the plan holders list. Submitting this document does not commit proposer to provide services to Clark County, nor is it required to be submitted with proposal.

Proposals may be considered non-responsive if the Proposer is not listed on the plan holders list.

Exhibit "B"

Sample of Task Assignment Document

Professional Services for Graphic Design

Task Assignment (*Enter Task Number*)

This Task Assignment is provided in accordance with the Professional Services Agreement between Clark County and Formations Design Group, LLC. All provisions outlined in the Professional Services Agreement shall apply to work performed by Formations Design Group, LLC in the execution of this task order.

Scope of Work

Enter project specific scope of work including:

- *Program Description*
- *Deliverables*
- *Schedule*
- *Budget*

Timeline

All work associated with Task Assignment (*Enter Task Number*) will be in accordance with the above schedule. Formations Design Group, LLC and the County mutually agree that the total amount of the billings for Task Assignment (*Enter Task Number*) shall not exceed \$(*Enter task amount payable*).

Other

Contact (*Enter name/phone number of staff requesting task*) with any questions or concerns regarding this task order.

BY:

By:

Cindy Stienbarger, Outreach Supervisor
Solid Waste Environmental Education Division

Formations Design Group, LLC

Date

Date

Professional Services Agreement
Graphic Design Services RFP No. 683

THIS AGREEMENT, entered this _____ day of November 2014, by and between CLARK COUNTY, after this called "County," a political subdivision of the State of Washington, and Drive Marketing Group, LLC, after this called "Contractor."

WITNESSETH

WHEREAS, the Contractor has been chosen through a competitive bid process by the County RFP # 683 and has the expertise to provide professional services for Clark County and to perform those services more particularly set out in RFP #683 attached hereto and incorporated herein by this reference as Exhibit A.

WHEREAS, Clark County does not have available staff to provide such services for the benefit of the services of Clark County, NOW, THEREFORE,

THE COUNTY AND THE CONTRACTOR MUTUALLY AGREE AS FOLLOWS:

1. Services. The Contractor shall perform graphic design services for Clark County on an on-call, as-needed basis. Each service provided under this Agreement will be provided by Task Assignment drafted and submitted by the Contractor. Each Task Assignment will be individually negotiated with the Contractor and shall be issued by writing a Formal Task Assignment Document, similar in form to Exhibit "B". Task Assignments shall be approved by the contract manager, provided that payment for cumulative tasks do not exceed \$200,000, or \$220,000 should the county elect to use its 10% management reserve.

2. Time. The agreement shall be effective beginning immediately upon execution and ending two years thereafter and may be extended in one year increments for three additional years by mutual written agreement signed by both

parties. The remaining provisions of the Agreement will remain in full force and effect.

3. Compensation. County shall pay the Contractor for performing said services upon receipt of a written invoice submitted on a monthly basis at a rate of \$90.00 per hour. The contract amount is not to exceed \$200,000 plus a 10% management reserve for a total amount of \$220,000. The parties mutually agree that in no event shall the amount billing exceed \$200,000 without prior approval of the County.

4. Termination. The County may terminate this Agreement immediately upon any breach by Contractor in the duties of Contractor as set forth in Agreement. The waiver by the County of one or more breaches shall not be construed as a waiver of any subsequent breach or breaches. Further, County may terminate this Agreement upon immediate notice to Contractor in the event that the funding for the project ceases or is reduced in amount. The Contractor will be reimbursed for services expended up to the date of termination.

5. Independent Contractor. The Contractor shall always be an independent Contractor and not an employee of the County, and shall not be entitled to compensation or benefits of any kind except as specifically provided herein.

6. Indemnification. The Contractor does release, indemnify and promise to defend and save harmless the County, its officers, officials, employees and agents from and against any and all liability, loss, damages, expenses, actions and claims, including costs and reasonable attorney's fees incurred by the County, its officials, officers, employees and agents in defense thereof, asserted or arising directly or indirectly on account of or out of the performance of service pursuant to this Agreement. In making these assurances, the Contractor specifically agrees to indemnify and hold harmless the County from any and all bodily injury claims brought by employees of the Contractor

and expressly waives its immunity under the Industrial Insurance Act as to those claims which are brought against the County; provided, however, this paragraph does not purport to indemnify the County against the liability for damages arising out of bodily injuries to person or damages caused by or resulting from the sole negligence of the County, its elected officials, officers, employees and agents.

7. Wage and hour compliance. Contractor shall comply with all applicable provisions of the Fair Labor Standards Act and any other legislation affecting its employees and the rules and regulations issued thereunder insofar as applicable to its employees and shall always save County free, clear and harmless from all actions, claims, demands and expenses arising out of said act and the rules and regulations that are or may be promulgated in connection therewith.

8. Social Security and Other Taxes. The Contractor assumes full responsibility for the payment of all payroll taxes, use, sales, income or other form of taxes, fees, licenses, excises, or payments required by any city, federal or state legislation that is now or may during the term of this agreement be enacted as to all persons employed by the Contractor in performance of the work pursuant to this Agreement and shall assume exclusive liability therefore, and meet all requirement's thereunder pursuant to any rules and regulations that are now and may be promulgated in connection therewith.

9. Contract Documents: Contract documents consist of this Agreement, Exhibit A, RFP #683 and Exhibit B, Sample of Task Assignment document.

10. Equal Employment Opportunity: The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, gender, sexual orientation, age, disability, marital status or national origin.

11. Changes: County may, from time to time, require changes in the scope of the services to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between County and the Contractor, shall be in writing, signed by both parties and incorporated in the written amendments to the Agreement.

12. Public records act: Notwithstanding the provisions of this Agreement to the contrary, to the extent any record, including any electronic, audio, paper or other media, is required to be kept or indexed as a public record in accordance with the Washington Public Records Act, RCW Chapter 42.56, as may hereafter be amended, Contractor agrees to maintain all records constituting public records and to produce or assist Clark County in producing such records, within the time frames and parameters set forth in state law. Contractor further agrees that upon receipt of any written public record request, Contractor shall, within two business days, notify Clark County by providing a copy of the request to the Clark County Public Records Officer/Department of Public Works.

13. Governing Law. This agreement shall be governed by the laws of the State of Washington. Venue for any litigation shall be in Superior Court for the State of Washington in Clark County, Washington.

14. Confidentiality. With respect to all information relating to County that is confidential and clearly so designated, the Contractor agrees to keep such information confidential.

15. Conflict of Interest. The Contractor covenants that it has had no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services hereunder. The Contractor further covenants

that no person having such interest shall be employed by it, or shall perform services as an independent contractor with it, in the performance of this Agreement.

16. Consent and Understanding. This agreement contains a complete and integrated understanding of the Agreement between the parties and supersedes any understandings, contract, or negotiations, whether oral or written, not set forth herein or in written amendments hereto duly executed by both parties.

17. Severability. If any provision of this Agreement is held invalid, the remainder would then continue to conform to the terms and requirements of applicable law.

IN WITNESS THEREOF, County and the Contractor have executed this Agreement on the date first above written.

Drive Marketing Group, LLC

CLARK COUNTY

By _____
Eric Weckert, President

By Don Benton, Director

Date: _____

Date: _____

APPROVED AS TO FORM ONLY

ANTHONY F. GOLIK

Clark County Prosecuting Attorney

Christine M. Cook
By CHRISTINE M. COOK SR
Date: DEPUTY PROSECUTOR

Vendor/Contractor:

Have you or any of your employees who will be directly compensated retired from a Washington State Retirement System using the 2008 Early Retirement Factor?

Yes

No

If yes, please provide the name and social security number for each retiree to Clark County Purchasing.



RFP # 683
PROFESSIONAL, TECHNICAL AND EXPERT SERVICES

Clark County Washington
Release date: September 17, 2014

Request for Proposal for:
Graphic Design Services

PROPOSALS DUE: October 1, 2014 by 3:00 p.m.

Proposal(s) shall be sealed and clearly marked on the package cover with RFP #, Project Title and Company name.

Submit one (1) signed original of the proposal and (1) copy of work samples; three (3) complete printed copies of the proposal, one digital (CD) containing a copy of the proposal and the work samples to:

Clark County
Office of Purchasing
P.O. Box 5000
1300 Franklin Street, 6th Floor, Suite 650
Vancouver, Washington 98660-5000
(360) 397-2323

Refer Questions to:

Project Manager:
Cindy Stienbarger
Environmental Services Outreach Supervisor
cindy.stienbarger@clark.wa.gov

LATEST REVISION: 5/31/13

General Terms and Conditions

ADMINISTRATIVE REQUIREMENTS - Contractors shall comply with all management and administrative requirements established by Washington Administrative Code (WAC), the Revised Code of the State of Washington (RCW), and any subsequent amendments or modifications, as applicable to providers licensed in the State of Washington.

ALL proposals submitted become the property of Clark County. It is understood and agreed that the prospective Proposer claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted. Clark County has the right to reject or accept proprietary information.

AUTHORSHIP - Applicants must identify any assistance provided by agencies or individuals outside the proposers own organization in preparing the proposal. No contingent fees for such assistance will be allowed to be paid under any contract resulting from this RFP.

CANCELLATION OF AWARD - Clark County reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties or if new state regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, Clark County reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

CONFIDENTIALITY: Proposer shall comply with all applicable state and federal laws governing the confidentiality of information.*

CONFLICT OF INTEREST - All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of Clark County or the appropriate Advisory Board may have in the proposing agency or proposed project.

CONSORTIUM OF AGENCIES - Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

COST OF PROPOSAL & AWARD - The contract award will not be final until Clark County and the prospective contractor have executed a contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. Clark County is not responsible for any costs incurred prior to the effective date of the contract. Clark County reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal should be submitted in final form from a budgetary, technical, and programmatic standpoint.

DISPUTES: Clark County encourages the use of informal resolution to address complaints or disputes arising over any actions in implementing the provisions of this RFP. Written complaints should be addressed to Clark County - Purchasing, P.O. Box 5000, Vancouver, Washington 98666-5000.

DIVERSITY IN EMPLOYMENT AND CONTRACTING REQUIREMENTS - It is the policy of Clark County to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. Clark County is an equal opportunity employer and is committed to providing equal opportunity in employment and in access to the provision of all county services. Clark County's Equal Employment Opportunity Plan is available at <http://www.clark.wa.gov/hr/documents.html>. This commitment applies regardless of race, color, religion, creed, sex, marital status, national origin, disability, age, veteran status, on-the-job injury, or sexual orientation. Employment decisions are made without consideration of these or any other factors that are prohibited by law. In compliance with department of Labor Regulations implementing Section 504 of the rehabilitation Act of 1973, as amended, no qualified handicapped individual shall be discriminated against in admission or access to any program or activity. The prospective contractor must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

ENVIRONMENTALLY RESPONSIBLE PURCHASING PROGRAM - Clark County has implemented an Environmentally Responsible Purchasing Policy with a goal to reduce negative impacts on human health and the environment. Negative environmental impacts include, but are not limited to, greenhouse gases, air pollution emissions, water contamination, waste from the manufacturing process and waste in packaging. This policy also seeks to increase: 1) water and energy efficiency; 2) renewable energy sources; 3) use of products with recycled content; 4) product durability; 5) use of products that can be recycled, reused, or composted at the end of its life cycle. Product criteria have been established on the Green Purchasing List <http://www.clark.wa.gov/general-services/purchasing/erp/environmental.html>

INDEPENDENT PRICE DETERMINATION - The prospective contractor guarantees that, in connection with this proposal, the prices and/or cost data have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition. This does not preclude or impede the formation of a consortium of companies and/or agencies for purposes of engaging in jointly sponsored proposals.

INTERLOCAL AGREEMENT - Clark County has made this RFP subject to Washington State statute RCW 39.34. Therefore the bidder may, at the bidders' option, extend identical prices and services to other public agencies wishing to participate in this RFP. Each public agency wishing to utilize this RFP will issue a purchase order (or contract) binding only their agency. Each contract is between the proposer and the individual agency with no liability to Clark County.

LIMITATION - This RFP does not commit Clark County to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies.

LATE PROPOSALS - A proposal received after the date and time indicated above will not be accepted. No exceptions will be made.

ORAL PRESENTATIONS: An oral presentation may be required of those prospective contractors whose proposals are under consideration. Prospective contractors may be informed that an oral presentation is desired and will be notified of the date, time and location the oral presentation is to be conducted.

OTHER AUDIT/MONITORING REQUIREMENTS - In addition, auditing or monitoring for the following purposes will be conducted at the discretion of Clark County: Fund accountability; Contract compliance; and Program performance.

PRICE WARRANT - The proposal shall warrant that the costs quoted for services in response to the RFP are not in excess of those which would be charged any other individual or entity for the same services performed by the prospective contractor.

PROTESTS must be submitted to the Purchasing Department.

PUBLIC SAFETY may require limiting access to public work sites, public facilities, and public offices, sometimes without advance notice. The successful Proposer's employees and agents shall carry sufficient identification to show by whom they are employed and display it upon request to security personnel. County project managers have discretion to require the successful Proposer's employees and agents to be escorted to and from any public office, facility or work site if national or local security appears to require it.

REJECTION OF PROPOSALS - Clark County reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all prospective contractors on modifications to proposals, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of Clark County to do so.

SUBCONTRACTING - No activities or services included as a part of this proposal may be subcontracted to another organization, firm, or individual without the approval of Clark County. Such intent to subcontract shall be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

VERBAL PROPOSALS: Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

WORKERS COMPENSATION INSURANCE - The contractor shall comply with R.C.W. Title 51- with minimum coverage limits of \$500,000 for each accident, or provide evidence that State law does not require such coverage.

FOR ALTERNATIVE FORMATS
Clark County ADA Office; V (360) 397-2025;
TTY (360) 397-2445; ADA@Clark.wa.gov

**Request for Proposals
Table of Contents**

PART I PROPOSAL REQUIREMENTS

Section IA: General Information

1. Introduction
2. Background
3. Scope of Project
4. Project Funding
5. Timeline for Selection
6. Employment Verification

Section IB: Work Requirements

1. Required Services
2. County Performed Work
3. Deliverables and Schedule
4. Place of Performance
5. Period of Performance
6. Insurance/Bond
7. Plan Holders List

PART II PROPOSAL PREPARATION AND SUBMITTAL

Section IIA: Pre-Submittal Meeting/Clarification

1. Pre-Submittal Meeting
2. Proposal Clarification

Section IIB: Proposal Submission

1. Proposals Due
2. Proposal

Section IIC: Proposal Content

1. Cover Sheet
2. Project Team
3. Respondent's Capabilities
4. Proposed Cost
5. Employment Verification

PART III PROPOSAL EVALUATION & CONTRACT AWARD

Section IIIA: Proposal Review and Selection

1. Evaluation and Selection
2. Evaluation Criteria Scoring

Section IIIB: Contract Award

1. Consultant Selection
2. Contract Development
3. Award Review
4. Orientation/Kick-off Meeting

ATTACHMENTS

- A: Proposal Cover Sheet
B: Letter of Interest

Request for Proposal # 683

Graphic Design Services

Part I Proposal Requirements

Section IA

General Information

1. Introduction

Clark County intends to award multiple contracts for graphic design services to be provided on an as-needed basis.

Firms cannot partner or team with other firms or have sub-consultants in their proposal. They will be selected on their capabilities. Firms that do not follow this guideline will be eliminated for consideration.

2. Background

Clark County (Environmental Services) is seeking proposals from qualified firms with demonstrated experience in graphic design, with preference given to experience visually demonstrating environmental concepts or behavior change. These firms will be used on an on-call basis to assist with projects when county staff either does not have expertise or time to do the work.

Clark County Department of Environmental Services (DES) manages the county's Solid Waste, Clean Water, Legacy Lands, and Vegetation Management programs and offers environmental outreach and education programs to the community in the areas of solid waste (garbage), waste reduction, reuse, toxics reduction, natural gardening, household hazardous waste disposal, stormwater and surface water quality protection, and noxious weed control.

DES produces a variety of printed and digital materials for distribution via public events, mailings, advertisements, newsletters and the web. Outreach is delivered year round, however, demand for graphic design services may ebb and flow throughout the year related to the season and may require short production timelines.

3. Scope of Project

Each successful firm will be required to enter into a professional services agreement with Clark County.

There is no guarantee of any expenditure on these contracts. Individual tasks will be assigned to firms as project needs are identified. The scope of work, schedule and compensation for each project will be established in writing through a Task Order prior to commencement of the work. Task Orders will be issued by the county's contract administrator. Any changes to the scope of work, schedule or budget must be agreed to by the consultant and Clark County in writing as an amendment to the Task Order.

4. Project Funding

Clark County anticipates awarding multiple contracts for amounts up to aggregate total of \$300,000. The actual number and not-to-exceed amount of individual contracts will be determined after the proposals have been reviewed.

5. Timeline for Selection

The following dates are the anticipated timeline:

| | |
|------------------------------------|----------------------------|
| Proposals due | October 1, 2014 |
| Proposal review/evaluation period | Week of October 6, 2014 |
| Interviews/demonstration | Week of October 6, 2014 |
| Selection committee recommendation | October 10, 2014 |
| Contract negotiation/execution | Beginning October 10, 2014 |
| Contract intended to begin | Upon execution |

Request for Proposal # 683

Graphic Design Services

6. Employment Verification
- "Effective November 1st, 2010, to be considered responsive to any formal Clark County Bid/RFP or Small Works Quote, all vendors shall submit before, include with their response or within 24 hours after submittal, a recent copy of their E-Verify memo of understanding MOU or proof of pending enrollment. The awarded contractor shall be responsible to provide Clark County with the same E-Verify enrollment documentation for each sub-contractor (\$25,000 or more) within thirty days after the sub-contractor starts work. Contractors and sub-contractors shall provide a report(s) showing status of new employee's hired after the date of the MOU. The status report shall be directed to the county department project manager at the end of the contract, or annually, which ever comes first. E-Verify information and enrollment is available at the Department of Homeland Security web page: www.dhs.gov/E-Verify

How to submit the MOU in advance of the submittal date:

1. Hand deliver to 1300 Franklin St, Suite 650, Vancouver, WA 98660, or;
2. Fax to (360) 397-6027, or;
3. Call Purchasing at (360) 397-2323 for a current email address.

Note : Sole Proprietors are exempt.

Section IB

Work Requirements

1. Required Services
- Graphic design services including:
- Design and production of visual materials to support environmental programs, beginning with the concept and using the computer and various software to produce visual materials or proofs of the final product;
 - Confer with county staff in person or via phone or email to discuss needs and concepts for each project and develop the scope, estimated costs, and timeline;
 - Produce hand-drawn or computer generated artwork. Research and obtain photographs, artwork and illustrations to be used. Obtain client approval and coordinates with services bureaus and printers to produce product;
 - May obtain bids from a variety of printers and other contractors and determine vendor based on cost, quality and ability to meet deadlines;
 - As requested, coordinate construction of displays and signs through utilization of other vendors as appropriate, including sign writers, photographic studios, blueprint companies, etc.;
 - Organize all stages of a project to meet predetermined strict time lines; and
 - Provide the county with digital copies of all original files (in a software format that may be modified by the county for future use) and photographs and rights to use same.
2. County Performed Work
- For most tasks the graphic designer will be working closely with county staff on the project. The responsibilities of the designer will be clearly defined in the scope of the task order.
3. Deliverables & Schedule
- The deliverables and schedule for each task will be clearly defined in the task order.
- Deliverables may include but are not limited to the design and production of: flyers; brochures; fact sheets; displays; banners; booklets; event logo-wear; interpretive signage; bookmarks; simple maps; post cards; and mailers.
4. Place of Performance
- Contract performance may take place in the county's facility, the Proposer's facility, a third party location or any combination thereof. Proposer will use their own equipment and software
5. Period of Performance
- A contract awarded as a result of this RFP will be for three years and is intended to begin upon execution of a contract and end three years from execution.
- Clark County reserves the right to extend the contract resulting from this RFP in 1-year increments, with the same terms and conditions, by service of a written notice of its intention to do so prior to the contract termination date.

Request for Proposal # 683

Graphic Design Services

6. Insurance/Bond

A. Commercial General Liability (CGL) Insurance written under ISO Form CG0001 or its latest equivalent with minimum limits of \$500,000 per occurrence and in the aggregate for each one year policy period. This policy will renew annually. This coverage may be any combination of primary, umbrella or excess liability coverage affording total liability limits of not less than \$500,000 per occurrence and in the aggregate. However, if other policies are added they must be a follow-form policy in language, renewal date, and have no more exclusions than the underlying coverage. Products and Completed Operations coverage shall be provided for a period of three years following Substantial Completion of the Work. The deductible will not be more than \$50,000 unless prior arrangements are made with Clark County on a case by case basis; the criterion is the Contractor's liquidity and ability to pay from its own resources regardless of coverage status due to cancellation, reservation of rights, or other no-coverage-enforce reason. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability.

B. Proof of Insurance

Proof of Insurance shall be provided prior to the starting of the contract performance. Proof will be on an ACORD Certificate(s) of Liability Insurance, which the Proposer shall provide to Clark County. Each certificate will show the coverage, deductible and policy period. Policies shall be endorsed to state that coverage will not be suspended, voided, canceled or reduced without a 30 day written notice by mail. It is the Proposer's responsibility to provide evidence of continuing coverage during the overlap periods of the policy and the contract.

All policies must have a Best's rating of A-VII or better.

7. Plan Holders List

All proposers are required to be listed on the plan holders list.

- ✓ Prior to submission of proposal, please confirm your organization is on the Plan Holders List below:

To view the Plan Holders List, please click on the link below or copy and paste into your browser.

Clark County RFP site:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion. See Attachment B.

Proposals received by Clark County by proposers not included on the Plan Holders List may be considered non-responsive.

Request for Proposal # 683
Graphic Design Services

Part II Proposal Preparation and Submittal

Section IIA Pre-Submittal Meeting / Clarification

1. Pre-Submittal Meeting
There will be no pre-submittal meeting or site visit scheduled for this project.
2. Proposal Clarification
Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed on the cover page. The deadline for submitting such questions/clarifications is seven calendar days prior to the due date for proposals.

An addendum will be issued no later than six calendar days (or insert date) prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order.

On an as needed basis, additional information in the form of 'Addenda' and 'Questions and Answers' may be made available for review at the link below, by RFP number, prior to the date of close. Each proposer is strongly encouraged to review this document prior to submitting their proposal.

Clark County RFP site:
<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

Section IIB Proposal Submission

1. Proposals Due
Sealed proposals must be received no later than the date, time and location specified on the cover of this document.

The outside of the envelope/package shall clearly identify:
 1. RFP Number and;
 2. TITLE and;
 3. Name and address of the proposer.
Responses received after submittal time will not be considered and will be returned to the Proposer - unopened.

Proposals received with insufficient copies (as noted on the cover of this document) cannot be properly disseminated to the Review Committee and other reviewers for necessary action, therefore, may not be accepted.
2. Proposal
Proposals must be clear, succinct and not exceed five pages, excluding resumes, E-Verify documentation and work samples. Proposer's who submit more than the five pages may not have the additional pages of the proposal read or considered.

For purposes of review and in the interest of the county, the county encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are readily recyclable.

The county discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Alternative bindings such as reusable/recyclable binding posts, reusable binder clips or binder rings, and recyclable cardboard/paperboard binders are examples of preferable submittal materials.

Proposers are encouraged to print/copy on both sides of a single sheet of paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages. Color is acceptable, but content should not be lost by black-and-white printing or copying.

All submittals will be evaluated on the completeness and quality of the content. Only those

Request for Proposal # 683

Graphic Design Services

Proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

Additional support documents, such as work samples, should be included with the proposal in printed form and digitally, if available. (Note: To reduce waste, one printed copy of each sample is sufficient along with a digital copy, although, additional printed copies of supporting documents/samples may be provided for each proposal copy at the discretion of the proposer.)

Section IIC

Proposal Content

1. Cover Sheet

This form is to be used as your proposal Cover Sheet

See Cover Sheet - Attachment A

2. Project Team

Provide information on the individuals that will be available to work on county projects. A summary table that includes the name, title, years of experience, office location and expertise for each individual may be an appropriate format. *Work in Southwest Washington and work related to environmental issues or behavior change, similar to that anticipated through an on-call contract, should be emphasized.*

3. Respondent's Capabilities

Provide work samples and information on projects the firm or team members have worked on that demonstrates the firm's capabilities, emphasizing projects related to the environment or promoting behavior change. Information should demonstrate:

knowledge of the principles of design for print, production processes, printing techniques and specifications in single-to-full-color reproduction; the techniques used in producing computer generated design and artwork; exhibit and sign design and development; standards and costs involved with printing and production of graphics materials; computer graphics applications.

and

ability to visually communicate a message or service to attract attention and encourage understanding and retention of information; interpret and balance client's desires with what is needed to appropriately communicate the message; maintain consistent quality standards of visual communication with the public; work on multiple projects simultaneously; operate a variety of complex graphic design computer software; work effectively and be responsive to tight deadlines; successfully carry a project from concept to completion and implementation.

4. Proposed Cost

Provide a table or summary of the hourly rate of each individual working on county projects and overhead costs, if any.

5. Employment Verification

Attach a recent copy of your E-Verify MOU or proof of pending enrollment after the cover page (See section 1A.6). These pages will not be included in the maximum page count.

**Request for Proposal # 683
Graphic Design Services**

Part III Proposal Evaluation & Contract Award

Section IIIA Proposal Review and Selection

1. Evaluation and Selection: Proposals received in response to this RFP will be evaluated by a Review Committee. Com review results and recommendations may be presented to an appropriate advisory board pr the consent process with the Clark County Board of Commissioners.
2. Evaluation Criteria Scoring: Each proposal received in response to the RFP, that meets the proposal requirements, will b objectively evaluated and rated according to a specified point system.

After initial ranking, top proposers may be invited to an interview to present work examples.

A one hundred (100) point system will be used, weighted against the following criteria:

| | |
|--|------------|
| Proposal approach/quality | 15 |
| Creativity / experience with emphasis on work on environmental or behavior change projects in southwest Washington | 20 |
| Work history / examples with emphasis on work in southwest Washington | 10 |
| Product Demonstration | 15 |
| Cost | 10 |
| References and past performance (quality of work, responsiveness, cost effectiveness and control of budget) | 20 |
| Criteria Specific to the county's project needs | 10 |
| Total Points | 100 |

Section IIIB Contract Award

1. Consultant Selection: The county will award contracts to the highest scoring proposers. Should the county not reach a favorable agreement with the highest scoring proposers, the county shall suspend or terminate negotiations and commence negotiations with the next highest scoring proposer and so on until a favorable agreement is reached with the number of firms required to meet the county's anticipated on-call needs.
2. Contract Development: The proposal and all responses provided by the successful Proposer may become a part of the final contract.

The form of contract shall be the county's Contract for Profession Services.
3. Award Review: The public may view proposal documents after contract execution. However, any proprietary information so designated by the Proposer as a 'trade secret' will not be disclosed unless the Clark County Prosecuting Attorney determines that disclosure is required. At this time, Proposers not awarded the contract, may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring methods utilized by the evaluation committee.
4. Orientation/Kick-off Meeting: There will not be an orientation or kick-off meeting. Once a contact is executed that firm will be available for on-call work. The timing of on-call work can be difficult to predict. Firms can contact the contract administrator with questions.

Request for Proposal # 683
 Graphic Design Services

Attachment A COVER SHEET

General Information:

Legal Name of Applicant/Company/Agency _____
 Street Address _____ City _____
 Contact Person _____
 Phone _____ Fax _____
 Program Location (if different than above) _____
 Tax Identification Number _____

_____ State _____ Zip _____
 _____ Title _____
 _____ Email address _____

ADDENDUM:
 Proposer shall insert number of each Addendum received:
 No. _____ Dated: _____ No. _____ Dated: _____
NOTE: Failure to acknowledge receipt of Addendum

_____ If no addendum received, please mark "NONE"
 _____ No. _____ Dated: _____
Failure to acknowledge receipt of Addendum may render the proposal non-responsive.

→ Does the proposal comply with the requirements contained within the RFP?
 A "No" response may disqualify the proposal from further consideration.
 Yes No

→ Did outside individuals or agencies assist with preparation of this proposal?
 Yes No (if yes, describe.)**

Hourly rate and/or other compensation requested under this proposal \$ _____

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I represent that the final funding for any service is based upon the understanding levels, and the approval of the Clark County Board of Commissioners.

Information contained in this proposal is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I represent that the final funding for any service is based upon the understanding levels, and the approval of the Clark County Board of Commissioners.

 Signature, Company Representative with Signature Authority _____ Date _____

Request for Proposal # 683
Graphic Design Services

Attachment B LETTER OF INTEREST

Legal Name of Applicant Agency _____

Street Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

Phone _____ Fax _____

Program Location (if different than above) _____

Email address _____

- All proposers are required to be included on the plan holders list. If your organization is NOT listed, submit the 'Letter of Interest' to ensure your inclusion.

In the body of your email, request acknowledgement of receipt.

Email Attachment B to: leisha.till@clark.wa.gov

Clark County web link:

<http://www.clark.wa.gov/general-services/purchasing/rfp.html>

This document will only be used to add a proposer to the plan holders list. Submitting this document does not commit proposer to provide services to Clark County, nor is it required to be submitted with proposal.

Proposals may be considered non-responsive if the Proposer is not listed on the plan holders list.

Exhibit "B"

Sample of Task Assignment Document

Professional Services for Graphic Design

Task Assignment (*Enter Task Number*)

This Task Assignment is provided in accordance with the Professional Services Agreement between Clark County and Formations Design Group, LLC. All provisions outlined in the Professional Services Agreement shall apply to work performed by Formations Design Group, LLC in the execution of this task order.

Scope of Work

Enter project specific scope of work including:

- *Program Description*
- *Deliverables*
- *Schedule*
- *Budget*

Timeline

All work associated with Task Assignment (*Enter Task Number*) will be in accordance with the above schedule. Formations Design Group, LLC and the County mutually agree that the total amount of the billings for Task Assignment (*Enter Task Number*) shall not exceed \$(*Enter task amount payable*).

Other

Contact (*Enter name/phone number of staff requesting task*) with any questions or concerns regarding this task order.

BY:

By:

Cindy Stienbarger, Outreach Supervisor
Solid Waste Environmental Education Division

Formations Design Group, LLC

Date

Date