Request for Qualifications

Graphic Design Services

RFQ #: 16-004-2

Deadline for Responses: 2:00 p.m. – November 22, 2016

2300 High Ridge Road
Boynton Beach, FL 33426
(561) 740-7000
www.cscpbc.org
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SECTION 1: INTRODUCTION

1.1 WHAT WE ARE SEEKING

Children’s Services Council of Palm Beach County (CSC) is seeking to develop its pool of graphic design professionals who can be called upon to complete specific design and layout projects. Those selected will enter into a contract with Children's Services Council for two years. Those selected in the prior RFQ are eligible to apply under this RFQ once again. The contract may be renewed for an additional two-year period based upon performance. Work to be performed will be set forth in a separate Statement(s) of Work. These may include designs for digital, interactive and print media, as well as displays, billboards, collateral, etc. Other projects may be geared toward specific programs, services and audiences. CSC has in place all messaging, target markets and ad placement strategies. The organization requires design and layout services only; no branding development or ad buying assistance.

CSC may require print services for some or all of these products, and graphic designers may recommend vendors for these services separately from those products contained within this RFQ. CSC retains the right to select the vendor for print services for all projects and cannot guarantee use of graphic designer’s recommended vendor(s).

Those selected for the graphic design pool must have a portfolio proving ability to develop creative graphics for a variety of media and be responsive to requests and able to meet deadlines. Selection through this RFQ process does not guarantee any specific amount of work.

1.2 THE COUNCIL

Children’s Services Council of Palm Beach County (CSC), an independent special district created by Palm Beach County voters in 1986, and reauthorized in 2014, provides leadership, funding, services and research on behalf of the county’s children so they grow up healthy, safe and strong.

1.3 OVERVIEW OF THE CHILDREN'S SERVICES COUNCIL

The Council invests resources in programs and services that support the physical, social-emotional and psychological development of children. In order to have an impact in those areas, the Council has four goals: children are born healthy, are safe from neglect and abuse, are ready for kindergarten, and have access to quality afterschool and summer programs.

Supported by a blend of federal, state and local funding, our programs and systems are designed to achieve our goals by providing seamless, efficient, and accountable prevention and early intervention services to Palm Beach County’s children and families. These systems include:

- **Healthy Beginnings**, which provides comprehensive, integrated direct services to pregnant women, infants, and young children.
- **Strong Minds**, which provides services to increase the quality of child care and afterschool providers.
- **BRIDGES**, which is a neighborhood-based strategy to achieve CSC’s goals at a population level.

BRIDGES address such issues as adult literacy, father involvement, maternal depression, teen pregnancy prevention, cyclical poverty and child development.
The Council believes that by offering families the right approach – and combinations of programs and services – at the right time, in the right place, we will achieve our goals. By strengthening the system of care, which is built upon sound research and strong data, we can achieve our child outcomes.

For additional information regarding CSC, please visit www.cscpbc.org/openprop
SECTION 2: GRAPHIC DESIGN SERVICES RFQ

2.1 BACKGROUND

Children’s Services Council’s Communications Division is responsible for public education geared toward the entire community, as well as toward specific audiences who may be seeking services. The Communications Division produces a wide variety of materials requiring creative, innovative graphic design work: individual pieces, such as brochures, posters, print ads, billboards, etc. The division is also heavily involved in electronic dissemination of information through a variety of channels, including web banners, digital messaging and social media. While much of the work is planned well in advance on a set schedule, other work is dynamic and in need of short turnaround to meet deadlines.

2.2 PROJECT GOALS

The goal of this RFQ is to create a pool of creative, graphic design professionals who can be called upon to complete either an individual piece or a series of pieces for CSC’s public education efforts throughout the year.

2.3 MINIMUM REQUIREMENTS

In order to ensure graphic design professional possess the minimum qualifications and/or experience needed to support CSC’s needs, applicants must meet the following requirements:

- Demonstrate experience in graphic design, especially digital interactive
- Complete all required submission documents and sign, as required
- Submit a current resume or vitae for each individual who will be working with CSC
- Submit a digital portfolio of five to 10 original samples
- Participate in an interview process, upon request
- Provide three references specifically relating to graphic design assignments completed within the past five years
SECTION 3: RFQ PROCESS

3.1 LIMITATIONS ON CONTACTING CSC PERSONNEL

This Request for Qualifications is issued by the Children’s Services Council of Palm Beach County. The contact person listed below is the sole point of contact for this RFQ:

Jennifer Hardy, Operations Associate
Jennifer.Hardy@cscpbc.org

All contact shall be by email only, and all replies will be posted and available on CSC’s website at: www.cscpbc.org/openprop.

Proposers are prohibited from contacting CSC personnel or board members regarding this solicitation other than the person identified above. Any occurrence of a violation may result in the disqualification of the proposer.

3.2 PROPOSER DISQUALIFICATION

Proposers are prohibited from contacting CSC personnel or board members regarding this solicitation other than the person identified above. Any occurrence of a violation may result in the disqualification of the proposer.

Failure to have performed any contractual obligations with CSC in a manner satisfactory to CSC will be sufficient cause for disqualification. To be disqualified as a proposer under this provision, the proposer must have:

1. Previously failed to satisfactorily perform in a contract with CSC, been notified by CSC of unsatisfactory performance, and failed to correct the unsatisfactory performance to the satisfaction of CSC; or
2. Had a contract terminated by CSC, by any other county or state agency, or by any Children’s Services Council for cause.
### 3.3 RFQ TIMETABLE

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>11/1/2016</td>
<td>RFQ packets are available on the CSC website <a href="http://www.cscpbc.org/openprop">www.cscpbc.org/openprop</a></td>
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<tr>
<td>11/15/2016</td>
<td>Deadline for submission of questions regarding clarification of RFQ</td>
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<tr>
<td>11/17/2016</td>
<td>Final posting of questions and answers and/or clarification or addenda to RFQ (if any) on CSC website <a href="http://www.cscpbc.org/openprop">www.cscpbc.org/openprop</a></td>
</tr>
</tbody>
</table>
| 11/22/2016 | **RESPONSE DEADLINE** - All RFQ responses are due by 2:00 PM at:  
BIDS@cscpbc.org  
Subject: RFQ #16-004-2  
Responses are opened publicly at 2:15 PM  |
| 11/22/2016-11/30/2016 | Evaluation of responses by CSC                                                                                                                                                                               |
| 12/1/2016  | Notification by email to proposers selected for interviews, if needed, and list of those selected for interviews posted on CSC website [http://www.cscpbc.org/proposal-outcomes](http://www.cscpbc.org/proposal-outcomes) |
| 12/5/2016 – 12/8/2016 | Interviews at CSC offices (if scheduled)                                                                                                                                                                      |
| 12/12/2016 | Notification by email of proposers not selected for further contract discussions and list of those selected posted on CSC website                                                                                |
| 12/20/2016 | Contract finalized                                                                                                                                                                                                 |
| 12/22/2016 | Notice of Award posted on CSC website at: [http://www.cscpbc.org/proposal-outcomes](http://www.cscpbc.org/proposal-outcomes)                                                                                   |

**NOTE:** CSC reserves the right to adjust the timetable and any adjustments will be made available on the CSC website.
3.4 INQUIRIES
All inquiries requesting clarification regarding this RFQ must be made in writing and emailed to the identified contact person by November 15, 2016. During the RFQ period, Proposers must not submit any forms of marketing or promotional materials that would raise the Proposer’s profile or give the Proposer an advantage or benefit not enjoyed by other perspective proposers. Responses to all inquiries that require clarifications and/or addenda to the RFQ will be made available after 5PM November 17, 2016 on CSC’s website.

3.5 ACCEPTANCE OF APPLICATIONS
All responses must be received by CSC no later than November 22, 2016 by 2:00 PM. Sign, scan and attach document in PDF format to email and send to:

   BIDS@cscpbc.org
   Subject: RFQ #16-004-2

No changes, modifications or additions to the responses submitted will be accepted by, or binding on, CSC after the deadline for submissions has passed.

**ALL EMAIL COMMUNICATIONS ARE DATE AND TIME STAMPED BY CSC’S EMAIL SERVER. BIDS RECEIVED AFTER THE DEADLINE DATE AND/OR TIME WILL BE REJECTED AND WILL NOT BE OPENED BY CSC.**

CSC reserves the right to reject any and all responses or to waive minor irregularities when doing so would be in the best interest of CSC. A *minor irregularity* is defined as a variation from the RFP terms and conditions that do not affect the price of the application, or do not give the proposer an advantage or benefit not enjoyed by other prospective proposers, or do not adversely impact the interest of CSC.

3.6 NOTICE OF INTERVIEWS
CSC will post a list of qualified proposers for interviews if needed on December 1, 2016 by 5 p.m. on the CSC website.

3.7 PROCEDURE FOR CONDUCTING INTERVIEWS
After completion of the scoring process based on the review criteria, CSC will determine which, if any, proposers meet the minimum requirements deemed necessary by CSC for interviews. Assuming that such minimum requirements have been met, CSC may request face-to-face interviews with one or more proposers.
SECTION 4: RFQ RESPONSE

4.1 INSTRUCTIONS FOR SUBMITTING RESPONSE TO RFQ

All responses must be submitted on the forms included in this package (forms available on CSC website (www.cscpbc.org/openprop). All responses and associated forms requesting a signature are to be signed by an official who is legally authorized to bind the Proposer to the proposed activity.

**IMPORTANT:** All responses must be received via email no later than November 22, 2016 by 2:00 PM per the deadline in the RFQ. Proposers will receive an auto-generated confirmation email acknowledging receipt of the proposal. Do not respond to this email. This receipt does not verify that CSC has received a complete proposal – that will be determined after opening all proposals at the time set forth in this RFQ.

*CSC is not responsible for the email reputation of the Proposer’s email account which may cause delays or undeliverable messages if your server has been blacklisted. To check your sender score, please utilize an email reputation service or use a service such as http://www.senderbase.org/ to confirm that you have a good email reputation. CSC’s email server has the capacity to accept large files but, in some cases, the Proposer’s email server may delay sending email based on the size of attachments. Please ensure you allow ample time for transmission of files. CSC will not be responsible for emails received after the deadline. Proposals received after the deadline will not be considered.*

4.2 INCOMPLETE RESPONSES

*Failure to respond to any item, including providing any requested information, or failure to follow these instructions shall be considered submission of an incomplete response and may result in disqualification from further consideration.*

4.3 RESPONSE FORMAT

The typewritten portion of your response is to be submitted on the RFQ forms included in Section 5. The forms are available on CSC’s website: [www.cscpbc.org/openprop](http://www.cscpbc.org/openprop) (Reference file name: RFQ #16-004-2 Forms)

4.4 RESPONSE REVIEW AND SELECTION CRITERIA

Proposer selection will be based upon the following criteria:

1. Proposer’s previous experience and references 20 points
2. Portfolio 40 points
3. Availability to perform requested services 20 points
4. Cost 20 points
4.5 COMPLIANCE WITH SECTION 287.133, FLORIDA STATUTES

In accordance with Section 287.133, Florida Statutes, persons and affiliates who have been placed on the convicted vendor list may not submit responses, contract with, or perform work (as a contractor, supplier, subcontractor or consultant) with CSC in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted vendor list. Any response received from a person, entity or affiliate who has been placed on the convicted vendor list shall be rejected by CSC as unresponsive and shall not be further evaluated.
SECTION 5: SUBMITTAL DOCUMENTS
The following documents can be downloaded from CSC’s website at:
www.cscpbc.org/openprop
Reference file name: RFQ #16-004-2 Forms

Responses should be assembled in the following manner:

☐ **Cover Page** – Complete this entire document, sign, scan, and include with response. **Must be signed.**

☐ **Questionnaire** – Complete this entire document and include with response.

☐ **Resume or curriculum vitae**

☐ **Portfolio** including 5-10 work samples. Samples should show a variety of styles for a variety of platforms (for example: print, social media, advertising).

☐ **Professional References** - List three professional references, other than Children’s Services Council of Palm Beach County or its staff, associated with similar work previously performed by the Proposer within the past 5 years. For each reference, please specify:
   
   a. Name, address, telephone number, email
   b. Project start date and duration
   c. Scope of project
   d. Role in project
   e. Outcome of project

☐ **Fee Schedule** – Provide a schedule of fees (Include hourly, per unit, project, etc.)

☐ **Conflict of Interest Disclosure Form** – Complete this document, sign, scan and include with response. This document must include a signature.
REMINDER

DEADLINE FOR SUBMISSION IS
November 22, 2016

BIDS@cscpbc.org
Subject: RFQ #16-004-2

REPLIES ARRIVING AFTER 2:00 PM
ON NOVEMBER 22, 2016
WILL NOT BE OPENED
**COVER PAGE**

Submit this RFQ response to: [BIDS@cscpbc.org](mailto:BIDS@cscpbc.org)

**Subject:** RFQ #16-004-2

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<th>RFQ Title: Graphic Design Services</th>
<th>RFQ #: 16-004-2</th>
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**NAME OF FIRM, ENTITY, ORGANIZATION:**

**NAME OF CONTACT PERSON:**

**TITLE:**

**PHONE NUMBER:**

**FAX NUMBER:**

**EMAIL:**

**MAILING ADDRESS:**

**CITY:**

**STATE:**

**ZIP CODE:**

**HEADQUARTERS ADDRESS (If different than mailing address):**

**FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN):**

**STATE OF FLORIDA BUSINESS LICENSE NUMBER (If Applicable):**

*DO NOT include Social Security number with this application; CSC will obtain if/when contracted.*

**ORGANIZATION STRUCTURE (Please check one):**

- Corporation
- Partnership
- Proprietorship
- Joint Venture
- Other

If Corporation, please provide the following:

(A) **Date of incorporation**

(B) **State or Country of incorporation:**

I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all terms and conditions of this RFQ and certify that I am authorized to sign this Proposal and that this Proposal is in compliance with all requirements of the Request for Qualifications, including but not limited to, certification requirements.

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**Authorized Signature (Manual)**

**(Authorized Signature (Print or Type))**

**Title (Print or Type)**

**COMPLETE & PRINT FORMS; SIGN THE COVER PAGE; SCAN INTO PDF FORMAT AND EMAIL TO CSC BY 2:00 PM ON DUE DATE**
QUESTIONNAIRE

The following Questionnaire shall be completed and submitted with the Request for Qualifications. Proposer guarantees the truth and accuracy of all statements and answers herein contained.

1. How many years have you/your organization/company been in business?
2. What is the last project of this nature that you have completed?

3. Please describe how you stay organized, and manage your time, when working on multiple assignments at the same time. Please give an example of when this occurred, as well as the final outcome of the assignments.

4. Please explain how, with the proposer’s other commitments, the proposer will meet any agreed upon project deadlines, which may, at times, require expedited timelines.
REFERENCES
List three clients, current or past that can serve as a reference on the development of similar work performed by the Proposer in the past five years. For each reference, please specify:

a. Name, address, telephone number
b. Project start date and duration
c. Scope of project
d. Role in project
e. Outcome of project

Reference #1:

Reference #2:

Reference #3:
FEE SCHEDULE

PURPOSE: The purpose and intent of this RFQ is to secure a fixed and firm fee schedule and establish a term-contract for professional services.

CSC intends to award contract(s) to the most responsive, responsible, qualified Proposer in response to this RFQ, taking into consideration experience, references, and past performance. In the case of disputes in the award of contract(s), the decision by CSC shall be final and binding on both parties.

PRICES SHALL BE FIXED AND FIRM FOR TERM OF CONTRACT: If the Proposer is awarded a contract under this solicitation, the prices quoted by the Proposer shall remain fixed and firm during the term of the contract; however, when applicable, CSC may request a price quote from the pool of qualified contractors based on special projects or statements of work.

WORK AUTHORIZATION: Statements of Work will be authorized by the CSC Chief Executive Officer or designee. No work shall commence without written authorization.

FEE SCHEDULE
Include all relevant fees associated with professional services (i.e. hourly rate, travel expenditures, unit cost, etc.)
CONFLICT OF INTEREST DISCLOSURE

The Proposer certifies that this price is made independently and free from collusion. Proposer shall disclose below, to the best of its knowledge, any CSC Council member, employee, or any spouse, son, daughter, stepson, stepdaughter, or parent of any such officer or employee, who is an officer or director of, or has a material interest in, the Proposer’s business. For purposes hereof, a person has a material interest if he or she directly or indirectly owns more than five percent (5%) of the total assets or capital stock of any business entity, or if he or she otherwise stands to personally gain if the contract is awarded to this vendor.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment.

LIST NAME(S) AND RELATIONSHIPS (IF APPLICABLE)

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REQUIRED SIGNATURE

________________________________________
(Proposer’s Signature)