Graphic Design
Professional Services
Request for Proposal

Bid Issue Date: May 21, 2012

Bid Due Date: May 25, 2012

Description: To solicit proposals from graphic design professionals to enter into a contract for professional services.

Point of Contact: Shelly Hazle  
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Smart Growth America  
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Summary:

Smart Growth America (SGA) has been awarded a grant to administer a program from the Environmental Protection Agency (EPA) to provide technical assistance to build more sustainable communities through a program called the Governors' Institute on Community Design.

SGA is soliciting proposals from graphic design professionals to provide professional services.

Proposals are due no later than 5:00 pm Eastern Standard Time on May 25, 2012. One copy of the proposal in PDF file format must be received by Shelly Hazle via email at shazle@smargrowthamerica.org by 5:00 p.m. Eastern Time on May 25, 2012. No late proposals will be accepted.

We will review proposals and make a final selection to enter into contract by June 1, 2012 for work to begin June 2, 2012. Services will be complete by September 3, 2012.

Accordingly SGA is hereby requesting proposals from contractors in accordance with 40 CFR Part 30 as appropriate for a not-for-profit organization. This request for proposal shall be posted on the SGA web site May 21 through May 25. Contractors who have worked with SGA on similar assignments in the past may also be sent a copy of the request for proposal.
Proposal Contents:

To be considered complete, all proposals must include:

1. A cover letter. The cover letter that accompanies your proposal must be signed by an official with the authority to commit your organization to the project and should be written on your organization’s official letterhead.

2. Staff profiles and relevant previous experience.

3. A lump-sum budget that addresses the following services to be provided under contract and in the given timeframe. The design and printing of the 4-panel brochure is the immediate priority, to be completed by July 6, 2012. The design and printing of the 2-panel inserts is the second priority, to be completed by September 3, 2012.

   **Service 1: Marketing Package Design**
   Design a marketing package including:
   - One 4-panel booklet brochure (8.5” x 9.5”)
   - Three 2-panel folder inserts (approximately 8.5” x 11”, x10”, x9”)

   The contractor will:
   - Present two design options for the above listed materials;
   - Provide revisions to one (1) selected option showing all pieces and colors;
   - Present a final package showing all pieces and colors;
   - Present the final printer artwork for approval; and
   - Deliver all materials (digital files, specifications and mock-ups) to the printer.

   Client to provide all copy.

   **Service 2: Print Management**
   The contractor will:
   - Assist with the selection of a printer;
   - Obtain print cost estimations;
   - Review proofs;
   - Conduct a press inspection; and
   - Oversee delivery coordination.

4. A list of key milestones with dates in the package design and printing process.

Selection Criteria:

1. Relevant experience
2. Price
3. Workplan
SGA Procurement Policy and Procedures

It is the policy of Smart Growth America that:

1. No employee, officer, or agent of SGA shall participate in the selection, award, or administration of a contract supported by Federal funds if a real or apparent conflict of interest would be involved.
2. All SGA procurement transactions shall be conducted in a manner to provide, to the maximum extent practical, open and free competition.
3. SGA procurements shall provide for, at a minimum, that paragraphs (1), (2) and (3) of this section apply.
   (1) SGA shall avoid purchasing unnecessary items.
   (2) Where appropriate, SGA will make an analysis of lease and purchase alternatives to determine which would be the most economical and practical procurement for the Federal Government.
   (3) Solicitations by SGA for goods and services provide for all of the following.
      (i) A clear and accurate description of the technical requirements for the material, product or service to be procured. In competitive procurements, such a description shall not contain features that unduly restrict competition.
      (ii) Requirements that the bidder/offeror must fulfill and all other factors to be used in evaluating bids or proposals.
      (iii) A description, whenever practicable, of technical requirements in terms of functions to be performed or performance required, including the range of acceptable characteristics or minimum acceptable standards.
      (iv) The specific features of “brand name or equal” descriptions that bidders are required to meet when such items are included in the solicitation.
      (v) The acceptance, to the extent practicable and economically feasible, of products and services dimensioned in the metric system of measurement.
      (vi) Preference, to the extent practicable and economically feasible, for products and services that conserve natural resources and protect the environment and are energy efficient.
4. SGA shall determine the type of procuring instruments used (e.g., fixed price contracts, cost reimbursable contracts, purchase orders, and incentive contracts). The type of procuring instrument shall be appropriate for the particular procurement and for promoting the best interest of the program or project involved. The “cost-plus-a-percentage-of-cost” or “percentage of construction cost” methods of contracting shall not be used.
5. SGA shall only make contracts with responsible contractors who possess the potential ability to perform successfully under the terms and conditions of the proposed procurement. Consideration shall be given to such matters as contractor integrity, record of past performance, financial and technical resources or accessibility to other necessary resources. In certain circumstances, contracts with certain parties are restricted by funding agencies’ implementation of Executive Orders 12549 and 12689, “Debarment and Suspension.”
6. SGA shall, on request, make available for funding entities, pre-award review and procurement documents, such as request for proposals or invitations for bids, independent cost estimates, etc.
7. Some form of cost or price analysis shall be made and documented in the procurement files in connection with every procurement action. Price analysis may be accomplished in various ways, including the comparison of price quotations submitted, market prices and similar indicia,
together with discounts. Cost analysis is the review and evaluation of each element of cost to
determine reasonableness, allocability and allowability.

8. SGA procurement records and files for purchases in excess of the small purchase threshold
(currently $100,000) shall include the following at a minimum: Basis for contractor selection;
justification for lack of competition when competitive bids or offers are not obtained; and basis for
award cost or price.

9. SGA shall include, in addition to provisions to define a sound and complete agreement, the
following provisions in all contracts. The following provisions shall also be applied to subcontracts.
   (a) Contracts in excess of the small purchase threshold shall contain contractual provisions or
       conditions that allow for administrative, contractual, or legal remedies in instances in which a
       contractor violates or breaches the contract terms, and provide for such remedial actions as may
       be appropriate.

   (b) All contracts in excess of the small purchase threshold shall contain suitable provisions for
       termination by the recipient, including the manner by which termination shall be effected and the
       basis for settlement. In addition, such contracts shall describe conditions under which the
       contract may be terminated for default as well as conditions where the contract may be
       terminated because of circumstances beyond the control of the contractor.

   (c) Except as otherwise required by statute, an award that requires the contracting (or
       subcontracting) for construction or facility improvements shall provide for requirements relating to
       bid guarantees, performance bonds, and payment bonds unless the construction contract or
       subcontract exceeds $100,000.

10. All negotiated contracts (except those for less than the small purchase threshold) awarded by
    recipients shall include a provision to the effect that the recipient, EPA, the Comptroller General of
    the United States, or any of their duly authorized representatives, shall have access to any books,
    documents, papers and records of the contractor which are directly pertinent to a specific
    program for the purpose of making audits, examinations, excerpts and transcriptions.

11. All contracts, including small purchases, awarded by SGA and SGA contractors shall contain the
    procurement provisions of the appendix to Circular A–110, as applicable.