



Los Angeles Regional Collaborative
for Climate Action and Sustainability

REQUEST FOR PROPOSALS – WEB DEVELOPING/GRAPHIC DESIGN SERVICES

RELEASE DATE: **March 11, 2016**

PROPOSAL DUE DATE: **April 1, 2016, 5:00PM PCT**

Project Contact: **Zoe Elizabeth, (818) 241-3095, zelizabeth@ioes.ucla.edu**

ALL QUESTIONS MUST BE EMAILED TO THE RFP ADMINISTRATORS NO LATER THAN: **March 25, 2016, 5:00PM PCT**
Any changes or updates to the RFP during the proposal period will be viewable at:
www.LARegionalCollaborative.com/2016designrfp

OFFICIAL RFP NOTICES/ADDENDUMS: To ensure that no firm is provided advantage over another, all requirements are specified in this RFP.

TABLE OF CONTENTS

- 1. Introduction**
- 2. General Submittal Requirements**
- 3. Detailed Submittal Requirements**
- 4. Evaluation of Responses**
- 5. General Terms and Conditions**
- 6. Resources**

1. INTRODUCTION

1.1 Purpose

The Los Angeles Regional Collaborative (LARC) is requesting proposals from web and graphic design firms demonstrating their experience in creative design and layout services.

1.2 LARC Background

WHO: LARC is the Los Angeles region's sustainability collaborative, fostering a network of local and regional decision-makers that perform climate change mitigation and adaptation work and research. We serve as a convening body to ensure the exchange of information, the maximization of limited resources, and optimizing outcomes for LA as a whole.

WHAT & WHY: LARC is currently developing the **Framework for Regional Climate Action and Sustainability**, a practitioner-made resource that will inform on the current state of the LA region, state policy requirements, targets, priorities, actions, and resource information. This resource intends to help local governments understand what is required of them, and how to achieve mandated state climate policy goals. By cutting through the clutter of information, this resource will work to alleviate common confusion and catalyze new sustainability efforts.

By leveraging the best available scientific research, pulling together leading experts in a variety of fields and through coordination with state policymakers, the Framework will provide a set of curated, synthesized and regionally specific recommendations across six climate impact areas: Energy, Transportation, Land Use, Public Health, Water and Coastal Resources.

The Framework will live as an interactive online website, in print, and in downloadable PDF form. We are looking for a web designer to develop the website, and a graphic designer to develop the brand identity, iconography, graphics, and layout, detailed below. LARC already has a current brand in place for its organization that has been incorporated into web and print communications.

1.3 Minimum Requirements – Scope of Services

1.3.1 Firms or individuals must demonstrate a minimum of three years in the business of providing web developing and/or graphic design services.

1.3.2 The selected firm will function as the System's Web Developer and/or Graphic Designer, providing various services including the following:

- Concepts and drafts
- Design and layout
- Copy editing
- Photo services
- Pre-press

1.3.3 The selected firm or individual will be responsible for the design and layout of various items including, but not limited to:

- Interactive website
- Framework brand identity
- Iconography
- Informational graphics
- Print layout

2. General Submittal Requirements

2.1 Contract Period

The term of this contract shall be approximately five (5) months, contingent upon the final signatures and approval by the LARC Executive Committee and staff.

2.2 Proposal Submittal Requirements

All proposals must be received by LARC **no later than 5:00PM PCT on Friday, April 1, 2016**. All proposals must be submitted electronically and should be delivered by email to:

Zoe Elizabeth, zelizabeth@ioes.ucla.edu

The complete proposal package shall be sent with the title: **RFP Framework – Web/Design Services**.

2.3 Content of Proposal

Please submit a proposal, including the estimated cost and process your firm would undertake to complete the project.

2.4 Tentative Schedule

This schedule indicated estimated dates for the RFP process. LARC reserves the right to adjust this schedule when appropriate:

DATE	EVENT
March 11, 2016	Release RFP to Potential Proposers
March 25, 2016	5:00PM PCT – Deadline to Submit Questions
March 28, 2016	LARC Posts Questions and Answers on Website
April 1, 2016	5:00PM PCT – RFP Responses Due
April 4, 2016	Evaluation Period Begins
April 8, 2016	Staff Recommendation to Ex-Com for Contract Award

3. Detailed Submittal Requirements

Proposers shall prepare their proposals in accordance with the instructions outlined in this section. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Proposer’s capabilities to satisfy the requirements of the RFP. The proposal should be organized into the following sections:

Proposal Section	Title
1.0	Cover Letter
2.0	Table of Contents
3.0	Proposal Questionnaire
4.0	Fee Structure

Each proposer shall submit one (1) original (labeled “Master Copy”) signed in ink and sent electronically via email in PDF format. Proposals must include the RFP title. Proposers shall not use, copy or replicate, in any form, LARC’s organizational logo.

Proposal Section 1.0 Cover Letter

The cover letter must include the legal business name, address, phone number, business status (individual, limited liability partnership, corporation, etc.) of the Proposer. It must also include the person(s) authorized in negotiations with LARC. Provide the representative’s name, title, address, phone number, email address, and any limited authority for the person named.

Proposal Section 2.0 Table of Contents

Each proposal must include a Table of Contents listing the sections included in the proposal.

Proposal Section 3.0 Proposal Questionnaire

Please provide a thorough answer immediately following each question.

Questions About Your Firm:

- Provide a brief introduction, years in business, products and services offered, primary business activity, and clients served. Identify affiliated companies of the firm, if any.
- Identify the location of your working office.
- Indicate the number of years providing web development and/or graphic design services.
- Briefly describe any project approaches or ideas that you feel will separate you from other bidders.
- Describe any experience you have working on sustainability and/or climate change related projects.

- Identify the licenses, credentials, affiliations, special knowledge, qualifications, expertise, or awards held by your firm, and how this will translate to the service requested by LARC.

Questions About Your Proposal

- Describe your basic design process for producing a website and/or brand identity, iconography, report layout, and informational graphics. Please include approximate time it would take to complete each step.
- Describe your approach to best meet a client’s needs on a less than preferred or limited design budget.
- We do not want to change the LARC organizational logo/brand at this time. However, the Framework will be associated with LARC while having its own branding. Briefly describe how you would design around LARC’s existing brand so it is an obvious product of the LARC brand.
- LARC may want to update its library of photos for use in web and print communications. Please describe the services you offer in this area.
- Are you able to provide proofing services if requested?
- Provide a minimum of three (3) references/clients from the last three years that you would like LARC to consider as part of the proposal, including their name, email, telephone number, and brief description of service provided.
- Provide one (1) set of samples of websites, publications, logos, icon sets, and informational graphics that your firm has created for comparable clients. Samples must be compiled in PDF form. Failure to include samples will deem your proposal nonresponsive.

Proposal Section 4.0 Fee Structure

Provide fee schedules for the following. Please indicate any warranties, guarantees and discounts you offer.

AVERAGE COST FOR ITEMS State the average total cost to design each of the following:	FEE
Landing Page / Interactive Website	
Report (500+ pages)	
Logo	
Icon Set	
Informational Graphics (10-20)	

HOURLY RATES FOR MISCELLANEOUS SERVICES	
Identify cost for various tasks associated with your design process (e.g., concept, proofing, photography, etc. or hourly rate per professional classification)	FEE

COST FOR MISCELLANEOUS SERVICES	
Identify the cost for incidental fees that are commonly charged in your industry (e.g., courier services, licensing, maintenance fees)	FEE

6. Resources

- 6.1 The Los Angeles Regional Collaborative
<http://www.laregionalcollaborative.com/about/>
- 6.2 The Framework for Regional Climate Action and Sustainability
<http://www.laregionalcollaborative.com/the-framework/>