

REQUEST FOR QUALIFICATIONS

TO: Interested Parties
FROM: Workforce Development Council of Seattle-King County
RELEASE: April 20, 2017
REFERENCE: RFQ #17-03
SUBJECT: Brand Collateral & Campaign Production: Print & Digital Design

SUMMARY

The Workforce Development Council of Seattle-King County (WDC) issues this Request for Qualifications (RFQ) in its standard process to solicit background and references for a graphic design contractor or agency interested in providing services for print and digital design in the production of the WDC's brand collateral and campaigns. Responses to this RFQ are due by **Friday, May 5, 2017 at 4:00 pm (PST)**.

BACKGROUND

The WDC is a nonprofit workforce grant-making organization whose mission is to support a strong economy and the ability of each person to achieve self-sufficiency. Established in 2000, the WDC is led by a board of directors with a private-sector majority. The WDC works throughout the community, bringing employers, jobseekers, youth, educators, labor groups, and other nonprofits together to find – and fund – solutions to workforce gaps.

The WDC oversees a wide range of employment and training programs, serving thousands of King County adults, youth, and businesses each year. In addition to overseeing WorkSource, the United States Department of Labor-funded American Job Center Network within King County, the WDC supports specialized initiatives including, but not limited to, youth, mature workers, veterans and limited English-proficient individuals. The WDC manages a workforce development system dedicated to providing our community with access to resources and education to attain self-sufficiency through employment and career pathways while ensuring employers have ready access to well-qualified local workers.

PROJECT SCOPE

The selected designer or design entity selected will provide design services on an as-needed basis at the direction of the WDC's Strategic Communications Manager. The WDC will provide content as well as layout and creative support. The selected designer or design entity will manage print and digital production according to timelines established by the WDC.

Design projects may include creative concept, design, layout, and production of the following deliverables:

1. Annual reports;
2. Annual investment portfolio;
3. Annual budget book and any executive editions;
4. Quarterly reports;
5. Website(s) design;
6. Custom HTML, responsive e-newsletter template;
7. Print collateral, including one-pager templates and leave-behinds;
8. Digital assets; and
9. Other print, for example folders and other branded materials.

The designer or agency should have expertise in areas including, but not limited to:

1. Design, Print and Digital
2. Production
3. Pre-press support

PROJECT TIMELINE

This is an estimated timeline. The actual statement of work and project time to be allotted will be negotiated once the consultant is identified and selected for the work.

Deliverable	Due Date
Annual Report	October 2, 2017
Annual Investment Portfolio	June 20, 2017
Annual Budget Book	June 20, 2017*
	*Additional timeline information includes: <ul style="list-style-type: none"> • Content Final 5/5 • Design Review #1 requested no later than 5/22
Quarterly Reports	January 1, 2018
Website(s)	TBD
E-Newsletter	October 2, 2017
One-Pager Templates	July 31, 2017
Leave-behinds	July 31, 2017

RFQ RESPONSE REQUESTED

In response to this RFQ, interested designers or design entities must provide the following information in 3 pages at 12-point, Times New Roman font, with double-spaced pages and one-inch margins. Any tables or charts included in the response, as appropriate and necessary, are exempt from the double-spacing requirement. Cover letter, portfolio examples, resumes, and business reference attachments are exempt from page limit and format requirements.

A. Company Information

B. Qualifications

1. Identify the design professional(s) who would serve as principal designer for the work proposed.
2. Describe the design professional's prior experience.

C. Experience

1. Provide sample work examples, either by attachment to the RFQ response, or with links to an online portfolio.

D. Select Client List

1. List three (3) business references, for whom comparable work has been accomplished, and briefly describe the type of service(s) provided. By providing references the designer authorizes the WDC to contact the references.

COST PROPOSAL AND QUOTES

Cost is not a factor in evaluating responses to this RFQ and so project quotes should not be included in RFQ responses. After the WDC selects qualified designers based on qualifications and experience, one or more interviews will be conducted with the designers or design entities. Prior to the interview, the WDC will request a cost proposal/quote for the RFQ scope of work.

RFQ RATING

Each complete and compliant RFQ response received by the deadline will be evaluated per the following criteria:

A. Qualifications and Experience (50%)

Responses will be evaluated on the strength of the principal designer's experience with similar types of design.

B. Portfolio (50%)

Portfolio examples will be evaluated on the approach and success of the work and applicability to the type of work to be performed for the WDC.

RFQ TIMELINE

- A. RFQ responses are due no later than **Friday, May 5, 2017 at 4:00 pm (PST)**, and shall be delivered only electronically in softcopy PDF format to: operations@seekingwdc.org, with RFQ #17-03 in the subject line.
- B. Questions about this RFQ will be accepted at operations@seekingwdc.org until **Tuesday, May 2, 4:00 pm (PST)**. A digest of questions and answers will be posted on the WDC website by close of business on Wednesday, May 3, 2017.

- C. Qualified responders will be notified and asked to submit cost proposals as soon as possible, and no later than **Wednesday, May 10, 2017 at 4:00 pm (PST)**.
- D. The WDC plans to select a contractor or agency by **Friday, May 12, 2017**.

Late responses will not be accepted or considered. The WDC reserves the right to reject any or all proposals, to accept or reject any or all items in the proposal, and to award the contract(s) in whole or in part as is deemed to be in the best interests of the WDC. The WDC reserves the right to hold interviews or to request additional information, to negotiate with any or all respondents on modifications to proposals, and/or to integrate components across proposals to achieve maximum efficiency. All awards are contingent upon available funding.

APPEALS

Any entity submitting a proposal may appeal an award decision. Appeals must: 1) be in writing; 2) delivered to operations@seakingwdc.org within seven (7) calendar days after notice of an award decision; and, 3) state the reason(s) for the appeal and the desired remedy. The WDC will respond in writing to any appeal within ten (10) calendar days after its receipt. Awards may either go forward or may be held in abeyance pending resolution of any appeals at the sole discretion of the WDC.

The Seattle-King County Workforce Development Council is an equal opportunity employer and provider of employment and training services.
Auxiliary aids and services are available upon request to individuals with disabilities.
Washington Telecommunications Relay Service 7-1-1