

Plan East Tennessee Graphics Assistance

ANNOUNCEMENT INTENT

The Knoxville-Knox County Metropolitan Planning Commission (MPC) requests qualifications from Graphic Arts Firms or Freelance Graphic Artists to provide graphic design services to the MPC. Provided services shall include, but not be limited to: graphic art, design and layout for a full color digital document which will also be printed. All photography will be provided by the MPC or other project partners. Finished project dimensions will be approximately 8.5" wide by 11" long and the document and related materials will be no more than 150 pages in full color. The intent of this document is to provide a compelling snapshot of the work that has been undertaken over the past three years and inspire community members to continue engaging beyond the end of the project, December 31, 2013. Experience creating compelling graphics representing data, such as infographics and working with maps is preferable. The bulk of the background materials and supporting documentation for the work will reside in appendices and on the project website. Additional details regarding layout and graphics creation will be flushed out with the successful proposer. This document will be in digital form, but will also need 200 printed copies. Printing and a timely delivery of the completed document should be facilitated by the designer.

Minority-Owned Business Enterprises ("MBE") and Women-Owned Business Enterprises ("WBE") are encouraged to submit Proposals.

This work will be funded by a HUD Sustainable Communities Regional Planning Grant that supports multi-jurisdictional planning efforts. More information about Plan East Tennessee (PlanET) can be found at: www.planeasttn.org. A general understanding of the PlanET project is expected.

Payments to consultants may not exceed the equivalent of General Schedule 15, Step 10 base pay rate. See the Office of Personnel Management Website, www.opm.gov and its Salaries and Wages link for the current base rate, which may be lower than the local rate.

Proposals must be received by **Friday, October 4, 2013**.

RFQ SCHEDULE

RFQ Available:	September 24, 2013
Qualifications due:	October 4, 2013
Consultant(s) selected for interview, if applicable:	October 7, 2013
Consultant(s) interviewed, if applicable:	October 8 th and 9 th
Selection and notification:	October 10 th
Contract start date:	TBD

***This schedule is for the consultant's information. Project constraints may cause these dates to change.**

CONTACT

Answers to questions or additional information regarding the graphic design project may be obtained by contacting Amy Brooks, Project Manager at:

Amy.brooks@knoxtrans.org.

Questions will be accepted through noon on Friday, September 27, 2013. All questions must be submitted in writing via mail or email. Questions and responses will be compiled and posted by Monday, September 30, 2013, on the following website:

www.planeasttn.org.

MINIMUM QUALIFICATION

The following are the Minimum Qualification Requirements for this RFQ. Qualifications that fail to comply with these requirements will be rejected.

- The Proposer must be licensed to do business in Tennessee.
- The firm must have experience creating plans, infographics or similar reports.
- The firm must submit two recent examples of similar work created.
- This RFQ is open only to graphic designers; no printers or copy houses will be selected.

QUALIFICATIONS EVALUATION

Firms will be evaluated on the following basis:

COMPELLING DESIGN based on past plans, reports, or related work created	60%
EXPERIENCE	40%

DELIVERABLES

A digital, Microsoft Word and Adobe In-Design of all final products, as well as a high quality PDF. Source files for graphic design work will also be provided, in Adobe Illustrator and/or Adobe Photoshop files.

CONTENTS OF RESPONSE

Respondents are asked to organize their responses in accordance with the following format:

1. Cover letter. Provide a letter of introduction with a brief description of your firm or work, indicating the primary office location for the performance of this project, the type of firm, areas of specialization, and the project lead. Include company name, address, contact name, title, phone number, fax number, email and website address.
2. Firm's discussion of its understanding of the services requested.
3. Firm's Responses to the following Questions (See Attachment A).
4. References. Provide reference information and brief project descriptions for at least three (3) clients. Reference projects should have been completed within the last two (2) years and similar in nature to those described in this RFQ. Please include the following information:

- Name of client
 - Name and title of client's primary contact.
 - Telephone number, email address, and mailing address of the client's primary contact.
 - A brief description of the types of services provided, the overall scope of the project, duration of the project and the current status of the project.
5. Please provide a statement that no payments will exceed the equivalent of General Schedule 15, Step 10 base pay rate.
 6. Submittal Date. Responses must be sealed and be received no later than 4:00 pm October 4, 2013. Responses should be emailed or delivered to Amy Brooks, Metropolitan Planning Commission, 400 Main Street, Knoxville, TN 37902. Any responses received after this date and time will not be considered.
 7. Number of Copies and Length of Submittal. All submissions should be clearly marked "PlanET Graphic Design Qualifications." The Qualifications must be printed on 8½" x 11" paper. Please include two (2) copies of your qualifications along with your original. Pages should be numbered and should be limited to no more than ten (10) pages, exclusive of the Cover Letter. No partial submittals will be accepted.

Please also submit one digital copy of the proposal, with the subject line: PlanET Graphic Design Qualifications using a digital format such as Adobe Acrobat (this can be emailed to amy.brooks@knoxtrans.org).

ATTACHMENT A

- Briefly describe your firm's background, size, and history as it may be relevant to the services required, with an emphasis on past plans or reports you or your firm has designed.
- Describe the relevant special services you or your firm provides, particularly those that may not be offered by other firms.
- Please describe your experience handling digital plans or reports.
- List all the graphic designers and other employees you intend to assign to this engagement and the area(s) of specialization for each employee. Describe the role of each employee who will be assigned to this engagement.
- Identify the Principal who will be the lead and primary contact in providing services to MPC, and who will be listed as a "key person".
- Please indicate your ability to work within PlanET's aggressive timeline. The draft final product must be produced by November 8th with the final report completed and printed by December 31, 2013. In addition, to the initial kick-off meeting, we anticipate needing three review opportunities.