City of Raleigh

Request for Proposals #:274- RaleighParks-GraphicDesign2025

Title: Raleigh Parks Graphic Design

Proposal Due Date and Time: March 11, 2025 by 10:00 a.m. EST

ADDENDUM NO. 1

Issue Date: February 26, 2025

Issuing Department:
Direct all inquiries concerning this RFP to:

Kellee Beach
Marketing Communications Administrator
Email: Kellee.Beach@raleighnc.gov

City of Raleigh
Addendum 1 to RFP 274-RaleighParks-GraphicDesign2025

Issue Date: February 26, 2025

To: All Proposers

This Addendum, containing the following additions, clarifications, and/or changes, is issued prior to receipt of proposal packages and does hereby become part of the original RFP documents and supersedes the original RFP documents in case of conflict.

Receipt of this addendum must be acknowledged by signing in the area indicated below. Please make the follow additions, clarifications, and/or changes to the RFP as listed below and **sign and return this addendum with your proposal package**.

Response to questions received:

Q1: The following items are listed as potential projects within the design.   Leisure Ledger program catalogs (3x annually) • Summer Camp program catalog (1x annually) • Annual Report (1x annually) • Marketing and Community Relations Plan Update (1x annually). Can you clarify the anticipated page counts and quantity for each? If possible, can you provide any printing specifications you desire? Secondly, does Raleigh Parks want the contractor to print these items along with designing them?
Answer: Page counts and quantity will vary for each edition. Sample projects included page counts that should be used when completing the cost proposal. Quantities and print specifications were not provided because printing is not part of the scope of work for this RFP. Please use the examples provided at raleighnc.gov/services/parks-publications as a reference for page size/format.

Q2: As a sole-proprietor do I need to include this financial info?
3. Include a certified, signed statement from a licensed CPA regularly engaged in the review of the firm's financial information verifying the financial viability of the firm.
Answer: As evidence of financial stability, all proposals should include one of the three financial statement options outlined in the RFP.

Q3: Can the City please clarify if proposers can choose to submit only a digital version or if they would like both digital and physical copies of proposals?
Answer: Proposals must follow the format as defined in Section 2 (PROPOSALS), and be addressed and submitted *either* electronically or delivered by mail as outlined in the RFP.

Q4: Does the government want both electronic and hard copies of the proposal or is just electronic okay?
Answer: Proposals must follow the format as defined in Section 2 (PROPOSALS), and be addressed and submitted *either* electronically or delivered by mail as outlined in the RFP.

Q5: Does the government have an estimated budget for this work or an estimated level of effort?
Answer: The proposal cost form in Appendix I of the RFP should be used as a guide. Individual scope/statements of work will be provided for each project and budgets will vary accordingly.

Q6: Should samples of work be included as a part of the proposal file or as separate files?
Answer: Samples of work may be included as part of the proposal file or as separate files.

Q7: Does the government plan on this being a time and materials contract or a firm fixed price contract?
Answer: This will be an on-call contract with individual scope/statement of work provided for each project.

Q8: Who is expected to attend the brand training?
Answer: Any designer working on Raleigh Parks projects must attend brand application training.

Q9: Is the government looking to rebrand these materials, or will we be provided with design templates?
Answer: We are not rebranding materials. You must create the initial layout for each project and/or template based on the examples provided and branding guidelines.

Q10: How does the government prefer to collect and manage edits?
Answer: Edits are annotated on an Adobe pdf file, which is then shared back with the designer.

Q11: Will the government be translating the materials?
Answer: If a project requires a translated version, the translated text will be provided by Raleigh Parks.

Q12: What languages are required for the translations?
Answer: Languages required will vary by project and would be included in the scope/statement of work.

Q13: Should the contractor include printing costs for materials in our cost estimate?
Answer: No, printing is not included as part of this RFP.

Q14: How many rounds of edits should the contractor expect on each document?
Answer: For most projects, the designer should expect 2-3 rounds of edits after the initial layout.

Q15: Does the government plan to use existing branding on all materials?
Answer: All materials must follow brand guidelines. We are not rebranding materials. You must create the initial layout for each project and/or template based on the examples provided and branding guidelines.

Q16: Can you walk us through the current workflow for each project, from initial project start to final delivery?
Answer: Workflow will vary by project, but in general, we will send you copy and images (note: copy for the Leisure Ledger and Camp Brochure will be in .txt format with style tags that you will need to set up on the initial document). The designer will complete the initial layout and send it back to our team for review. We typically go through 2-3 rounds of edits. Once the piece is complete, the designer will send the final print-ready file (or upload to the printer, when applicable), a web-ready pdf, and the source file.

Q17: Specifically for the program catalogs, what are the key milestones and approval stages?
Answer: Program catalog milestones include: initial layout, 2-3 rounds of edits, final files.

Q18: Regarding the 300-600 edits on the program catalogs, what are the common types of edits required?
Answer: Common edits include text/grammar edits, image changes, and re-ordering of dates/class listings.

Q19: What are the potential bottlenecks that can impact the 4-week turnaround for program catalogs?
Answer: The initial layout is shared with staff for round 1 proofs. They typically have 3-4 days to review and provide edits – need to account for additional time over holidays or unforeseen circumstances.

Q20: Do you have existing translation resources, or will the agency be responsible for translation services?
Answer: If a project requires a translated version, the translated text will be provided by Raleigh Parks.

Q21: Will your team share the current native files to reduce the time to update the materials?
Answer: You must create the initial layout for each project and/or template based on the examples provided and branding guidelines.

Q22: Are there any specific deadlines or events that we need to be aware of?
Answer: This will be an on-call contract with individual scope/statement of work provided for each project. Project timelines and deadlines will be provided as part of the scope/statement of work.

Q23: What are your preferred methods and frequency of communication?
Answer: Email is the preferred method of communication and designers should reach out to our point of contact during each milestone and as questions arise.

Q24: How do you envision the agency collaborating with your internal team?
Answer: There will be one point of contact for Raleigh Parks. The designer should direct all questions and materials/proofs to the point of contact.

Q25: While we understand the budget may be flexible, can you provide a general range for these projects?
Answer: The proposal cost form in Appendix I of the RFP should be used as a guide. Individual scope/statements of work will be provided for each project and budgets will vary accordingly.

Q26: Are there any specific budgetary constraints we should be aware of?
Answer: The budget for each project will vary. No specific budgetary constraints to be aware of.

Q27: Will the current firm participate in the RFP?
Answer: This is the first RFP for on-call graphic design for Raleigh Parks.

Q28: Is there an incumbent design firm for the project used for similar scope of services in the past? If so can CoR reveal the incumbent firm to the bidders.
Answer: This is the first RFP for on-call graphic design for Raleigh Parks.

Q29: Can CoR P&R give a range of fees paid for these services in the past?
Answer: Please provide the fees your firm would charge using the proposal cost form in Appendix I of the RFP as a guide. Individual scope/statements of work will be provided for each project and budgets will vary accordingly.

Q30: If so can bidders get a sample art (PDF, EPS, AI, etc.) of a piece (i.e. Annual Report) along with the cost for vendor services of the sample provided?
Answer: A url for sample projects is provided in the RFP cost proposal section. Please use the samples to guide your cost proposal.

Q31: On the proposal cost form, projects 1 & 2, can CoR provide a typical ratio of text (wordcount) to images (number of 4C or P/W images?
Answer: A url for sample projects, including 1&2 is provided in the RFP cost proposal section. Please use this as an example of a typical ration of text to images.

Q32: On same cost from, does each row of the "Cost" column require an amount. to be field? ie does row 1 Program Catalog cost column require an amount for the total cumulative professional services fee (soup 2 nuts)?
Answer: The cost field should be completed for each sample project. For example, a cost should be included for sample project 1/Leisure Ledger program guide that includes all associated layout/design/edits/final file delivery for one issue of the 84 page program catalog. You should use the example as a guide for image/text/layout requirements.

Q33: For item 4, how should that cost relate to the Service column (layout design, editing, file prep)—are those to be general hourly rates that do not relate to Sample rows 1-4 above?
Answer: The service column requests the general hourly rate for layout/design, editing, preparing files for press and is not related to the project costs above.

Q34: Is the "other" row to be a lump sum cost or an hourly rate, that is vendor fills another service type then populates an hourly rate for that service?
Answer: The "other" column allows vendors to list any other services/hourly rates they would like to include. These are not associated with the sample project cost proposals.

Q35: Will the agency be using only provided assets, or will there be the need design new assets?
Answer: You must create the initial layout for each project and/or template based on the examples provided and branding guidelines. You would be provided with branding assets (logo, brand elements, font)

Q36: Under Scope of Services, it notes that text will be provided and will require "extensive text editing." Does this mean making revisions to the provided text after we have placed it into layout?
Answer: Yes, initial text will be provided, but there will be extensive text editing to the initial layout.

Q37: Under Scope of Services, how often will the Leisure Ledger, Summer Camp catalog and Annual Report need new design layouts vs using the existing layout?
Answer: The extend of layout changes will be determined with each new issue, but in general, the overall format, style, layout is similar but the images/text are updated each issue.

Q38: Under Scope of Services an expectation of a 4-week turnaround is listed. How long will it take for feedback once a draft is submitted for review?
Answer: The timeline will vary per project, but typically feedback on the initial layout will be provided within 5 business days. Feedback on subsequent proofs is usually provided within 24 hours.

Q39: Under Proposal Cost Form, will the Leisure Ledger and Annual Report sample projects require new design layouts, or should this be considered as using the existing layout?
Answer: You must create the initial layout for each project and/or template based on the examples provided and branding guideline, but you would use the sample projects as a guide for your initial layout.

Q40: Under Proposal Cost Form, will the Spanish text be provided for the Fillable Form, or will we need to provide translation services?
Answer: If a project requires a translated version, the translated text will be provided by Raleigh Parks.

Q41: Under Scope of Services, can you please provide detail about the level of updates expected for the Marketing and Community Relations Plan Update?
Answer: Updates would likely include a moderate amount of text and image updates, no major updates to overall structure/design. This will vary each year and scope will be discussed prior to beginning the project.

Q42: Is there an incumbent and if so, can you share who they are and if they are participating in the RFP?
Answer: This is the first RFP for on-call graphic design for Raleigh Parks.

Q43: What are you most looking for in the agency?
Answer: A designer able to meet the requirements outlined in the RFP.

Kellee Beach
Marketing Communications Administrator

<u>Sign below and return this addendum with your proposal.</u>

Proposer Name & Company: _____ **Date:** _____

Signature: _____ **Title:** _____