

# REQUEST FOR QUALIFICATIONS

Firms are invited to submit a Statement of Qualification (SOQ) to provide graphic design services to the Association of Bay Area Governments. Tasks may include:

- A. Editing photoshop images for web or for print.
- B. Design of Report(s)/flyers which may include the following:
  - 1. Housing Action Agenda
  - 2. Comprehensive Economic Development Report
  - 3. Priority Industrial Areas Report
  - 4. Water Summit Registration brochure
  - 5. Mini-gap analysis handout
  - 6. Design elements for Bay Trail re-useable grocery bags
  - 7. Design elements for Bay Trail bandanas
  - 8. Design elements for Bay Trail bike jersey.
- C. Additional projects may be included as needed.

## Time Frame

The term of the contract is estimated to be from June 2016 to December 2016.

## Project Budget and Fees

All services are to be provided on a fixed price per deliverable basis. The maximum amount of this contract is \$15,000.

## Submittal Requirements

To provide an objective, fair review of all Statements of Qualifications, the submittals are to include only the following information:

- 1. Transmittal letter – Covering the highlights and unique features of your firm’s qualifications. Letter should include the firm’s address, email, and telephone number. Length: **One (1) page maximum**
- 2. Relevant Experience – Provide a definitive statement of qualifications allowing the firm to accomplish the requirements as stated in this RFQ. Length: **Two (2) pages maximum**
- 3. Education and Professional Background – Provide a brief summary of educational background, including degrees or degrees in progress for the firm’s team members. Length: **Two (2) paragraphs maximum per team member.**
- 4. List of References – Provide a list of references for your firm’s work, including contact name, address, and telephone number, nature of job, length, and amount. Length: **One (1) page maximum.**
- 5. Proposed Budget and Standard Billing Information – An estimate of the fixed price per deliverable schedule the Contractor proposes to charge ABAG for the services called for in this RFQ and competitive billing rates. **Length: One (1) page maximum.**

## Selection Procedure

Every Statement of Qualifications (SOQ) will be evaluated according to the criteria below. Numerical scores will be tabulated for each submittal.

- 1) Relevant Qualifications and Experience - The submittal will be evaluated based on the level of experience and background in performance of similar projects.

2) Education and Professional Background - Submittal will be evaluated based on academic credentials and professional associations sufficient to demonstrate a high level of relevant expertise.

3) References – References will be evaluated based on demonstrated ability to work with clients in achieving project goals efficiently and within budget.

4) Proposed Budget – Budget and billing rates will be evaluated against other cost proposals.

5) Over all Statement of Qualifications – Submittal will be evaluated based on the adequacy of the material submitted in response to the services required as described in this Statement of Qualifications (SOQ). Statements must respond to all the requirements of the request, and must include all information specifically required in all sections of the request.

Highest ranking candidates may be invited to an interview at ABAG Offices, 375 Beale Street, Suite 700, San Francisco, CA at their own expense.

### **Contract Award**

Contract award shall be made to the responsible submitter on the basis of the evaluation criteria listed above and whose statement is most advantageous to ABAG. Our objective is to obtain the highest qualified contractor to achieve the objectives within a realistic time frame and reasonable cost. Qualifications and experience as a whole are more important than cost.

Award of contract may not be made unless an agreement can be secured for all general and special contract provisions.

This request does not commit ABAG to award a contract. We reserve the right to reject any or all SOQs received in response to this request. Award will not be made where a proposed time for performance is not within a period of time acceptable to ABAG. Submitters are informed that the award of any contract as the result of this solicitation is contingent upon the availability of funds

All SOQs must be submitted via email. Statements must time stamped by the ABAG email server at no later than 12 noon on Wednesday, July 6, 2016. Questions may be directed to Leah Zippert at (415) 820-7995; email [leahz@abag.ca.gov](mailto:leahz@abag.ca.gov).

### **Where to Submit SOQ**

Email should be sent to:

Leah Zippert

Association of Bay Area Governments

[leahz@abag.ca.gov](mailto:leahz@abag.ca.gov)