

Calhoun County Land Bank Authority

Request for Qualifications: Graphic Design & Website Creation Services

RFQ NUMBER: #03-CCLBA-2015

DATE ISSUED: January 21, 2015

DATE DUE: February 17, 2015; 3:00 PM (LOCAL TIME)

RFQ will be opened publicly at this time in the Purchasing Department,
315 W. Green Street, Marshall, MI

Para una versión en Español, por favor llamar a Krista Edwards – 269-781-0859

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REQUEST FOR QUALIFICATIONS: GRAPHIC DESIGN & WEBSITE SERVICES

The Calhoun County Land Bank Authority (CCLBA) is soliciting statements of qualifications and estimated costs from professionals in the field of branding, graphic design for logo, website design, as well as marketing and public relations to develop comprehensive and cohesive materials for print and web applications. The CCLBA seeks to create a brand through a redesign of its logo and the creation of a new, interactive website. Additional services may be required in the future to further branding efforts. Complete information can be found under “Scope of Work” below.

BACKGROUND

The Calhoun County Land Bank Authority (CCLBA) was established in 2007 as a quasi-governmental authority to help manage foreclosed, abandoned, and vacant parcels within Calhoun County. The CCLBA has grown significantly and now manages nearly 700 parcels, applies for and oversees State and Federal grants, and offers programs to get properties back into productive use and on the tax roll. The mission of the CCLBA is to support local neighborhood and business district revitalization by acquiring, holding, and disposing of blighted or abandoned properties within Calhoun County.

The CCLBA is pursuing tools to promote its function and provide interactive transactions with citizens and contractors. We are specifically seeking to create a brand for the CCLBA by redesigning the logo as well as developing a website to create a portal for information sharing and positive communication needs. Additional information about the CCLBA can be found in the 2014 Annual Report and in the Strategic Plan 2014 – 2017 in both documents are available online along with the RFQ document at:

http://www.calhouncountymi.gov/government/administrative_services/bid_opportunities/.

IMPORTANT DATES

RFQ Issue Date: January 21, 2015

Questions Due: February 9, 2015 at 5:00 pm

Answers Available: February 11, 2015 at 5:00 pm

Proposal Due Date: February 17, 2015 at 3:00 pm

Tentative Award Date: February 23, 2015

SCOPE OF WORK/DELIVERABLES

The CCLBA would like to enhance communications through a branding campaign that includes a graphic redesign of the logo and a user-friendly website; the desired work is described below.

1. **Logo Design** – Brand related logo design that meets the needs of the CCLBA and its mission and meets the criteria below:
 - a. **Intended Use:** the logo will be used on the website, letterhead and envelopes, project signage (yard signs), pamphlets, banners, emblems for jackets, decals for car, etc.;



- b. Concept/Theme: the preferred logo would incorporate the themes such as housing, neighborhoods, and business district revitalization;
- c. Size: the design will be scalable for high resolution for use in multiple settings and should therefore incorporate “vector graphics” to accommodate scaling for multiple purposes;
- d. File: design must be submitted in a format that is easy to use such as JPG; and
- e. Color: the design should be in color, preferably green and royal blue, but should also be usable in black and white.

Note: Examples of other Michigan Land Bank logos can be found in Appendix A.

2. **Website Design** – The CCLBA website must allow for easy information sharing, education, and allow for future growth. The site should include many of the normal categories (see below), but should also allow for staff to easily upload or edit content. This is important for procurement items, photos, and new data. In addition, the CCLBA uses a property management system called ePropertyPlus that can be linked to our website so that a user can interactively submit program applications and view available properties. Connecting the new website with ePropertyPlus is required, and can be accomplished through internal controls on the ePropertyPlus system.

Required Content / Sections / Abilities:

- a. General Information: Mission / Location / Contact Info / Contact Us
 - i. The “Contact Us” section should include the ability to easily send a question or concern to CCLBA staff
- b. Staff & Board Information: Staff Names & Contact Information / Board Member Roster
- c. Meeting Information: Dates & Locations / Current & Archive Agendas & Packets / Archive Minutes
- d. Policies & Plans: All Policies & Procedures / Strategic Plan / Other Applicable Documents
- e. Procurement Section: Contractor Area / Open & Archive RFPs or RFQs / Q & A area / Link to County On-line Bid Site
- f. Education & Past Projects: Land Banking 101 / Past Project & Grant Show Case
- g. Current Projects: Current Grant, Partnership or CCLBA Work
- h. Interactive Area for Property Programs & Disposition:
 - i. Ability to list available properties by linking to CCLBA’s eProperty Plus database (access to properties will be limited by CCLBA staff);
 - ii. Ability to print applications and instructions; and
 - iii. Ability to submit applications electronically.
- i. Promote CCLBA Programs: Side Lot Program / Transform this Home / Neighborhood Mow & Maintenance / Adopt-a-Lot
- j. Links to associated organizations
- k. ADA compliant navigation per applicable laws



Required Usability & Support:

The website must allow for CCLBA staff to upload photos, RFPs, and like attachments as well to modify and/or edit all content as often as needed. Please provide details as to the technical aspects of maintaining such a site, including any need for purchase of any specific software /training for personnel, as well as any and all information and projected costs for hosting, server maintenance and background services necessary to maintain internet functionality.

Promotion:

Capability to apply internet marketing skills to boost traffic to the CCLBA website, insure exposure by submitting page information to popular web search engines (e.g. Google, Bing), and ability to manipulate webpage information to fit the needs of each search engine to promote more effective search returns for the CCLBA site. Please also provide plan information and projected costs for Search Engine Optimization.

Note: Examples of other Michigan Land Bank logos are listed below:

- Ingham County Land Bank: www.inghamlandbank.org
- Kalamazoo County Land Bank: www.kalamazoolandbank.org
- Kent County Land Bank: kclba.org
- Detroit City Land Bank www.buildingdetroit.org

SCOPE OF WORK/DELIVERABLES FOR FUTURE SERVICES

As part of the on-going effort to better connect with constituents, partners, and better promote its mission and functions, the CCLBA may seek additional services over time. The CCLBA is requesting projected costs for these optional services. Additional services are identified below:

1. **Press Release Services** – Provide services to create and develop press releases for CCLBA programs, announcements, and initiatives.
2. **Print ad** – Design ads that promote CCLBA programs and initiatives.
3. **Promotional Brochures** – Design brochures that promote CCLBA programs for distribution at public meetings.
4. **Print Key Facts / At A Glance** – Two page (or fold out) template that can be filled with basic information about the CCLBA or specific programs. These could be used as inserts into third party packets such as real estate brokers, building owners, economic development staff, or provided to potential partner organizations.

REQUIRED PROPOSAL CONTENT

1. **Letter of Interest containing the following:**
 - a. Name of lead firm and any subcontractors.
 - b. Point of contact (name, title, email, and phone number) at lead firm.
 - c. Date local office of lead firm was established and address.
2. **Personnel Overview (including subcontractors) including the following:**
 - a. Qualifications and technical competence of lead firm and subconsultants in the type of work required.
 - b. Description of lead firm and subconsultant experience on no more than three similar projects.
 - c. List of key personnel and their qualifications and experience.
3. **Work Plan including the following:**
 - a. Description of the technical approach proposed to accomplish the work.
 - b. Proposed schedule and work plan to accomplish said work.
4. **Budget & Pricing Proposal:**
 - a. Estimated project budget for primary scope of work and deliverables and preliminary estimates for suggested additional scope/deliverables. Please include projected hourly rates and expense schedule for time and materials services, in addition to estimated lump sum costs for specific tasks.
5. **Three References and project overview for similar agencies for which you have done similar work** (see Appendix B):
 - a. Please include examples or links to logos and websites.
6. **Non-Collusion Affidavit** (see Appendix C)

OTHER ASPECTS TO CONSIDER

A. RFQ Overview

It is understood that the selected Respondent acting as an individual, partnership, corporation or other legal entity, shall be capable of providing the specified services. The Respondent shall be financially solvent and its employees and or subcontractors shall be competent to perform the services required under this Request for Qualifications.

Nothing in this RFQ shall be construed to create any legal obligation on the part of the CCLBA or any respondents. The CCLBA reserves the rights, in its sole discretion, to amend, suspend, terminate, or reissue this RFQ in whole or in part, at any stage. In no event shall the CCLBA be liable to respondents for any cost or damages incurred in connection with the RFQ process, including but not limited to, any and all costs of preparing a response to this RFQ or any other costs incurred in reliance on this RFQ. No respondent shall be entitled to repayment from the CCLBA for any costs, expenses or fees related to this RFQ or responding to it. All supporting documentation submitted in response to this bid will become the property of the CCLBA. Respondents may also withdraw their interest in the RFQ, in writing,

at any point in time as more information becomes known. Submissions are to be firm and cannot be withdrawn for a period of thirty (30) calendar days after opening.

The CCLBA has adopted [Purchasing Policies and Procedures for the Procurement Process](#) available online or through the Calhoun County Purchasing Department at 315 W Green Street, Marshall, MI 49068, or via phone at 269-781-0981.

B. Terms of Contract

Any contract awarded pursuant to this RFQ solicitation shall be effective until awarded project is completed, with an on-going maintenance contract as needed. All contracts made by the successful applicant with subcontractors shall be covered by the terms and conditions of the contract which will incorporate this RFQ and any response by applicants. Applicants must submit a work plan/schedule demonstrating how they will meet the deadline to complete the work. The successful applicant shall contractually require their subcontractors to comply with these terms and conditions.

C. Economic Sanctions

The undersigned, acting either individually or as a duly authorized representative of the entity submitting the enclosed RFQ/proposal hereby verifies that he/she/it is not an Iran linked business which is defined as follows in the Iran Economic Sanctions Act, Public Act 517 of 2012, MCL 129.311, et.seq.: (i) A person engaging in investment activities in the energy sector of Iran, including a person that provides oil or liquefied natural gas tankers or products used to construct or maintain pipelines used to transport oil or liquefied natural gas for the energy sector of Iran and/or (ii) A financial institution that extends credit to another person , if that person will use the credit to engage in investment activities in the energy sector of Iran.

RFQ SUBMITTAL GUIDELINES

SELECTION PROCESS

The Selection Committee comprised of the CCLBA staff and the Calhoun County Purchasing Department will review qualifications in accordance with the objectives and policies. Submissions that are submitted timely and comply with the mandatory requirements of the RFQ will be evaluated in accordance with the terms of the RFQ. Any contract resulting from this RFQ will not necessarily be awarded to the vendor with the lowest overall price. Instead, contract shall be awarded to vendor whose proposal received the most points in accordance with criteria set forth in the RFQ. In addition, proof of general liability, workers' compensation and automobile insurance must be submitted by the successful bidder prior to the finalization of the contract.

The CCLBA reserves the right to select the contractor that best meets its goals and objectives, quality levels, as well as its educational and service level expectations. The CCLBA reserves the right, in their sole discretion, to reject any/or all proposals, to waive any irregularities and technical defects contained therein,



to award the contract in its entirety, in part, or not at all and/or to determine which proposal is the lowest and/or best to enter into a Contract, as deemed to be in the best interest of the CCLBA.

QUESTIONS

Written questions must be submitted via email to kedwards@calhouncountymi.gov by **5:00pm Monday, February 9, 2015**. Written answers will be provided to all potential applicants via email and posted on the Calhoun County website (www.calhouncountymi.org) by **5:00pm Wednesday, February 11, 2015**.

SUBMITTAL DUE DATE

Responses to this RFQ are due by 3:00pm (local time) on Tuesday, February 17, 2015. The prevailing clock shall be www.time.gov.

Each Respondent is responsible for labeling the exterior of the sealed envelope containing the proposal response with the proposal number, proposal name, proposal due date and time, and your firm's name. Hard copies must be delivered to:

Calhoun County
Purchasing Department
ATTN: Leslie R. Obrig
315 W. Green St.
Marshall MI 49068

LATE PROPOSALS WILL NOT BE CONSIDERED



CERTIFICATION FORM NOTE

THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE SUBMITTAL CERTIFICATION

The undersigned hereby certifies, on behalf of the Respondent named in this Certification (the "Respondent"), that the information provided in this RFQ submittal to the CCLBA is accurate and complete, and I am duly authorized to submit same. I hereby certify that the Respondent has reviewed this RFQ in its entirety and accepts its terms and conditions.

(Name of Respondent)

(Signature of Authorized Representative)

(Typed Name of Authorized Representative)

(Title)



RFQ SUBMITTAL REQUIREMENTS CHECKLIST

Please provide Checklist with response to RFQ

- RFQ Submittal Requirements Checklist
- Certification
- Letter of Interest
- Personnel Overview for Lead Firm and any Subcontractors
- Work Plan
- Budget & Pricing Proposal
- Three References and accompanying project information (Please see and complete Appendix B)
- Non-collusion Affidavit (Please see and complete Appendix C)



APPENDIX A

Examples of logos from other Michigan Land Banks:



APPENDIX B

List of Three (3) References and Description of Services Provided

Reference 1

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____

Reference 2

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____

Reference 3

Company/Municipality: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Type of Project(s): _____



APPENDIX C

NON-COLLUSION AFFIDAVIT

The bidder, by its officers and authorized agents or representatives present at the time of filing this bid, being duly sworn on their oaths, say that neither they nor any of them have in any way, directly or indirectly, entered into any arrangement or agreement with any other bidder or with any public officer of such Calhoun County Land Bank Authority, whereby such affidavit or affiant or either of them has paid or is to pay to such other bidder or public officer any sum of money, or has given or is to give to such other bidder or public officer anything of value whatsoever, or such affidavit or affiant or either of them has not directly or indirectly entered into any arrangement or agreement with any other bidder or bidders, which tends to or does lessen or destroy free competition in the letting of the contract sought for by the attached bid, that no inducement of any form or character other than that which appears on the face of the bid will be suggested, offered, paid or delivered to any person whomsoever to influence the acceptance of the bid or awarding of the contract, nor has this bidder any agreement or understanding of any kind whatsoever, with any person whomsoever to pay, deliver to, or share with any other person in any way or manner, any of the proceeds of the contract sought by this bid.

COMPANY: _____

BY: _____
(signature)

NAME: _____
(type or print)

TITLE: _____

DATE: _____

The above statements are true to the best of my knowledge, information and belief as of the date set forth herein. *Notary certification below:*

