City of Tacoma

City Manager's Office / Media and Communications Office

Graphics and Multimedia Services Contracts

RFP Specification No. CM23-0041F

QUESTIONS and ANSWERS

All interested parties had the opportunity to submit questions in writing by email to Tad Carlson by 3:00 pm on April 17, 2023. The answers to the received questions are provided below and posted to the City's website at www.TacomaPurchasing.org: Navigate to *Current Contracting Opportunities / Services*, and then click *Questions and Answers* for this Specification. This information IS NOT considered an addendum. Respondents should consider this information when submitting their proposals.

Question 1: **What kind of graphic design projects are you looking to have performed?**

Answer 1: *The City of Tacoma has one full-time graphic designer on staff, as such demand often out paces capacity. We are looking for graphic designers who can provide all format and styles of print and digital graphic design deliverables including but not limited to posters, rack cards, flyers, social media graphics and publications. We are looking to supplement the work city staff already performs when timelines require outside resources.*

Question 2: **Under 9.2 it states 10 points for scoring - but has 50 points total. Can you elaborate other scoring that will be used?**

Answer 2: *Five pieces will be scored with 10 points possible on each.*

Question 3: **Is there an alternate way to access the proposal response form?**

Answer 3: *There is not. It should be available for download at the Services Solicitations page by clicking on the Proposal Response Form under this specification.*

Question 4: **Do you accept agencies from outside the US?**

Answer 4: *The city's Terms and Conditions are linked in the specification and address the issue. In general the answer is yes but there is legal review required before execution of a contract with a firm based outside of the U.S.*

Question 5: **Can respondents update their portfolios after the RFP closes?**

Answer 5: *It will not affect scoring or award of a contract but yes, the city receives samples of work constantly and will log them for consideration when assigning projects.*

Question 6: **What is the anticipated term of the resulting contracts?**

Answer 6: *Three years with as many as three one-year options to renew.*

Question 7: **Would there be an option to add contracts in the future or are these locked in for three years?**

    Answer 7:   *A new solicitation would be required to award contracts that don't result from this RFP.*

Question 8: **How many consultants/businesses will be hired?**

    Answer 8:   *It is not the city's intention to limit the number of contracts. We intend to execute contracts with all respondents that meet the criteria laid out in the specifications.*

Question 9: **I realized when reviewing the RFP CM23-0041F that under 9.4 Sustainability: The link for Respondents Guide will not allow me to access.**
It says I am not listed in the directory. Is there a way I can get a copy of this guide?

    Answer 9:   *Please see the Sustainability Respondent Guide here.*

Question 10: **Are you required to carry the $1M/$2M Abuse & Molestation Coverage?**

    Answer 10:   *No. The scope of this contract is to be limited to exclude work with vulnerable populations.*

Question 11: **Please also ask if you are required to carry a Per Project Aggregate Endorsement (typically for contractors) or Ongoing Operations coverage?**

    Answer 11:   *Ongoing operations cover is fine.*

Question 12: **Do you accept agencies outside of the United States?**

    Answer 12:   *Please see the Standard Terms and Conditions linked in the specifications. We can contract with foreign companies but there are conditions.*

Question 13: **Under timeframe, are you looking for the standard turnaround timeframe or the standard number of hours it will take to complete the line item?**

    We are asking for the standard turnaround timeframe per type of deliverable.

Question 14: **Can you please have the team explain what they are looking for with 3D graphic design? The example deliverable list for that line item does not clear it up for us.**

    Answer 14:   *We are looking for a graphic designer who has experience and solid understanding of 3D objects in standard formats (.obj, .fbx, .blend), and have the ability to create static and animated promotions, 3D scenes, or promotional videos.*

Question 15: **Can you please provide more detail for what you'd be looking for with the service "color theory"? The example deliverable list for that line item does not clear it up for us.**

Answer 15:	*We are looking for the designer to have experience with developing specific color palettes, state why they chose certain colors, and understand the color wheel, color harmony, and the context of how colors are used.*

Question 16: **Can you please provide more detail for what you'd be looking for with the service "compositions"? The example deliverable list for that line item does not clear it up for us.**

Answer 16: *We are looking for a designer who understands composition as it relates to certain elements—such as color, texture, and positive or negative space. The designer must also understand the importance of clear visual hierarchy and be intentional with drawing attention to the central or various parts of the design.*

Question 17: **Can portfolio be digital (such as provide a URL to a website?) or does it need to be in a PDF format?**

Answer 17: *We will accept digital formats.*

Question 18: **Can you please elaborate on what Collateral Content Deliverables means under pagination and how this differs from the graphic design category above?**

Answer 18: *Pagination would include the insertion of text only into pre-developed templates and would require no further graphic design work.*