



## Request for Quotes 2022-02: Graphic Design Services SCOPE OF WORK

MetroPlan Orlando is seeking a qualified firm or independent consultant to provide graphic design services on an as-needed basis. This will be a three-year contract with options for two one-year extensions at MetroPlan Orlando's discretion. Respondents are asked to provide a summary of qualifications, samples of work, and hourly rates for graphic design services.

### About Our Organization

MetroPlan Orlando leads transportation planning efforts in Orange, Osceola, and Seminole Counties. We work with elected officials, industry experts, and citizens to set transportation priorities and shape a future system that offers travel options. As a metropolitan planning organization, we also determine how federal and state transportation dollars are spent in the region.

We have a comprehensive community outreach program aimed at creating continuous opportunities for the public to learn about and provide input to the transportation planning process. Because transportation touches everyone in Central Florida, we have a wide variety of target audiences for our communication materials. These audiences include: MetroPlan Orlando board and committee members, elected officials, local governments, members of the public, transportation planners, and partner organizations in the transportation industry.

### Graphic Design Goals

The transportation planning process is very complex. Presenting complicated information in a visually compelling, easy-to-understand manner is vital to our organization's mission. The graphic design firm we seek will be able to create purposeful, clean designs that enhance our messaging while displaying a wide range of information – all without being overwhelming or boring.

While we are a government organization, we make a concerted effort to give our communication tools a decidedly non-government tone and feel. We want our materials to be engaging, educational, and relatable.

### How We'll Work Together

Graphic design work will be done on a per project basis. Potential work could include the creative concept, design, layout and production of:

- Printed and digital publications such as annual reports and brochures
- Graphics for use on social media or website
- Covers for technical reports
- Infographics / Fact Sheets
- PowerPoint visuals

Before beginning each project, MetroPlan Orlando will request a quote and work with the graphic design consultant to come to a consensus on budget and schedule. The graphic design firm may bring on sub-consultants as needed for various needs such as photography, illustration, etc. All content for communication materials will be provided by MetroPlan Orlando. All work will be property of MetroPlan Orlando and raw graphic design files must be submitted at a project's completion.

## Preferred Qualifications

In your quote package, please address how your firm meets these preferred qualifications:

- *A broad range of graphic design experience.* At least 10 years of experience in various types of graphic design, both print and online. Please make sure your samples of work reflect this variety.
- *A wide spectrum of past client work.* We're looking for a mix of private and public clients in a range of industries.
- *Ability to meet tight deadlines.* Sometimes our projects need to be turned around in a short period of time. We need a consultant who can be flexible to meet those needs.
- *A proven, collaborative creative process.* We're looking for a successful track record of happy clients and vendors (such as printers, photographers, illustrators). You must have the ability to incorporate feedback to develop an outstanding final product.

## Costs & Fees

List hourly or rate charges for these graphic design services, as well as any additional fees that may apply:

- Creative and concept planning
- Art direction
- Graphic design development and layout
- Production supervision
- Account supervision

## Selection Criteria

Quote packages will be evaluated on four criteria, with a maximum of 100 possible points:

1. Creativity and innovation demonstrated in portfolio of work (35)
2. Vendor qualifications and experience (30)
3. Responsiveness to scope of services (25)
4. Proposed costs and fees (10)

## How to Submit a Quote Package

Quote packages and samples of work should be submitted digitally to [RFP@metroplanorlando.org](mailto:RFP@metroplanorlando.org) with subject line: **RFP 2022-02: Graphic Design. Submissions must be received by 12:00 p.m., Thursday, November 4, 2021.**

Your succinct quote package should include:

- **Letter of Interest** – Tell us why you're a good fit for MetroPlan Orlando's graphic design work
- **Qualifications** – Include bios or resumes of personnel we'll be working with
- **Samples of Work** – Show us a variety of work you've produced (links to work samples are encouraged, or you can include the samples in the quote package)
- **Costs & Fees** – List hourly rates (see *Costs & Fees* section above)

## Questions?

Questions about this RFQ must be submitted in writing no later than 12:00 P.M., Wednesday, October 27, 2021. Send questions to: [RFP@metroplanorlando.org](mailto:RFP@metroplanorlando.org). All questions and responses will be posted on the MetroPlan Orlando website's *Doing Business With Us* section within two business days of receipt.