First Coast Workforce Development, Inc.  
dba CareerSource Northeast Florida  
1845 Town Center Blvd., Suite 250, Fleming Island, FL 32003  
(904) 213-3800  
RFP@careersourcenefl.com

Request for Quote (RFQ) –  
Solicitation Number 2021-2022 #5

GRAPHIC DESIGN & WEB SERVICES

Issue Date: May 16, 2022

For the period from  
July 1, 2022 – June 30, 2023

This solicitation allows for the execution of a contract for the specified term with an option of renewal for up to four additional years contingent upon performance and funding availability.

PROPOSERS MUST REVIEW COMPLETE INSTRUCTIONS FOR THE PREPARATION AND SUBMISSION OF PROPOSALS AT:  

<table>
<thead>
<tr>
<th>Solicitation Timeline</th>
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<tbody>
<tr>
<td>5/16/2022 RFQ publicly noticed on our website.</td>
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<tr>
<td>5/20/2022 Clarifying and technical questions due by 5:00 PM EST.</td>
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<tr>
<td>5/26/2022 Responses to questions posted on our website by 5:00 PM EST.</td>
</tr>
<tr>
<td>6/3/2022 Proposals due by 5:00 PM EST. Late responses will not be considered.</td>
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Any changes to this timeline will be posted on our website at the address above.
REQUEST FOR QUOTE (RFQ) FOR GRAPHIC DESIGN & WEB SERVICES

First Coast Workforce Development, Inc. (FCWD), dba CareerSource Northeast Florida, is soliciting proposals for a Provider of Graphic Design, Coding, and Web Maintenance Services to be funded through federal allocations received by the State of Florida and as authorized through federal and state legislation. The successful responder will provide services as identified in this RFQ.

Services to be performed under this solicitation will be for the period from July 1, 2022 through June 30, 2023. This contract may be extended, in one-year increments from July 1 through June 30, for four (4) additional years if performance so warrants. Renewal will be at the option of FCWD based on effectiveness of services and funding availability.

FCWD is a not-for-profit corporation organized under the laws of the state of Florida and has been determined exempt by the Internal Revenue Service under the provisions of IRS Code, Section 501(c)(3). We have been certified by the Governor as a Regional Workforce Development Board for the purposes of implementing programs authorized by Temporary Assistance for Needy Families (also known as TANF or Welfare Transition), Wagner-Peyser, the Workforce Innovation and Opportunity Act (WIOA), Public Law No: 113-128, signed into law on July 22, 2014, and related enabling legislation, and the State of Florida Workforce Investment Act. Our principal function is the provision of, oversight of, and policy guidance to the workforce development system in the six counties of Baker, Clay, Duval, Nassau, Putnam, and St. Johns.

FCWD in most cases operates and administers these programs directly, however in some cases, acts as a “pass-through” organization, awarding federal funds to sub-recipients. It is our responsibility to ensure that our organization, as well as sub-recipients, adhere to government wide and program specific requirements set forth in grant agreements using effective monitoring resources.

**Purpose of This Solicitation**

The purpose of this solicitation is to find graphic design, web coding, web maintenance, and video editing services to support the corporate communications, outreach, and online presence of FCWD.

**Intent of This Solicitation**

The intent of this solicitation is to contract with a qualified firm who will work closely with our marketing and communications team to develop, edit, and oversee production of materials that support our outreach mission.
**Scope of This Solicitation**

The qualified design firm will provide professional graphic design and web maintenance services on demand from their own office, using their own equipment. In-house printing projects may utilize FCWD printers, paper, or other equipment after design and maintenance is completed. FCWD will procure printing services for large projects, unless otherwise negotiated. All designs will be designed in or compatible with Adobe Creative Suite and will be delivered “press-ready” and meet professional printing standards.

Hours projected to accomplish the services outlined will total approximately 40 hours per month for design services and 12 hours per month for web maintenance services. All design work will become the property of FCWD, including graphics, design elements, text, photographs, videos, and other data provided; copyright will automatically be assigned to FCWD, except for any proprietary coding which is the property of the designer. The Proposer agrees to maintain all data, information, designs, and work products as confidential and the sole property of FCWD and ensure that licensing and copyright issues are properly identified and transferred.

**Proposed design services include:**

- Edits and revisions to outreach materials and print and online advertisements.
- Layout and editing services for letterhead, business cards, signage, and other business tools.
- Assistance with graphics for web-based applications and other materials.
- Coding services directly related to digital projects.
- Development of custom flyers for events.
- Development of new graphic elements for advertisements, web pages, social networking sites, apps, signage, and other materials.
- Development of the annual report.
- Assistance with procurement of printing and other graphic design projects as needed (advice, support, and analysis of materials, costs, and quality.)
- Working with other design contractors on projects, as needed, ensuring designs are compatible in style and function.
- Video production including editing, providing product in final format.

**Proposed web maintenance services include:**

- Website maintenance including preventative WordPress updates for careersourenefl.com, gocareersource.com, flgatalent.com, and flgajobs.com
- Development
- Quality assurance
- Design
- Project management
- Strategy+ marketing

**The successful Proposer will likely have:**

- Advanced skills with Photoshop, Illustrator, Dreamweaver, HTML, CSS.
- Coding skills for digital products and web-based services.
- Experience in logo and graphic design, layout, and web design. The designer will test designs in current versions of all major browsers including those made by Apple, Microsoft, and Mozilla.
- Access to quality stock photography for licensed use (quoted on a per project basis.)
- Experience in video and editing production.
- Proven record of success with corporate design and communications.

**Proposal Response**

Those interested in providing services must include all the following in a written response. Your proposal should demonstrate the qualifications, competence, and capacity of your firm/ staff.

A. **Company/Organization Information Sheet** (Completed on our website at: [https://careersourcenortheastflorida.com/.rfp-submissions/](https://careersourcenortheastflorida.com/rfp-submissions/))

B. **Your qualifications and experience providing graphic design, web coding, web maintenance, and video editing services including descriptions of your:**
   1. Background/ experience with the services outlined above.
   2. Specific graphic design capabilities in relation to print layout, graphic design, and design for web applications.
   3. Engagements with organizations of a similar size/ scale.
   4. Approach to customer service.
   5. Work samples, or links to online portfolios, including:
      a. corporate brochures or marketing materials
      b. graphic element or logo design
      c. print advertising
      d. web page design
      e. social network or app design elements
      f. video editing and production
   6. Plan for secure storage and delivery of projects to FCWD and other vendors.
   7. Plan for website maintenance and support.
C. Information on staff to be assigned:
1. List of key staff by name including a description of their background, experience, and any specialized expertise.
2. The availability of staff in a local office with requisite qualifications and experience.

D. Additional information:
1. List any subcontractors that will be used, the work to be performed by them, and the percentage of time projects may be outsourced.
2. Describe your management structure or team organization, and your approach to project management and communication with us.

E. Other Services
Please indicate if there are other services available that you wish to propose and if these are a requirement to provide the requested services or optional.

F. Pricing
Provide your proposed pricing including any taxes, fees, or expenses. Include a detailed budget narrative as well as any services not listed above that you propose providing. Include information indicating how the budget was determined (i.e., estimated number of hours by staff level, hourly rates, total cost by staff level, etc.) Include your hourly rates for:
- Graphic design,
- Copy editing/ proofreading/ quality checking final products,
- Coding/ programming relating to digital products,
- Procuring/ obtaining quotes from printers, pricing materials, etc.,
- Video production and editing,
- Website maintenance including preventative WordPress updates for careersourenfl.com, gocareersource.com, flgatalent.com, and flgajobs.com,
- Attending staff and strategy meetings, and
- If you offer a general blended hourly rate for projects with a mix of services.

Proposals should include projected increases by contract year. Please include charts of your design showing projected costs for each year of a five-year period.

G. References
Provide a list of three (3) or more current or previous clients we may contact. Clients listed should be of similar scale to our organization and served by the same staff who would be assigned for this engagement. Please include specific contact names, email addresses, and telephone numbers.
H. Other Information
Please include any additional information not already requested that you consider essential to your response. If there is no additional information, please state “There is no additional information we wish to present.” for this section.

I. Conflict of Interest
If a Proposer has any potential conflict of interest, disclosure must be included in this proposal. Proposers should review complete instructions for the preparation and submission of proposals, including notification of potential conflict of interest, at: https://careersourcenortheastflorida.com/requests-for-proposals/. If none, please state “There is no existing nor potential conflict of interest.” for this section.

Proposal Evaluation
A team will evaluate each proposal utilizing the Proposal Evaluation Form below. Upon conclusion of the rating process, FCWD may begin negotiations with one or more successful bidders. It is the bidder’s responsibility to present accurate, concise, adequate, and qualitative documentation in each area to be rated, so that the raters can make effective appraisals.

The proposal represents only one factor in the selection process of service providers and may not be the sole basis for selection of a proposal for funding. Other factors, such as the capability of administering and operating these services within the constraints and limitations specified may also be considered in the selection process.
## First Coast Workforce Development, Inc.
### Proposal Rating Form

**Proposer:** 

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<tr>
<th>Did the Proposer:</th>
<th>Yes</th>
<th>No</th>
</tr>
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<tbody>
<tr>
<td>Include all required elements?</td>
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<td>Provide references?</td>
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<tr>
<td>Complete the online Company/Organization Information Sheet?</td>
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<td>Acknowledge the required online documents?</td>
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*If any of the above is answered no, write non-responsive in the adjoining block and proceed no further.*

### Evaluation of Vendor Qualifications and Services Proposed:

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<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Design experience/ samples provided</td>
<td>0-30</td>
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<tr>
<td>Organization and size of firm</td>
<td>0-5</td>
</tr>
<tr>
<td>Qualifications of staff</td>
<td>0-30</td>
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<tr>
<td>Understanding of work to be performed</td>
<td>0-10</td>
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### Fiscal Evaluation:

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<th>Points</th>
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<tbody>
<tr>
<td>Proposed pricing</td>
<td>0-25</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>0-100</td>
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</tbody>
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**Reviewer’s Printed Name:** 

**Reviewer’s Signature:** 

**Date:**