

REQUEST FOR PROPOSAL (RFP)

For

**GRAPHIC DESIGN CONSULTANT FOR AMERICORPS
ADVANTAGE RESOURCE GUIDE**

**RFA# CV16-134
Event ID# 0000005038**

April 6, 2017

State of California



1400 10th Street, 2nd Floor
Sacramento, CA 95814

Written Proposals Due at the
CaliforniaVolunteers Office
No Later Than:

April 14 at 5pm

FAXES and EMAIL WILL NOT BE ACCEPTED IN LIEU OF PROPOSALS

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Attachments to RFP

Exhibit 1 – Standard 204 Payee Data Record Form

Exhibit 2 – Standard 213 Agreement

BACKGROUND

CaliforniaVolunteers is the state office responsible for promoting and supporting service and volunteering. Detailed information regarding CaliforniaVolunteers' mission and programming is available at www.CaliforniaVolunteers.org.

CaliforniaVolunteers has received federal funding from the Corporation for National and Community Service for Training and Technical Assistance (TTA Investment Grant). The aim of this RFA is to secure a contractor to create a comprehensive resource guide for the AmeriCorps Advantage.

PURPOSE OF THIS REQUEST FOR PROPOSAL

CaliforniaVolunteers is currently in production of The AmeriCorps Advantage, a career development resource guide for AmeriCorps members that will provide them with the skills and knowledge needed to best position themselves for their life after service. AmeriCorps is a national service program that provides opportunities for Americans each year to address state and community challenges through service and volunteer action.

The AmeriCorps program provides opportunities for Americans to make an ongoing intensive commitment to service, and be part of the effort to address community needs in education, public safety, health and the environment. CaliforniaVolunteers is committed to supporting their subgrantees with excellent resources to ensure that their members finish their year of service as highly competent, capable individuals and that employers recognize the value of hiring dedicated, committed, skilled AmeriCorps alumni.

The AmeriCorps Advantage resource guide will include exploration into the member's passions and skills, and understanding of how service fits into their overall career and life goals. The guide will also convene best-in-class job search skills including resume development, interview skills and etiquette along with supportive skills such as researching opportunities, letters of recommendation, and online branding. The guide will allow members to explore all of their options after service: employment, undergraduate or graduate school, another year of service or different kind of service, and how best to use the Segal Education Award. The guide will also cover important aspects of being a conscientious employee and adult, including office etiquette, financial literacy, conflict resolution and other important topics. The guide is expected to be approximately 100 pages.

The required deliverable for this RFA is the graphic design of the AmeriCorps Advantage resource guide. The guide will include narrative content, interactive and self-paced activities, case studies, stories of success, helpful resources and descriptive graphics. The ideal applicant will have extensive knowledge of graphic design and can ensure the guide has a consistent look and feel, appropriate branding and the ability to

create engaging graphic elements that augment the narrative content. The ideal applicant will be flexible and work well in collaborative environments. To keep printing costs low, we are limiting design elements to primarily 3 colors.

It is critical that CaliforniaVolunteers own the content wholly, and have all rights and distribution of the intellectual property.

This RFA is being conducted under the policies & procedures developed by the Department of General Services as provided under Public Contract Code Section 12102 et seq. This RFA contains the instructions governing the requirements for a firm quotation to be submitted by interested bidders. The format that bid information is to be submitted and the material to be included therein follows. This RFA also addresses the requirements that bidders must meet to be eligible for consideration, as well as addressing bidders' responsibilities before and after installation.

SCOPE OF WORK

April 21, 2017 through June 30, 2017

1) Design

Engage with CV and the Content Consultant to plan design of the guide to encompass interactive activities, assessments, useful graphics and overall layout of the project.

2) Format

The final product should be formatted for reproduction in printed form or for electronic delivery. It should have an engaging layout and be easy to read and in a format that is pleasing to the AmeriCorps audience.

3) Pilot Testing

Participate in pilot testing of the resource guide, including participating in focus groups, collecting comments and making revisions.

4) Communication

Engage with CV at least one time per month during the project period (April 21, 2017-June 30, 2017) to provide progress updates and gather input and feedback on the direction of guide development.

5) Intellectual Property

CaliforniaVolunteers owns the content wholly, and have all rights and distribution of the intellectual property.

Project Timeline and Details

GRAPHIC DESIGN	DUE DATE
Review of guide with CV and Content Consultant to determine overall look and feel and suggested design components	April 2017
Draft prepared and reviewed	May 2017
Pilot testing conducted and comments collected	May 2017
Revisions completed	June 2017

CALIFORNIAVOLUNTEERS ROLES AND RESPONSIBILITIES

- Provide administrative oversight
- Process invoices
- Participate as a strategic partner in project development
- Approve revisions and completed guide
- Coordinate summary reporting to federal funder

KEY ACTION DATES

Listed below are the important actions and dates and times by which the actions must be taken or completed. If the State finds it necessary to change any of these dates, it will be accomplished via an addendum to this RFP.

<u>Event</u>	<u>Date</u>
RFA available to prospective Vendors	4/7/2017
Final Date for Proposal Submission	4/14/2017 at 5pm
Notice of Intent to Award	4/19/2017
Proposed Award Date	4/20/2017
Expected Project Start Date	4/21/2017

Expected start date is contingent upon CaliforniaVolunteers and Vendor agreement of final contract terms, and upon contract approval from the California Department of General Services (DGS).

COMPLETING AND SUBMITTING THE APPLICATION

To simplify our review process, we ask that you comply with the format and content requirements detailed in this section. Resumes, samples of work, and letters of support are the only exceptions to this requirement. Proposals which are clear and succinct, and do not substitute length for substance, will be most favorably received.

Please submit three (3) copies of your proposal. Correlate major sections of your proposal with the proposal narrative instructions below:

PROPOSAL NARRATIVE INSTRUCTIONS [up to 3 double-spaced pages-12pt font]

I. Project Design / Approach (45%):

Provide the CaliforniaVolunteers application review panel with a project plan that demonstrates a well thought out strategy (what will be done and how) to develop and implement the design of the AmeriCorps Advantage resource guide as described.

II. Qualifications (30%)

Clearly describe staff qualifications and expertise. The minimum qualifications for vendors are:

- 1) The Vendor must be well-versed in graphic design and should plan to provide samples of their work as part of their proposal.
- 2) The Vendor must have sufficient qualifications to undertake this project, including formal education in graphic design and sufficient experience to undertake this project.
- 3) The Vendor will have experience working in electronic and print formats, and be able to utilize a variety of software and graphics applications.
- 4) The Vendor should have the ability and commitment to work collaboratively with CV staff and the Content Consultant.

III. Communication style (5%)

Please provide 2 – 3 samples of past work that give evidence of quality and demonstrate an ability to use design elements to enhance concepts and enable better understanding through visual elements. Links to portfolios are acceptable.

IV. Project management (10%)

Describe your staff's ability to effectively lead and manage the project.

V. Cost (10%)

Confirm your ability to deliver the Scope of Work at the level of funds available and agreement to bill for payments by including a complete Project Budget (page 9) as part of your proposal.

SELECTION PROCESS

Written proposals, including budget estimates, are due **4/14/17 by 5pm**. All eligible proposals will be reviewed to determine if they meet the format requirements specified in the RFP. Those that do will be submitted to an agency review panel that will evaluate and score each proposal independently using the criteria specified below.

Project Design / Approach
Proposes a comprehensive and cohesive approach to accomplish the scope of work (i.e., describes a streamlined and efficient approach for how the work will be done)
Proposes appropriate milestones, a reasonable timeline and schedule of deliverables to accomplish the work within the period of performance stated
Describes potential challenges to carrying out the proposed work plan and provides strategies to address those issues
Demonstrates experience working with AmeriCorps programs and in relevant focus areas
Qualifications
Demonstrates appropriate academic preparation and professional qualifications for the project
The ideal organization or individual’s qualifications will match those stated above
Has no conflict of interest with the Commission or its AmeriCorps programs
Communication style
Demonstrates an ability to clearly and concisely communicate concepts to the AmeriCorps member audience as well as program directors and supervisors
Samples of prior reports or products are clear, organized, and readable
Project management
Demonstrates an ability to effectively lead and manage the project
Demonstrates willingness to engage program staff on a regular basis to provide progress updates and give input and feedback on the direction of their work
Demonstrates an ability to adhere to a project schedule and conduct work in a timely fashion
Cost
Staffing, materials and supplies, equipment, and travel costs are adequate and reasonable
Amount and distribution of staff hours are adequate and reasonable

The scores for each criterion, based on the above rubric are added to get a final proposal score. The proposal receiving the highest score will be awarded the contract. State Certified Small Businesses will get an additional 5 preference points. Each bidder will be notified thereafter. Notice of the contract award will be given to each contractor and will be posted for a period of 5 days at www.CaliforniaVolunteers.org.

If a contractor feels that the competition or award did not follow State law, a protest may be filed in writing with CaliforniaVolunteers within 24-hour period (excluding Saturday, Sunday, and legal holidays) following the Notice to Award posting on **4/19/17** at the address stated previously. Within 5 days after filing the protest, the protesting contractor shall file with CaliforniaVolunteers a full and complete written statement specifying the grounds for the protest. The bidder/protester must provide relevant facts and evidence to support their claim that includes citing pertinent laws, rules, regulations or procedures on which the protest is based. CV will stop any further action of the proposed contract award until resolution of the protest proposed award has occurred.

PROJECT BUDGET

A. Personnel	Grant	Pro-Bono
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Personnel	\$	\$
B. Supplies		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Supplies	\$	\$
C. Travel		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Travel	\$	\$
D. Other Support Costs		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Other Support Costs	\$	\$
TOTAL BUDGET	\$	\$



**CONSULTANT FOR GRAPHIC DESIGN OF AMERICORPS ADVANTAGE
CONTRACT**

Applicant Name: _____

Applicant's Street Address: _____

City: _____ Zip Code: _____

Contact Person: _____ Telephone: _____

Project Summary/Primary Services:

- Are you requesting the Small Business Preference? Yes No

Signature of individual authorized to enter into contracts:

All statements are correct to the best of my knowledge and I understand that any material misstatements may cause this proposal to be rejected.

Signature: _____ Date: _____

Title: _____

DEPARTMENT CONTACT

The project Representatives during the term of this agreement will be:

State Agency: CaliforniaVolunteers	Contractor:
Name: Kari MacDonald	Name:
Phone: (916) 319-9126	Phone:
Email: kari.macdonald@cv.ca.gov	Email:

Direct all inquiries to:

State Agency: CaliforniaVolunteers	Contractor:
Section/Unit: Finance and Admin	Section/Unit:
Attention: Kari MacDonald	Attention:
Address: 1400 10th Street, 2 ND Floor, Sacramento, CA 95814	Address:
Phone: (916) 319-9126	Phone:
Fax: (916) 445-8317	Fax:

STATE OF CALIFORNIA
STANDARD AGREEMENT
STD 213 (Rev 06/03)

SAMPLE

AGREEMENT NUMBER CV16-134
REGISTRATION NUMBER

Agreement is entered into between the State Agency and the Contractor named below:

STATE AGENCY'S NAME OPR / CaliforniaVolunteers
CONTRACTOR'S NAME

2. The term of this Agreement is: _____ through _____

3. The maximum amount of this Agreement is: \$ _____

4. The parties agree to comply with the terms and conditions of the following exhibits which are by this reference made part of the Agreement.

Exhibit A – Scope of Work	2 page(s)
Exhibit B – Budget Detail and Payment Provisions	2 page(s)
Exhibit C* – General Terms and Conditions	GTC 610
http://www.documents.dgs.ca.gov/ols/GTC-610.doc	

Items shown with an Asterisk (), are hereby incorporated by reference and made part of this agreement as if attached hereto.*

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR		California Department of General Services Use Only
CONTRACTOR'S NAME (if other than an individual, state whether a corporation, partnership, etc.)		
BY (Authorized Signature) 	DATE SIGNED(Do not type)	
PRINTED NAME AND TITLE OF PERSON SIGNING		
ADDRESS		
STATE OF CALIFORNIA		<input checked="" type="checkbox"/> Exempt per:
AGENCY NAME CaliforniaVolunteers		
BY (Authorized Signature) 	DATE SIGNED(Do not type)	
PRINTED NAME AND TITLE OF PERSON SIGNING		
ADDRESS 1400 10th Street, Sacramento, CA 95814		

SAMPLE

STATE OF CALIFORNIA-DEPARTMENT OF FINANCE
PAYEE DATA RECORD
(Required when receiving payments from the State of California in lieu of IRS W-9)
STD. 204 (Rev. 6-2009)

INSTRUCTIONS: Complete all information on this form. Sign, date, and return to the State agency (department/office) address shown at the top of this page. Prompt return of this fully completed form will prevent delays when processing payments. Information provided in this form will be used by State agencies to prepare Information Returns (1099). See reverse side for more information and Privacy Statement.

NOTE: Governmental entities, federal, State, and local (including school districts), are not required to submit this form.

2	PAYEE'S LEGAL BUSINESS NAME (Type or Print)	
	SOLE PROPRIETOR – ENTER NAME AS SHOWN ON SSN (Last, First, M.I.)	E-MAIL ADDRESS
	MAILING ADDRESS	BUSINESS ADDRESS
	CITY, STATE, ZIP CODE	CITY, STATE, ZIP CODE
3 PAYEE ENTITY TYPE CHECK ONE BOX ONLY	ENTER FEDERAL EMPLOYER IDENTIFICATION NUMBER (FEIN): <input type="text"/> - <input type="text"/>	
	<input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> ESTATE OR TRUST <input type="checkbox"/> INDIVIDUAL OR SOLE PROPRIETOR ENTER SOCIAL SECURITY NUMBER: <input type="text"/> - <input type="text"/> - <input type="text"/>	CORPORATION: <input type="checkbox"/> MEDICAL (e.g., dentistry, psychotherapy, chiropractic, etc.) <input type="checkbox"/> LEGAL (e.g., attorney services) <input type="checkbox"/> EXEMPT (nonprofit) <input type="checkbox"/> ALL OTHERS (SSN required by authority of California Revenue and Tax Code Section 19646)
4 PAYEE RESIDENCY STATUS	<input type="checkbox"/> California resident - Qualified to do business in California or maintains a permanent place of business in California. <input type="checkbox"/> California nonresident (see reverse side) - Payments to nonresidents for services may be subject to State income tax withholding. <input type="checkbox"/> No services performed in California. <input type="checkbox"/> Copy of Franchise Tax Board waiver of State withholding attached.	
	I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the State agency below.	
5	AUTHORIZED PAYEE REPRESENTATIVE'S NAME (Type or Print)	
	TITLE	
	SIGNATURE	DATE
6	TELEPHONE ()	
	Please return completed form to:	
	Department/Office: _____	
	Unit/Section: _____	
	Mailing Address: _____	
	City/State/Zip: _____	
Telephone: () _____ Fax: () _____		
E-mail Address: _____		