



City of West Hollywood | Communications Department
Questions and Responses Regarding the City of West Hollywood's
Request for Qualifications (RFQ) for Graphic Design Services

Updated 02/16/17

Q1: Since we were already registered as a vendor do we need to fill out all that paperwork again?

A1: Yes, you will need to follow the instructions on the RFQ and submit by the deadline.

Q2: Under the 4th bullet point for 3.8 Vendor Qualifications Format, we are asked for complete answers to Section 5. Is this referring to the Sample Contract? It is confusing because 5 bullet points below we have this "A sample contract, based on the City contract boilerplate, with any changes or additions noted. Please note that the response to this RFQ will be included as an exhibit of the contract." Are they both referring to the Sample Contract?

A2: Yes, bullet 4 of Section 3.8 refers to the Sample Contract.

Q3: The Sample Contract is noted as point 5 in the RFQ document, however, it appears to go as far as point number 23 and followed by the signature page. Is that correct?

A3: Yes, the Sample Contract is contained in Section 5 and contains 23 sub-sections; it ranges from page 14 to page 24 and has a signature page on page 25.

Q4: We are planning to create our presentation on an 11" x 17" Landscape format. Would it be OK if the Sample Contract pages are incorporated onto these pages, or do they have to be a separate attachment and kept as their original 8.5" x 11" Portrait format?

A4: While Qualifications may be presented in 11" x 17" Landscape format, it is preferable for the Sample Contract to be formatted in a 8.5" x 11" portrait format.

Q5: "Vendors are to identify any sub-contractors..." What is considered a sub-contractor? freelance designers, copywriters, project managers, print vendors, mail houses?

A5: A sub-contractor is any person or firm you to which you would be assigning services on a contracted basis as a matter of consistent primary workflow — for example, if you were relying on a graphic designer who submits invoices to your firm for services. Freelance designers who provide you with services would be considered sub-contractors. For the purposes of this RFQ, we would not consider print vendors or mail houses to be sub-contractors.

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Q6: Do you require resumes and/or references for sub-contractors/freelancers that our company may hire to work on these projects?

A6: Yes, if you identify sub-contractors, it would be helpful to have resumes.

Q7: Provide "a sample contract, based on the City contract boilerplate..." Are you requesting that we supply our own company contract? Should this contract specify the scope of this RFQ or can it be our basic contract, which can be customized later, should we be chosen as a finalist?

A7: Please provide a sample contract, based on the sample contract in the RFQ package. This will be customized later if you are chosen as a finalist, yes.

Q8: "A cover letter, not to exceed 3 pages should summarize key elements of qualifications. An individual authorized to bind the consultant must sign the letter."
What does this mean? Does the letter need to be notarized?

A8: The cover letter is an opportunity to highlight and summarize what you would like us to take note of regarding your Qualifications. The letter does not need to be notarized. The statement about authorization to bind means that the letter should come from the person/company who will ultimately be contracted, should the Qualifications be finalized.

Q9: Will invoices for printing run through our company or will the City of West Hollywood pay the printing vendor directly?

A9: Printing is decided on a case-by-case basis. The City selects printers on a project-related basis and, in certain cases, is required to obtain three bids on a project. Invoicing is typically established directly with printers.

Q10: Will questions from all applicants be posted somewhere so that all applicants have access to the same information?

A10: Yes, questions from all applicants will be posted with responses at www.weho.org/rfq

(End)