



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 02/27/17

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.

(Continued on Page 2)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 1)

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.

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.

(Continued on Page 3)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 2)

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

Q11: Under Section 3.8 on page 10, it's said that we need to provide "Complete answers to Section 5." Where are the questions in this section? (Is this pertaining to Exhibit A and B at the end of the RFQ?)

A11: Section 3.8, page 10, refers to Section 5 — this is the Sample Contract, which contains 23 sub-sections; it ranges from page 14 to page 24 and has a signature page on page 25.

Q12: It states that work samples can be submitted either via print samples or link to web site portfolio. Do proposers also have the option of submitting full work samples in PDF format on a CD or DVD?

A12: Yes, proposers may submit full work samples in PDF format on a CD or DVD.

Q13: Do you need proposers to include a sample contract as part of the proposal even if the proposer notes no changes or additions to it?

A13: Yes, 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.

(Continued on Page 4)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 3)

Q14: Is there a definitive time of service the for which the contract will be issued?

A14: Contracts will be established for three (3) fiscal years, to begin on July 1, 2017 and end on June 30, 2020.

Q15: Is there a specific [annual contract] amount?

A15: Contract amounts will be determined during the period following Qualifications Evaluation, prior to Contracts beginning on July 1, 2017.

Q16: Regarding the "Sample City Contract" —

- a. Should I assume to leave the highlighted bits blank through pg 24?
- b. Do I fill in the highlights on pg 25?
- c. Should Exhibit A that includes the Scope of Service, Time of Performance, and Special Payment Terms remain blank?
- d. As a sole proprietor, should I assume to give a response to Exhibit B, the Workers Comp Exemption?

A16: The Sample Contract is provided as Section 5 in the RFQ package as an example of contract language so that Qualifications submitters may review contract language, terms, and conditions. It is acceptable for Qualifications submissions to leave the entire Sample Contract blank, but please submit the Sample Contract in Qualifications package. Contracts will be customized later for submitters that are chosen as finalists. Regarding Exhibit B, sole proprietors will be required to provide a response to Exhibit B at the time contracts are established, but no details are necessary as part of the Qualifications submission.

(Continued on Page 5)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 4)

Q17: At the end of the Sample Contract there are two Exhibits —

- a. Exhibit A: Since this is a Sample Contract and no job has been referenced, do we need to complete, or even include, this page?
- b. Exhibit B: We are an S. Corporation and not exempt for Workers Compensation, nor seeking exemption. How do we address this page? Should we even include it?

A17: The Sample Contract is provided as Section 5 in the RFQ package as an example of contract language so that Qualifications submitters may review contract language, terms, and conditions. It is acceptable for Qualifications submissions to leave the entire Sample Contract blank, but please submit the Sample Contract in Qualifications package. Contracts will be customized later for submitters that are chosen as finalists. Regarding Exhibit B, S. Corporations that have employees and not exempt for Workers Compensation will not have an Exhibit B as part of a final contract at the time contracts are established.

Q18: Who do I address cover letter to?

A18: Office of the City Clerk
Qualifications: Graphic Design Services
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Q19: [I'm] not clear on "Complete answers to section 5"?

A19: The "Sample Contract" is contained in Section 5. It is provided in the RFQ package as an example of contract language so that Qualifications submitters may review contract language, terms, and conditions. It is acceptable for Qualifications submissions to leave the entire Sample Contract blank, but please submit the Sample Contract in Qualifications package. If there are specifics in the Sample Contract that you would like to highlight as areas of concern, please feel free to do so and these areas will be discussed during the negotiations phase.

(Continued on Page 6)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 5)

Q20: Do you I enclose a sample of one of [my] "boilerplate" invoices?

A20: A sample of an invoice is fine to include, but it is not necessary. What is important for the Qualifications submission is clear information about hourly operating rate for professional services.

Q21: Do I work-in sample of "City Standard Contract" to mine?

A21: For the purposes of submissions, this is not necessary. Final contracts will be developed once submitters are chosen as finalists.

Q22: On page 17 "General Liability Coverage" does that apply to Independent Contractors?

A22: In the past, Section 8.1.2. regarding General Liability Coverage has applied to Independent Contractors who provide Graphic Design Services. In the upcoming Contract cycle, the City will review this Section on a case-by-case basis upon establishing final contracts and it will make a determination about requirements for Graphic Design Professionals who are Independent Contractors.

Q23: I believe you only need one copy of the RFQ to be submitted. Am I correct?

A23: Yes, one copy of the Qualifications submission is requested.

Q24: How many copies of my proposal will you need? Just one?

A24: One copy of the Qualifications submission is requested.

(Continued on Page 7)

City of West Hollywood

Questions and Responses Regarding the City's Request for Qualifications for Graphic Design Services

(Continued from Page 6)

Q25: What is the length of the contract?

A25: Contracts will be established for three (3) fiscal years, to begin on July 1, 2017 and end on June 30, 2020.

Q26: In the Qualifications section #2, it asks to provide at least 3 references within the past 5 years. Within the past 5 years, I have only done contract work for 3 references which include the City of West Hollywood. Is it acceptable to list the project and contact that I did for the city?

A26: Yes, it is acceptable to list the City of West Hollywood projects and include a reference contact for the City. It is still helpful to have additional references, if you can provide them.

Q27: Under "RECITALS", Section C2 Term of Agreement - What is the specific date that should be listed for the contract to expire?

Q28: Under "RECITALS", Section C4 Payment For Services - Is there/what is a required dollar amount for graphic designers to list for the compensation amount not to exceed?

Q29: Under "CONTRACT ADMINISTRATION", Section 5.1 - I've been mainly working with [one City staff member]. Should I put [his/her] name in for the CITY's representative? If not, please advise on who to list.

A27-29: The Sample Contract is provided in the RFQ package as an example of contract language so that Qualifications submitters may review contract language, terms, and conditions. It is acceptable for Qualifications submissions to leave the entire Sample Contract blank, but please submit the Sample Contract in Qualifications package. If there are specifics in the Sample Contract that you would like to highlight as areas of concern, please feel free to do so and these areas will be discussed during the negotiations phase. If you were to want to fill it out, then: a) the specific date for the contract to expire is June 30, 2020; b) Not to exceed amount will be determined at the time of establishing a final contract; and c) Contract Administration is "Communications Department" for the purposes of the Sample Contract.

(End)