

City of West Hollywood
Seasonal City Recreation Brochure
Design, Printing & Mailing RFP
Responses to Questions

1. Is there a small or disadvantaged business goal for the RFP?

No

2. Is there a budget allocated for the graphic design and printing services for this task per year? If so please state what it is.

There is currently not a defined budget allocated.

3. Who is the incumbent?

Qpress

4. What was the incumbent paid for the design services last year? Please state annual pricing as well as pricing per issue + page numbers (if paid by the page please indicate so; if paid by the hour please indicate number of hours per issue as well as the hourly rate)

Breakdown of design services and pricing with incumbent requires that a public records request be made with the City. As a courtesy, the incumbent was paid a total of \$8,000 for design services last year.

5. What was the incumbent paid for the print services last year? Please state annual pricing as well as pricing per issue + page numbers (if paid by the page please indicate so; if paid by the hour please indicate number of hours per issue as well as the hourly rate)

Breakdown of print services and pricing with incumbent requires that a public records request be made with the City. As a courtesy, the incumbent was paid a total of \$22,207.28 for print services last year.

6. What hourly rate did the incumbent charge for design services as needed?

The current contract was designed as a flat rate for design services. Please see question #4 for information pertaining to design services for last year.

7. If using existing templates, please specify what format the templates exist in: InDesign, Quark, any other.

Current format used for RecReader is InDesign.

8. It wasn't clear from the RFP but are editorial services (writing, editing, proofreading) expected for the deliverables?

Brochure information will first be provided by City staff in a MS Word document as well as photos in a PDF format and/or accessible cloud storage link to the successful proposer on a mutually agreed upon date for each brochure throughout the year. Once the initial layout has been created and a first draft of the brochure has been sent from the successful proposer, City staff will continue to provide the editorial services (edits, updates, proofreading) to the successful proposer for revisions. Per section 2.2 Scope of Services, a timeline for content and layout changes/revision between City staff and the successful proposer shall be provided as part of the proposal.

9. Will face to face meetings be required or other forms of virtual meetings are acceptable?

Face to face meetings are not required. Virtual meetings and/or any other electronic (skype, Google Duo, emails, etc.) or telephonic (Go2Meeting, conference calls, etc.) communications are acceptable.

10. Can you share full pdf samples of a few issues?

Recent RecReader brochures can be found in the link below:

<https://www.dropbox.com/sh/4991y8pw0skrxwr/AACdhCreE3GQ9X2K76igyO8ua?dl=0>

11. Please provide a brand guide for the city or Parks & Rec if one exists.

Brand guide can be found in the link below:

https://www.dropbox.com/sh/s4bs77nqw7xd9gg/AACScJ6RXu_L2P6bxx7tRjHFfa?dl=0

12. On 2.3 Special Considerations, it states "Proposer shall be familiar with the City of West Hollywood's comprehensive branding standards". Can I get a copy of the standards?

See question #11

13. Does the city have a current vendor for this contract, and if so, what is its name?

See question #3

14. What do you have this project budgeted for the upcoming year? Are you willing to review a proposal that is for graphic design services alone, and not graphic design and printing together?

There is currently not a defined budget allocated. At this time, Proposals must include graphic design, printing and mail housing services in order to be considered.

15. How many rounds of proofing did you go through on your most recent issue?

During the Winter 2019-20 production timeline with the current incumbent, there was a total of six (6) rounds of proofing and editing for the brochure.

16. Would you consider using an 8 3/8 x 10 7/8 inch size for your Brochures?

Yes