



# City of West Hollywood Communications Department REQUEST FOR QUALIFICATIONS (RFQ)

**Professional Graphic Design Services for the City of West Hollywood  
(as needed) | Date Issued: April 13, 2022**

**Description** — The City of West Hollywood is gathering qualifications from interested graphic design professionals to establish a pool of individuals who can provide such services to the City on an as-needed basis for a wide array of City projects, initiatives, and programs.

**Eligibility** — This Request for Qualifications is open to experienced graphic design professionals with demonstrated training and sufficient expertise in design and marketing to represent the work the City does through compelling visual work.

**Timeline** — Request for Qualifications Release: 04/13/2022; Final Date for Submitting Questions: 04/29/2022; Final Date for Submitting Qualifications: 05/04/2022; City of West Hollywood Communications Department staff will convene to review RFQ submissions between 05/05/2022 and 05/13/2022. Contracts Begin: 07/01/2022.

**Schedule and Budget** — Should prospective graphic design professionals be considered for project(s), the City will issue a contract for services. The issuance of a contract is not a guarantee of work. Rather, it is a necessary qualification. Following the establishment of a contract, project(s) may be assigned on an as-needed basis and each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin. The consultant will be required to have and maintain general liability and auto insurance for the contract period to meet the minimum requirements established by the City. Prior to commencing work, the consultant must attend an orientation with Communications Department staff.

**Instructions** — Applications must be submitted online and must include completed general contact information, hourly rate/fee schedule, CV/resume, work samples (PDF with examples or Link/URL), and references: <https://wehocomms.typeform.com/to/VqTiKBeD>

**Questions** — For all questions related to this Request for Qualifications, please contact Bobby Safikhani, Bobby Safikhani, Administrative Analyst in the City of West Hollywood's Communications Department at (323) 848-6435 or at bsafikhani@weho.org.

The City reserves the right to reject all Qualifications and award the contract to the Contractor who best meets the requirements set forth in the Specifications.

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.

Melissa Crowder, City Clerk, City of West Hollywood

**AFFIDAVIT OF POSTING**

State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date April 13, 2022  
Signature:\\Kimberle English\  
Office of the City Clerk