REQUEST FOR PROPOSALS

GENERAL WEBSITE AND BRANDING SERVICES FOR
THE ACADIANA PLANNING COMMISSION

The Acadiana Planning Commission (“APC” or “Agency”) is issuing Request for Proposal (“RFP”) statements from consulting firms interested in providing strategies for creative design and development of website and branding services.

All questions regarding the RFP shall be directed to:

Project Manager
Rachel Godeaux
Acadiana Planning Commission
Email: RGodeaux@planacadiana.org

1.0 INTRODUCTION

The Acadiana Planning Commission serves all of Lafayette, Iberia, St. Martin, St. Landry, Acadia, Vermilion and Evangeline parishes.

Branding services will establish the Acadiana Planning Commission as a regionally and nationally recognizable brand. Branding and website usage will be directed at citizens, businesses, local, state and federal governmental entities, non-governmental organizations and elected officials within the seven-parish service area of the region. The purpose is to generate the broadest understanding of the Agency’s purpose and activities to achieve greater effectiveness in the region. The Consultant may also be engaged by task order for marketing and/or public information services for individual program initiatives.

2.0 PROJECT DESCRIPTION

The selected Consultant(s) will perform creative design for the Agency with certain tasks to be delivered on a task order basis.

3.0 SCOPE OF SERVICES

The Contractor hereby agrees to furnish the following types of services, hereinafter simply referred to as the “Services” as described below:

The public information and branding services to be provided by the contractor include, but not limited to the following work products:

1. **Branding Package**: (TASK ORDER) A proposed branding package will be submitted and should include logo development of a primary logo with multi sub-brand logo development, a brand style guide, and mission statement development. Identity package
including letterhead, business cards, note cards, programming/meeting folders, on-boarding Board/Committee folders. Also included are the following templates: PowerPoint, agenda, email signature, press release, invitation, announcement, note cards, thank you cards, newsletter and report templates.

2. **Site Map, Content and Website Design and Development**: (TASK ORDER) Website design should include
   a. A fully functional website with initial content that is deployed through a content management system (CMS) with a WYSIG interface.
   b. The website should have a design that is consistent with and extends the Brand and Identity Package.
   c. In addition, a 5-8-minute Agency/regional video for the website should be included.
   d. The website will include an Agency landing page with individual programming templates for 1. Transportation; 2. Regional Watershed; and, 3. Economic and Community Development.
   e. The website will be interactive and able to receive data and links to outside sources including other agencies and GIS platforms.
   f. The Consultant will be responsible for the site plan, copywriting and website development, design and photography.
   g. Included in the proposal will be professional staff and board headshots.
   h. Any outside photographer and videographer selection and fees will be pre-approved by the Agency.
   i. A separate cost estimate for a photographer to provide regional stock photographs should be provided.

3. **Program Campaign Development**: (TASK ORDER BY CAMPAIGN) As directed by task order, the Consultant may be engaged in brand development, marketing and public information for individual programming initiatives.

The contractor will also provide an unrestricted license to APC for the use, duplication and creation of derivative works for all images and media that are part of these deliverables.

### 4.0 COMPENSATION

The Consultant shall submit a cost estimate for each of the projected services in conjunction with the branding package and website design and development.

### 5.0 ELECTRONIC DELIVERABLES

The Consultant(s) hereby agrees to produce electronic deliverables in all relative digital and print production formats. Deliveries shall be made on a thumb drive and CD or DVD media and labeled with media-compatible indelible ink on separate lines as follows:

**Public Information and Marketing Campaign**

“Electronic Deliverables”
Consultant Firm Name
6.0 QUALITY CONTROL/QUALITY ASSURANCE

The Acadiana Planning Commission requires the Consultant(s) to develop a Quality Control/Quality Assurance program; to provide a mechanism by which all contracted services can be subject to a systematic and consistent review. Consultant(s) must ensure quality and adhere to established design policies, procedures, standards, and guidelines in the preparation and review of all design products. The APC shall provide feedback on deliverables before they are completed; the Consultant shall provide requested revisions. However, the APC shall provide limited technical assistance to the Consultant and performance of the actual work is the sole responsibility of the Consultant.

Invoices shall provide detailed billing description for all activity performed and billed.

7.0 ITEMS TO BE PROVIDED BY ACADIANA PLANNING COMMISSION

The APC shall provide supporting data for website development. Data submitted to the Consultant shall not be disseminated to parties beyond this contract without the written consent of APC.

8.0 EVALUATION CRITERIA

Consultants submitting responses to this RFP will be evaluated according to a maximum score of 100 points. The points are to be determined by an evaluation of the application package in terms of relevant experience related to the following:

1. Firm and Individual Branding, Marketing, Media and PR Experience, 20%
2. Past performance on Acadiana MPO or the Acadiana Planning Commission projects, 20%
3. Knowledge and experience working with other public agencies, 20%
4. Projects of similar type, scale, scope, and complexity executed for clients of similar size and with similar campaigns, 10%
5. Proposed workflow for this project, 15%
6. Proposed Budget and Fee Schedule, 15%

Professional services are procured in accordance with Acadiana MPO and Acadiana Planning Commission’s Consultant Selection Process. A copy of the selection process document is available upon request.

Selection of the most highly qualified respondent(s) will be made on the basis of demonstrated competence and qualifications as scored using the point distribution listed above.

The APC reserves the right to reject any and all proposals, to waive any and all formalities outlined in the RFP and in the selection process and generally to make the award that, in its judgment, will best meet the objectives stated in this RFP. The APC also reserves the right to request additional information and/or proposal clarifications from any or all respondents to assist in its evaluation process.
The Consultant Selection Committee will be responsible for performing the above described evaluation and will present a short list of the three (if three are qualified) highest rated Consultants to the APC’s evaluation committee. The APC Executive Committee will make the final selection.

Expenses incurred by the respondents in replying to the RFP or in making any appearance before the Selection Committee are at the respondents’ own expense and risk.

All dates in the RFP are subject to change, and notice of any changes will be provided to all respondents.

9.0 CONTRACT REQUIREMENTS

The selected Consultant(s) will be required to execute services within 30 days of receiving a Notice to Proceed. Branding shall be complete within 6 months thereafter. The website shall be complete within 6-9 months of receiving the Notice to Proceed.

10.0 INSURANCE

During the term of this contract, the Consultant(s) shall meet insurance requirements established by the APC. This coverage shall include professional liability, workers’ compensation insurance, general liability and automobile liability. The required amounts will be dependent on the contract amount.

A copy of the certificate of insurance shall be furnished to the APC within ten (10) days of the notice of award.

11.0 AUDIT

Both pre-award and post-project audits, as well as interim audits, may be required. For audit purposes, the selected Consultant/Team will maintain accounting records for a minimum of five years after final contract payment.

12.0 MISCELLANEOUS PROVISIONS

The Consultant(s) should be aware of the following provisions under which the RFP will be evaluated and processed along with the resulting deliverables when the project is completed.

1. Rights of Negotiation – The APC reserves the right to waive any and all irregularities in submittals, and to negotiate with any party.

2. Cancellation of RFP – The APC reserves the right to cancel the RFP at any time. All costs incurred by the Respondent in preparing and responding to this solicitation are the sole responsibility of the Respondent and shall not be reimbursed by the APC.
3. **Further Process** – The APC reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the APC.

4. **Nondiscrimination** – The APC notifies all possible Respondents that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, sex, age, ethnicity, or on any other basis prohibited by law.

5. **Distribution of Proposals** – All documentation, information or data provided by the Respondent as part of its submission (whether in writing and/or digital format) shall become the property of the APC. The APC is subject to Louisiana Public Records Law.

6. **Public Disclosure** – The APC may publish the names of all Respondents on its Website. Proposals will be distributed to members of the APC’s evaluation team. The APC reserves the right, at its sole discretion, to use without limitation, any and all information and data submitted in response to the RFP or derived from further investigation of any submittal.

7. **Notice Conflicts of Interest** – The Respondent shall identify any group, individual or organization that they may have worked for, or currently work for, that has had ownership, lease, development, related or similar interest in the APC and shall disclose such potential conflicts of interest to the APC. The APC reserves the right to reject any proposal or Respondent who it feels has a conflict of interest.

8. **News Release** – Respondent shall make no news/press release pertaining to this RFP or anything contained or referenced herein without prior written approval from the APC.

9. **Application of Law** – This RFP and any contract or agreements resulting herein are subject to all applicable Federal, state and local laws, rules, regulations and executive orders.

10. **Acknowledgement** – The Consultant shall acknowledge that the work completed as part of the project is a collaborative effort with the APC in future statement of qualifications, advertisements, and presentations when the Lafayette 2040 Transportation Plan is cited.

**13.0 REQUESTS FOR CLARIFICATIONS OR INTERPRETATION**

APC will attempt to respond to all requests for clarifications or interpretations of the RFP prior to the date set for receipt of offers. Requests for Clarification or Interpretation of the RFP shall be submitted to Rachel Godeaux via email using “Branding RFP Request for Clarification” in the subject line of the email **no later than 2:00 PM CST on Friday, June 19, 2020**. No further requests shall be accepted beyond the established deadline. All responses to the Requests for Clarification or Interpretation will be posted on the RFP webpage.
14.0 SUBMITTAL REQUIREMENTS

All submittals must be in accordance with the requirements of this advertisement. Any Respondents failing to submit any of the information required on the forms, or providing inaccurate information on the forms, will be considered non-responsive.

Submittal must be received or postmarked prior to 4:00 PM CST on Thursday, July 3, 2020. Proposals may be delivered by hand or courier services to our physical location at:

Acadiana Planning Commission  
101 Jefferson Street, Suite 201  
Lafayette, LA 70501  
Phone: 337-806-9368

Or mailed through the U.S. Postal Service to:

Acadiana Planning Commission  
P.O. Box 3705  
Lafayette, LA 70502

Respondent is solely responsible for ensuring that its courier service provider makes inside deliveries to our physical location. APC is not responsible for any delays caused by the Respondent’s chosen means of delivery.

Respondent is solely responsible for the timely delivery of its proposal. Failure to meet the proposal closing date and time shall result in the rejection of the proposal.

15.0 REVISIONS TO THE RFP

The APC reserves the right to revise any part of the RFP by issuing an addendum to the RFP at any time. Issuance of this RFP in no way constitutes a commitment by the APC to award a contract. The APC reserves the right to accept or reject, in whole or part, all Qualification Statements submitted, and/or cancel this announcement if it is determined to be in APC’s best interest. All materials submitted in response to this announcement become the property of the APC, and selection or rejection of a submittal does not affect this right. The APC also reserves the right, at its sole discretion, to waive administrative informalities contained in the RFP.