

Questions and Answers for
Graphic Design Services for Recreation Program Brochure
Job# 15-19-PK

The following is the questions and provided answers by the deadline for the identified project.

1. Will your team be supplying the existing InDesign files once the job is awarded?
The City will provide the most recent InDesign files to the new Graphic Designer selected through the RFP process, which can be used in the preparation for the Fall 2019/Winter 2020 brochure.
2. We are trying to ascertain whether we will be updating the current 88-page design with new content only (keeping existing graphics) or redesigning the entire theme for the publication?
The current plan is that the Graphic Designer chosen through the RFP process will create the Fall 2019/Winter 2020 brochure using the current look and feel (InDesign files), but would update the content, advertisements and graphics depending upon the department's needs. The City adds and removes programs from the Recreation Brochure as needed for each brochure based on the department needs. Starting with the 2020 Spring/Summer brochure, the City is interested in working with the Graphic Designer selected to recreate/rebrand the brochure using market best practices.
3. How much of the current graphics will be re-used or should we plan on creating from scratch?
The Fall 2019/Winter 2020 brochure will be produced using current graphics and new graphics provided by department staff. Department programs change by season and staff have the option of submitting new graphics each time to market current and new programs.
4. What are the exact deliverables. My understanding is there are 2 files, one for print and one for web and they will be very different.
All brochure files will be provided to the City's Multimedia Senior Design Specialist. Each publication currently averages 80-88 pages and is distributed by U.S. Mail services and posted to the City's website. The print version of the brochure currently includes an 8-page glossy cover/back that is part of the 88-page average. The interior pages are two-tone. A full color version of the brochure is essential for posting to the City's website. Web PDFs must be saved as separate sections in their respective brochure category and be optimized for web (saved with links intact and at a reduced file size).
5. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Submittals are welcome from anyone that is interested in working with the City on this project.
6. Whether we need to come over there for meetings?
Currently Department Staff meet with the designer 2 times (in person) during the design process to provide edits of the brochure directly to the Graphic Designer. Staff would like to continue this process but would be open to exploring new options if it was the right fit for the project.

7. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Department staff currently meet with the designer 2 times (in person) during the design process. Submittals are welcome from all that are interested in working on the project. Staff would like to continue the process of meeting in person but would be open to exploring new options if it was the right fit for the project.
8. Can we submit the proposals via email?
Proposals may be submitted in MS Word or PDF format by email to gpiland@kirklandwa.gov (Do not submit proposals as a Zip file.)

Proposals may be mailed or delivered to:
City of Kirkland
Attn: Purchasing Agent, Job #15-19-PK
123 5th Avenue
Kirkland, WA 98033

9. Will face to face meetings be required or other forms of virtual meetings are acceptable?
Currently Department Staff meet with the designer 2 times (in person) during the design process to provide edits of the brochure directly to the Graphic Designer. Staff would like to continue this process, but would be open to exploring new options if it was the right fit for the project.
10. Are out of state vendors eligible to apply for this RFP?
Submittals are welcome from anyone that is interested in working with the City on this project.
11. Is there a small or disadvantaged business goal for the RFP?
The City of Kirkland welcomes and encourages small or disadvantaged business to apply for this opportunity. While there is no business goal established for this project, The City of Kirkland always seeks to ensure all opportunities to partner with the City are available to small or disadvantaged businesses.
12. Is there a budget allocated for the recreation program brochure and other design services per year? If so please state what it is.
The City currently budgets \$8,000 per year for Recreation Brochure design services. This is split between 2 brochures (Spring/Summer and Fall/Winter). This is roughly \$4,000 budgeted for each brochure.
13. Who is the incumbent?
The current incumbent for the Recreation Brochure design is Jason Becker Creative.
14. What was the incumbent paid for the design services of the recreation program brochure 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)
The incumbent produced the 2019 Spring/Summer brochure. The incumbent was paid \$4,218 for design of the brochure. The RFP requests that interested vendors supply their proposed fee based on the number of pages. The current brochure is between 80-88 pages. The City is

interested in receiving proposals for a 20-50 page brochure as well, as the City is interested in moving toward a brochure of that size starting with the 2020 Spring/Summer brochure.

15. What hourly rate did the incumbent charge for other miscellaneous design production?

The hourly rate that the incumbent provided to the City for additional miscellaneous design products was \$64.00 per hour.

16. I didn't see in the RFP that an in person meeting was required but wanted to double check. Can the designer meet with staff via a video call?

The Parks & Community Services Department staff currently meet with the designer 2 times (in person) during the design process of the brochure to provide edits directly to the Graphic Designer. Staff would like to continue this process, but would be open to exploring new options if it was the right fit for the project. Submittals are welcome from anyone that is interested in working with the City on this project.