

REQUEST FOR QUOTATIONS <i>(THIS IS NOT AN ORDER)</i>		THIS RFQ <input checked="" type="checkbox"/> IS <input type="checkbox"/> IS NOT SET ASIDE FOR LSDBE FIRMS ONLY.		Page of Pages 1 6	
1. REQUEST NO. DCJM-2015-Q-0008	2. DATE ISSUED October 31, 2014	3. REQUISITION/PURCH. REQUEST NO.	4. COMMODITY GROUP AND CLASS →		
5A. ISSUED BY: Government of the District of Columbia Department on Disability Services (DDS) Office of Contracts and Procurement 1125 15 th Street NW, 4 th Floor Washington, DC 20005-2720			6. DELIVER BY (Date)		
5B. FOR INFORMATION CONTACT: (Name and telephone no.) (No collect calls) Sally Ibrahim, Contract Specialist 202-730-1733 or sally.ibrahim@dc.gov			7. DELIVERY <input checked="" type="checkbox"/> FOB <input type="checkbox"/> OTHER (See Schedule) DESTINATION		
8. TO: NAME AND ADDRESS OF QUOTER (Street, city, county, State and ZIP Code)			9. DESTINATION (Consignee and address, including ZIP code) Department on Disability Services 1125 15 th Street NW, 2 nd Floor Washington, DC 20005-2717		
10. PLEASE FURNISH QUOTATIONS TO ISSUING OFFICE ON OR BEFORE 2:00 pm (Date) Friday November 7, 2014	11. BUSINESS CLASSIFICATION (Check appropriate boxes) <input type="checkbox"/> SMALL <input type="checkbox"/> RESIDENT-OWNED <input type="checkbox"/> DISADVANTAGED <input type="checkbox"/> LONG-TIME RESIDENT <input type="checkbox"/> ENTERPRISE ZONE				
IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or invoices. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter.					
12. SCHEDULE (Include applicable Federal, State and local taxes)					
ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY (c)	Unit (d)	UNIT PRICE (e)	AMOUNT (f)
0001	The Government of the District of Columbia, Department on Disability Services (DDS) invites experienced and qualified contractors to submit proposals to provide graphic design & printing services as further described in the Statement of Work, Section C.				
13. DISCOUNT FOR PROMPT PAYMENT 10 Calendar Days		20 Calendar Days	30 Calendar Days	----- Calendar Days	
14. QUOTER FEDERAL ID AND EMAIL ADDRESS:		14. SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION	16. DATE OF QUOTATION		
		17. NAME AND TITLE OF SIGNER (Type or print)	18. TELEPHONE NO. (Include area code)		

SECTION B: PRICE SCHEDULE

B.1. Base Year (Date of Award through one year thereafter)

Item No.	Description	Quantity	Unit	Unit Price	Total Price
0001	Graphic Design	200	Hour	\$ -----	\$ -----
0002	Printing DDS Annual Report	1,000	Report	\$ -----	\$ -----
0003	Printing Three-fold brochure	2,000	Brochure	\$ -----	\$ -----
0004	Printing Information Portfolio	1,000	Portfolio	\$ -----	\$ -----
0005	Stock Images	As needed	Image	\$ -----	\$ -----
Base Year Estimated Total Price				\$ -----	

B.2. Option Year One

Item No.	Description	Quantity	Unit	Unit Price	Total Price
0001	Graphic Design	200	Hour	\$ -----	\$ -----
0002	Printing DDS Annual Report	1,000	Report	\$ -----	\$ -----
0003	Printing Three-fold brochure	2,000	Brochure	\$ -----	\$ -----
0004	Printing Information Portfolio	1,000	Portfolio	\$ -----	\$ -----
0005	Stock Images	As needed	Image	\$ -----	\$ -----
Option Year One Estimated Total Price				\$ -----	

B.3. Option Year Two

Item No.	Description	Quantity	Unit	Unit Price	Total Price
0001	Graphic Design	200	Hour	\$ -----	\$ -----
0002	Printing DDS Annual Report	1,000	Report	\$ -----	\$ -----
0003	Printing Three-fold brochure	2,000	Brochure	\$ -----	\$ -----
0004	Printing Information Portfolio	1,000	Portfolio	\$ -----	\$ -----
0005	Stock Images	As needed	Image	\$ -----	\$ -----
Option Year Two Estimated Total Price				\$ -----	

B.4. Option Year Three

Item No.	Description	Quantity	Unit	Unit Price	Total Price
0001	Graphic Design	200	Hour	\$ -----	\$ -----
0002	Printing DDS Annual Report	1,000	Report	\$ -----	\$ -----
0003	Printing Three-fold brochure	2,000	Brochure	\$ -----	\$ -----
0004	Printing Information Portfolio	1,000	Portfolio	\$ -----	\$ -----
0005	Stock Images	As needed	Image	\$ -----	\$ -----
Option Year Three Estimated Total Price				\$ -----	

B.5. Option Year Four

Item No.	Description	Quantity	Unit	Unit Price	Total Price
0001	Graphic Design	200	Hour	\$ -----	\$ -----
0002	Printing DDS Annual Report	1,000	Report	\$ -----	\$ -----
0003	Printing Three-fold brochure	2,000	Brochure	\$ -----	\$ -----
0004	Printing Information Portfolio	1,000	Portfolio	\$ -----	\$ -----
0005	Stock Images	As needed	Image	\$ -----	\$ -----
Option Year Four Estimated Total Price				\$ -----	

SECTION C: STATEMENT OF WORK

C.1. SCOPE

C.1.1. In alignment with DDS style guide the contractor shall perform, at minimum, but is not limited to the following:

- a) Graphic design and creation of DDS annual report content.
- b) Graphic design and creation of two (2) three-fold brochures content to describe and promote DDS work.
- c) Graphic design and creation of information portfolio; a two-pocket folder that will be used to distribute an array of public information about DDS. The portfolio size is 9 inches width and 12 inches height.
- d) Occasionally upon CA request; graphic design and creation of advertisements for publications, and flyers for event promotions. The delivery of this graphic design may be needed within five (5) business days after ordered by CA.
- e) Print of brochures and portfolio in a professional manner to ensue clear colors, photographs, text, and images. Preference will be given to contractor utilizing multiple printing options such as commercial, digital, press, and online web-based.
- f) Supply stock images for publications use; if determined needed.

C.1.2. DDS Contract Administrator (CA) shall:

- a) Provide the publications written content to be included on each graphic design required under section C.1.1.
- b) Provide photo-images to use in the publications. Typically DDS annual report may include five (5) to twenty (20) photos, the Three-fold brochure may include three (3) photos, and the information portfolio may include four (4) photos.

C.2 CONTRACT ADMINISTRATOR (CA)

C.2.1 The CA is responsible for general administration of the contract and advising the Contracting Officer (CO) as to the Contractor's compliance or noncompliance with the contract. The CA has the responsibility of ensuring the work conforms to the requirements of the contract and such other responsibilities and authorities as may be specified in the contract. These include:

- a) Keeping the CO fully informed of any technical or contractual difficulties encountered during the performance period and advising the CO of any potential problem areas under the contract;
- b) Coordinating site entry for contractor personnel, if applicable;
- c) Reviewing invoices for completed work and recommending approval by the CO if the contractor's prices and costs are consistent with the contractual amounts and progress is satisfactory and commensurate with the rate of expenditure;
- d) Reviewing and approving invoices for deliverables to ensure receipt of goods and services. This includes the timely processing of invoices and vouchers in accordance with the District's payment provisions; and
- e) Maintaining a file that includes all contract correspondence, modifications, records of inspections (site, data, equipment) and invoice or vouchers.

C.2.2 The address and telephone number of the CA is:

Jocelyn Harris, Public Affairs Specialist
1125 15th Street, NW, Fourth Floor, Washington, DC 20005
Phone: 202.730.1687
Email: Jocelyn.harris2@dc.gov

C.2.3 The CA shall NOT have the authority to:

- a) Award, agree to, or sign any contract, delivery order or task order. Only the CO shall make contractual agreements, commitments or modifications;
- b) Grant deviations from or waive any of the terms and conditions of the contract;
- c) Increase the dollar limit of the contract or authorize work beyond the dollar limit of the contract,
- d) Authorize the expenditure of funds by the contractor;
- e) Change the period of performance; or
- f) Authorize the use of District property, except as specified under the contract.

C.2.4 The Contractor will be fully responsible for any changes not authorized in advance, in writing, by the CO; may be denied compensation or other relief for any additional work performed that is not so authorized; and may also be required, at no additional cost to the District, to take all corrective action necessitated by reason of the unauthorized changes.

C.3. APPLICABLE DOCUMENTS

The following documents are applicable to this procurement and are hereby incorporated by this reference:

Item No.	Document Title	Attachment
1	Executive Summary - DDS Graphic Design Style Guide	Appendix A

C.4. INSPECTION AND ACCEPTANCE

DDS will review all deliverables to determine if they are acceptable. If any of the deliverables does not conform to the contract requirements or the District standards, the District may require the contractor to perform these services again in conformity with contract requirements and District standards, at no increase in the contract amount. When defects in deliverables cannot be corrected by performance, the District may require the contractor to take necessary action to ensure that future performance conforms to contract requirements and reduce the contract price to reflect value of services performed. If the contractor fails to promptly perform the services again or take the necessary action to ensure future performance in conformity to contract requirements, the District may (1) by contract or otherwise, perform the services and charge the contractor any cost incurred by the District that is directly related to the performance of such services, or (2) terminate the contract for default.

C.5. DEFINITIONS

Design: Creation of a proposed format and color scheme for a publication with suggested placement of photos and graphic elements.

Printing: Commercial, large volume printing; digital, press, or online/web-based printing services.

Layout: Formatting of text and images.

Stock Images: Photographs, graphic images purchased from a third-party.

Printing: Commercial, large volume printing; digital or press.

Design Proofs: Review of a publication before submitted to print.

Print Proofs: Review of a digital printout of publication before final quantity is printed.

Color Palette: Series or combinations of colors to be used

C.6. DELIVERABLES

CLIN	Deliverable	Quantity	Format and Method of Delivery	Due Date
C.5.1.	Annual Report	1,000	Hard copies and an electronic copy	December 2014
C.5.2.	Three-fold brochure	2,000	Hard copies and an electronic copy	January 2015
C.5.3.	Information Portfolio	1,000	Hard copies and an electronic copy	December 2014
C.5.4.	Advertisement or Flyer	As needed	Hard copy and an electronic copy	As needed

SECTION D: CONTACT

Address questions on or before Wednesday November 5, 2014 by 12:00 pm to Sally Ibrahim, Contract Specialist, sally.ibrahim@dc.gov referencing “DCJM-2015-Q-0008 Graphic Design and Printing Services” in the subject line.

SECTION E: PERIOD OF PERFORMANCE

The period of performance shall begin on the date the blank purchase agreement (BPA) is executed by the Contracting Officer and continue through one year thereafter.

The District reserves the right to extend this BPA for four (4) one (1) year option periods, or fractions thereof, by written notice to the Contractor prior to the expiration of the Agreement; provided that the District gives the Provider written notice of its intent to extend at least thirty (30) days before the Agreement expires. The Preliminary notice does not commit the district to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the thirty (30) day notice requirements by providing a written notice to the Contracting Officer. Purchase orders issued by the District will expire on September 30 of the year in which they are issued. The expiration date of the purchase order has no effect on the performance period of the actual BPA unless the purchase limitation amount has been met.

SECTION F: PROPOSAL INSTRUCTIONS

F.1. SUBMISSION

In order to be considered for selection, contractors must email the proposal to sally.ibrahim@dc.gov copy: dds_contracts@dc.gov, "Subject" line: "DCJM-2015-Q-0008 Graphic Design and Printing Services". An offeror may submit no more than one (1) proposal in response to this RFQ.

All electronic responses are to be formatted for print on standard 8.5" X 11" paper in 12 point font minimum type. The responses shall remain firm for 90 days from the RFQ due date and time.

Any costs incurred by contractors in preparing or submitting a proposal shall be the contractor's sole responsibility.

Proposals should be prepared simply, as thorough and detailed as possible providing a straightforward, concise description of capabilities to satisfy the requirements of this RFQ so that DDS may properly evaluate contractor's capabilities to provide the required services. Emphasis should be placed on completeness and clarity of content.

DDS reserves the right to waive informalities or irregularities, to reject any or all proposals received, to accept the proposal deemed best for the agency, and/or request new proposals if necessary.

F.2. STRUCTURE

The proposal shall consist of two parts, submitted as separate attachments: Technical and Price.

F.2.1. TECHNICAL PROPOSAL

All pages of the proposal should be numbered and offerors are required to submit the subsequent in the following order:

- a) Narrative summarizing the company history, mission statement, number of years the company has been in business; organization chart, and qualifications to provide graphic design and printing services.
- b) List of at least three comparable work/client references for which the company have conducted similar projects/services to include company name, brief description of the project, and contact person's name, telephone number, and e-mail address; preferably including one other government agency.
- c) Detail narrative describing how the work will be performed to include as a minimum: the process, the proof structure, publications audit, production, and the time line.

F.2.2. PRICE PROPOSAL

Please use section B: Price schedule

DDS shall pay the contractor at an amount not to exceed the contractor's price quoted in contractor's price schedule.

The Contractor warrants and agrees that the prices charged to DDS shall be as low, or lower than the prices charged to their most favored customer for comparable services under similar terms and conditions, in addition to any discounts for prompt payment.

SECTION G: GENERAL STANDARDS OF RESPONSIBILITY

The prospective contractor must demonstrate to the satisfaction of the District its capability in all respects to perform fully the contract requirements; therefore, the prospective contractor must submit relevant documentation within five (5) days of the request by the District.

To be determined responsible, a prospective contractor must demonstrate that it:

- a) Has adequate financial resources, or the ability to obtain such resources, required to perform the contract;
- b) Is able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental business commitments;
- c) Has a satisfactory performance record;
- d) Has a satisfactory record of integrity and business ethics;
- e) Has a satisfactory record of compliance with the applicable District licensing and tax laws and regulations;
- f) Has a satisfactory record of compliance with labor and civil rights laws and rules, and the First Source Employment Agreement Act of 1984, as amended, D.C. Official Code §2-219.01 *et seq.*;
- g) Has, or has the ability to obtain, the necessary organization, experience, accounting, and operational control, and technical skills;
- h) Has, or has the ability to obtain, the necessary production, construction, technical equipment, and facilities;
- i) Has not exhibited a pattern of overcharging the District;
- j) Does not have an outstanding debt with the District or the federal government in a delinquent status; and
- k) Is otherwise qualified and is eligible to receive an award under applicable laws and regulations.

If the prospective contractor fails to supply the information requested, the CO shall make the determination of responsibility or non-responsibility based upon available information. If the available information is insufficient to make a determination of responsibility, the CO shall determine the prospective contractor to be non-responsible.

SECTION H: LAWS AND REGULATIONS INCORPORATED BY REFERENCE

The contractor certifies, attests, agrees, and acknowledges to be bound by the following stipulations, representations and requirements of the provisions of the following laws, acts and orders, together with the provisions of the applicable regulations made pursuant to the laws, and they are incorporated by reference into this agreement:

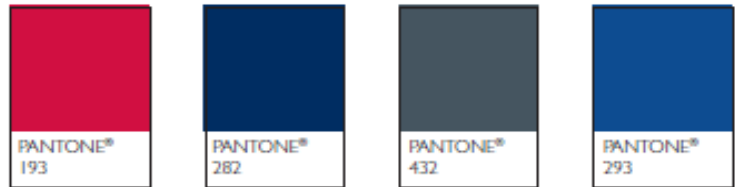
Standard Contract Provisions for use with District of Columbia Supplies and Services Contracts;
[http://ocp.dc.gov/DC/OCP/Supplier+Support+Center/Solicitation+Attachments/Standard+Contract+Provisions+\(March+2007\)](http://ocp.dc.gov/DC/OCP/Supplier+Support+Center/Solicitation+Attachments/Standard+Contract+Provisions+(March+2007))

APPENDIX ONE Executive Summary DDS Graphic Design Style Guide

The Department on Disability Services (DDS) is comprised of two administrations — Developmental Disabilities Administration (DDA) and Rehabilitation Services Administration (RSA). Both administrations are under the leadership umbrella of DDS, but each has unique functions and target audiences. As such, the three entities have complementary logos, fonts, and color palettes to reflect the collaborative relationship. The publications must reflect the overall agency brand and incorporate the sub brands of each administration when appropriate, as determined by the CA.

DDS Core Palette

Pantone 193
Pantone 282
Pantone 432
Pantone 293



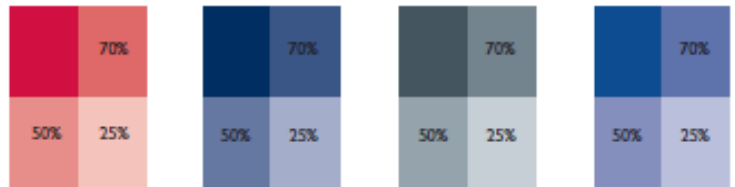
C: 0 M: 100 Y: 66 K: 13	C: 100 M: 68 Y: 0 K: 54	C: 23 M: 2 Y: 0 K: 54	C: 100 M: 80 Y: 11 K: 3
R: 209 G: 18 B: 66	R: 0 G: 45 B: 98	R: 69 G: 85 B: 96	R: 0 G: 61 B: 66

DDS Core Fonts

Gill Sans
Goudy

DDS Logo

Available in JPEG & EPS



DDA Palette

(DDS Palette with a specific color for DDA)

Pantone 7637

DDA Font

Rockwell

DDA Logo

Available in JPEG & EPS formats



PANTONE®
7637

C: 29
M: 92
Y: 62
K: 21

R: 150
G: 45
B: 69



PANTONE®
193

C: 0
M: 100
Y: 66
K: 13

R: 209
G: 18
B: 66



PANTONE®
282

C: 100
M: 68
Y: 0
K: 54

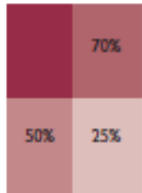
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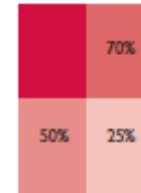
PANTONE®
432

C: 23
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Y: 0
K: 54

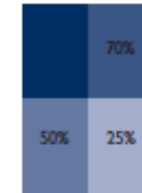
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G: 85
B: 96



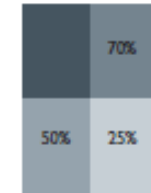
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RSA Palette

(DDS Palette with a specific color for RSA)

Pantone 328

RSA Font

Century

RSA Logo

Available in JPEG & EPS formats



PANTONE®
328

C: 100
M: 31
Y: 65
K: 16

R: 0
G: 113
B: 102



PANTONE®
193

C: 0
M: 100
Y: 66
K: 13

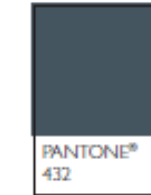
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PANTONE®
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Y: 0
K: 54

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G: 45
B: 98



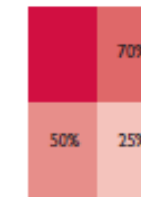
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M: 2
Y: 0
K: 54

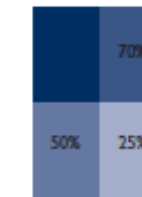
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G: 85
B: 96



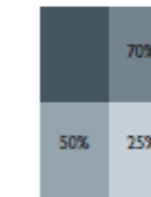
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