District of Columbia Office of Planning

Scope of Services
Graphic Design and Layout for the District's Comprehensive Plan and Small Area Plans

Section 1: Introduction

The Office of Contracting and Procurement on behalf of the District of Columbia Office of Planning (OP) seeks proposals for graphic design services for the District's Comprehensive Plan (Comp Plan) update and future Small Area Plans. OP seeks the professional services of a highly qualified consulting firm (Contractor) to perform work in the area of graphic design and document layout. The Contractor must demonstrate a track record in graphic design, report layout, and branding services for graphic richplanning or similar policy documents, as well as the ability and capacity to complete tasks and deliver work products within the defined schedule.

OP Background

OP is responsible for the District's city planning functions, including: maintaining, updating, and monitoring implementation of the District's Comp Plan which sets forth a 20-year vision and blueprint that guides land use and programmatic decision-making for development in the District; Small Area Plans and studies that supplement the Comp Plan, providing detailed guidance tailored to address specific needs of neighborhoods and transportation corridors; strategies targeting citywide issues such as retail and the creative economy; zoning as a fundamental land use policy implementation tool; and system plans in partnership with sister agencies. The role of OP is to be the steward of these plans, ensuring that development within the District is in line with these plans and with District policies and priorities. Additionally, owing to the District's city-state structure, the Office of the State Historic Preservation Officer (SHPO) and the State Data Center are ensconced within OP, and are responsible for all historic preservation regulatory and policy-making functions, and for demographic forecasts and other growth projections, respectively.

Project Background

The Comprehensive Plan:
The Home Rule Act requires the District government to develop a Comp Plan. The Comp Plan of the National Capital comprises two parts—the District Elements and the Federal Elements. The District's Comp Plan, managed by OP, constitutes the District Elements and is the long-term framework for the District. The National Capital Planning Commission (NCPC) develops the Federal Elements. The District's Comp Plan establishes a vision of the future and includes goals, policies and action items as well as two maps. The District Elements, available on OP's website, contain 12 Citywide Elements that establish goals, objectives, policies and actions for land use issues that impact the whole city, e.g. transportation, environment, parks and open space, arts and culture. There are also 10 Area Elements (Planning Areas) that establish goals, policies and actions that are specific to geographic areas of the city.

The 2006 Comp Plan is in the process of being updated after four years of public engagement and is currently under review by DC Council.

Small Area Plans:
The Comp Plan and Small Area Plans (SAPs) are both substantively and legally intertwined. Small Area Plans cover defined geographic areas that require more focused direction than can be provided by the Comp Plan. The intent of such plans is to guide long-range development, support and improve neighborhoods, achieve District-wide goals, and attain economic and community benefits. The Comp Plan Generalized Policy Map and Area Elements identify recommended locations for Small Area Plans. Small Area Plans provide supplemental guidance to the Comp Plan, unless incorporated into the Comp Plan by a DC Council act. OP is in the process of developing a new series of Small Area Plans, having an emphasis on recovery, equity, and housing affordability. This series of Small Area Plans (SAPs) is reflective of a new style of community planning that is grounded in deep analysis and community input and driven by equity and feasibility of implementation. The graphic and visual communication of these efforts should be design-forward and reflect this new style of planning to visually set this series apart from other OP work.

Section 2: Scope of Work

The District Elements of the Comp Plan have been amended in response to earlier outreach and citywide engagement as outlined in the Project Background and is now under Council review. Following Council approval of the District Elements, OP is seeking a Contractor to design and develop a final document layoutComp Plan.

Additionally, OP is seeking graphic design, branding, and report layout services to develop a template(s) for three Small Area Plans that OP will be undertaking in our fiscal year 2021.

TASK 1 – COMPREHENSIVE PLAN UPDATE DOCUMENT LAYOUT AND PRODUCTION

The Contractor shall insert the Council approved plan into a document format that is ready for online publishing and printing. The Contractor shall work with OP to work within an established graphics style that communicates information easily and effectively. The mock-up and subsequent drafts and final document shall be created using Adobe InDesign CC and editable, to allow OP to make changes or additions after the term of the contract. The final Comp Plan document is anticipated to be between 800 to 1,600 pages.

The Contractor shall fulfill the following requirements as part of the document layout and production:

1. Provide a project work plan, including a clear schedule of deliverables and resource allocation.
2. Develop a graphics template for the Comp Plan Update document utilizing the 2006 style guide which will be provided by OP.
3. Create a mock-up layout for OP review and approval.
4. Insert final Council approved text and graphics into InDesign layout.

5. Develop a library of approximately 200 to 300 images and photographs to provide visual illustration of certain policies or recommendations within the Comp Plan Document and replace those from the 2006 Comp Plan.
6. Finalize document in PDF format for website, mobile and print publication. The document layout shall be designed in a way that makes it user friendly for both print format and on digital devices including phones, tablets, and desktop computers.
7. Deliver digital files of final InDesign package to OP, including all associated links, and an inventory of all maps, figures, tables, photos and other graphics.
8. Create a readme guide with a list of all graphics, links, style guides, and document setup for future reference.

Deliverables
- ✓ *Project Work Plan*
- ✓ *Project kick-off meeting*
- ✓ *Create InDesign template for Comp Plan Document*
- ✓ *Template and graphics review meetings*
- ✓ Finalize template in InDesign for content insertion
- ✓ *Assemble a library of photographs for the Comp Plan Document*
- ✓ *Develop draft document with all text, figures, maps, and images for review*
- ✓ *Deliver final document for digital and print publication including InDesign Package and readme file*

TASK 2 – SMALL AREA PLANS DOCUMENT LAYOUT AND PRODUCTION

OP is undertaking three planning processes: Chevy Chase, Pennsylvania Ave SE, and Congress Heights Small Area Plans (SAP). All three SAPs will be centered around three main themes from the Comp Plan Update: COVID-19 Response and Recovery, Housing, and Equity and Racial Justice. The Contractor shall provide graphic design services for branding and document layout that create a unified visual and structural appearance for all three plans while providing flexibility for potential unique elements within each SAP. In addition to high quality graphics and layout, the document shall be designed in a way that makes it user friendly for both print format and on digital devices including phones, tablets, and desktop computers. The mock-up and subsequent drafts and final document shall be created using Adobe InDesign CC that would allow OP to make changes or additions after the term of the contract. SAP documents can range between 60 to 120 pages.

The Contractor shall fulfill the following requirements as part of the document and graphics layout:

1. Provide a project work plan, including a clear schedule of deliverables and resource allocation.
2. Develop common document structure and graphics style guide across all three plans
3. Design branding and graphics for each SAP to place on project webpages and social media
4. Design template mock-up for OP review and approval. SAPs generally include the following sections and content pages:
   a. Cover Page
   b. Table of Contents
   c. Executive Summary
   d. Introduction

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e. Planning Areas of Focus (Land Use, Mobility, Economic Development, etc.)
f. Recommendations
g. Implementation Strategy and Matrix
h. Appendix (Neighborhood Profile, Community Engagement, Other Resources)
5. Design templates for maps, charts, tables, and other potential graphics for use by OP
6. Assemble a library of photographs to provide visual illustration of certain policies or recommendations. Each SAP is anticipated to include approximately 40 to 60 images. Some images could overlap between SAPs.
7. Maintain flexibility within the template for tailoring the document to certain unique characteristics in each SAP
8. Finalize template in InDesign for content insertion
9. Make adjustments to the template, as needed, after content insertion
10. Create a readme guide with a list of all graphics, links, style guides, and document setup for future reference.

Deliverables
- ✓ *Project Work Plan*
- ✓ *Project kick-off meeting*
- ✓ *Branding and graphics for SAP webpages and social media content*
- ✓ *Create Draft SAP InDesign template for review*
- ✓ *Template and graphics review meetings*
- ✓ *Finalize SAP InDesign template for content insertion*
- ✓ *Assemble a library of photographs for each SAP*
- ✓ *Design template for maps, charts, tables, and other potential graphics*
- ✓ *Deliver final template in InDesign and readme file for use by OP*

Supporting Documents

Item No.	Document Type	Title, Author, Link	Date
1	Comprehensive Plan	**District of Columbia Comprehensive Plan,** DC Office of Planning https://plandc.dc.gov/sites/default/files/dc/sites/Comprehensiveplan/page_content/attachments/Comp%20Plan%20Overview%20doc.pdf	2019
2	Comprehensive Plan Update Elements	**District of Columbia Comprehensive Plan,** DC Office of Planning https://plandc.dc.gov/node/1494536	2020
3	Comp Plan, Council Approved Framework Element	**District of Columbia Comprehensive Plan, DC Office of Planning** https://lims.dccouncil.us/downloads/LIMS/41515/Signed_Act/B23-0001-SignedAct.pdf	20109

4	Comp Plan Maps	**District of Columbia Comprehensive Plan, DC Office of Planning** https://plandc.dc.gov/page/future-land-use-map-and-generalized-policy-map	2020
5	Small Area Plans Overview	**District of Columbia Comprehensive Plan, DC Office of Planning** https://planning.dc.gov/sites/default/files/dc/sites/op/publication/attachments/Small%2520Area%2520Planning%2520Process%2520WebVersion%25202010.pdf	

Important Electronic Document and Map Delivery Standards for OP and its Contractors

The Office of Planning manages spatial information using GIS software from ESRI, and most other data and documents using Microsoft Office 365 Plus for Windows. We use Adobe Creative Cloud 2018.1(CC) for desktop publishing and design. Consultants wishing to exchange maps and data effectively with OP should plan to use ESRI ArcGIS 10.8 or equivalent GIS software. Base mapping data may generally be downloaded directly from http://opendata.dc.gov. OP may provide additional base mapping and other data in ESRI geodatabase or shapefile formats; CAD-format data will be provided only for design-related projects or as specified explicitly in the scope of work.

All maps, data, and documents developed for OP must be delivered in acceptable electronic formats. OP prefers maps in ESRI ArcMap or ArcGIS Professional formats; at minimum, spatial information developed for OP should be delivered in ESRI file geodatabase or shapefile formats. Note: key map information must be delivered as geographic features stored in layers; simple graphic elements drawn on a map are not acceptable.)   CAD-based maps are acceptable only for design-related projects or as specified explicitly in the scope of work. Highly generalized ("blob") maps may be delivered in editable graphic formats, but should be derived from OP's base map information. Maps showing specific location information must be delivered in ESRI ArcGIS-compatible formats.

Other information and documents should be provided in Microsoft Office 365 Plus formats, Adobe Photoshop files using features compatible with Photoshop CC (2018.1), Adobe Illustrator files must be provided in Illustrator CC (2018.1) format, or Adobe InDesign files in CC (2018.1) compatible formats. For Adobe InDesign, deliverables shall be delivered in "package" format together will all required resources including fonts and linked resources in editable format for InDesign CC (2018.1) and an .idml version of the InDesign document. In all cases, data sets must be delivered with sufficient documentation for OP to be able to assess what they contain and to reuse them in subsequent efforts. Use of data delivered to OP should not be limited by third party license restrictions.

Note that OP routinely posts final documents on its website in Adobe Portable Document Format. The maximum acceptable size for attachments on DC Government websites is 10 megabytes. Contractors should be mindful of this limit when designing their documents, and original Adobe Photoshop and/or

Adobe Illustrator files should be delivered together with the Adobe InDesign documents that incorporate them.

Consultants are responsible for printing 5 copies of all required documents and a single copy of all required maps and graphics unless otherwise specified in the scope of work.

All software, database, or website development tasks and any use of non-standard graphics or presentation software must be reviewed by the OP Chief Information Officer. Any cloud-based service use must be reviewed and approved in advance by the OP Chief Information Officer, and administrative control of any cloud-based services procured on OP's behalf shall be transferred to the OP Chief Information Officer, including administrative control of any domain names established for the Office of Planning. Products hosted on any service controlled by or within an account in the name of a contractor shall not be considered to be delivered until they have actually been transmitted to the Office of Planning in full or transferred to a service controlled by and in the name of the Office of Planning.

Any licensed fonts used in deliverables to OP must be provided to OP, together with proof of license from an authorized licensor for up to 5 members of OP's staff to use those fonts to make edits to those deliverables (except for fonts included with Adobe Typekit, Microsoft Windows 10, Microsoft Office 365 Plus, or OP's standard software packages.)

Summary of Deliverables

The Contractor shall perform the activities required to successfully complete the District's requirements and submit each deliverable to the Contract Administrator (CA) in accordance with the following:

Item	Deliverable	Quantity	Format/Method of Delivery	Due Date	Potential Contractor Hours
1	Task 1 and 2 Project Work Plan	2	Word	1 week from NTP	16
2	Task 1 asnd 2 Kick-off meeting	1	Virtual Meeting	1 week from NTP	2
3	Create InDesign template for Comp Plan Document	1	Adobe InDesign/PDF	3-4 weeks from NTP	80
4	Comp Plan graphics review meetings	1	Virtual or in-person meeting	4-5 weeks from NTP	10
5	Finalize Comp Plan InDesign template for content insertion	1	Adobe InDesign/PDF	6 weeks from NTP	40
6	Assemble a library of photographs	TBD	JPEGs/PNGs	3 weeks from NTP	80
7	Develop draft document with all approved text, figures, maps, and images for review	1	Adobe InDesign/PDF	10 weeks from NTP	240
8	Deliver final document for digital and print publication including InDesign Package and readme file	1	Multiple	TBD	40
9	Branding and graphics for SAP webpages and	TBD	TBD	4 weeks from NTP	100

	social media content				
10	Create draft SAP InDesign template for review	1	Adobe InDesign/PDF	3-4 weeks from NTP	80
11	SAP graphics review meetings	1	Virtual or in-person meeting	4-5 weeks from NTP	10
12	Finalize SAP InDesign template for content insertion	1	Adobe InDesign/PDF	6 weeks from NTP	40
13	Assemble a library of photographs for each SAP	TBD	JPEGs/PNGs	8 weeks from NTP	40
14	Design template for maps, charts, tables, and other potential graphics	TBD	TBD	8 weeks from NTP	100
15	Deliver final InDesign and readme files for use by OP		Multiple	TBD	32

OPTION YEAR

Item	Deliverable	Quantity	Format/Method of Delivery	Due Date	Potential Contractor Hours
1	Branding and graphics for SAP webpages and social media content	TBD	TBD	TBD	100
2	Create draft SAP InDesign template for review	1	Adobe InDesign/PDF	TBD	80

3	SAP graphics review meetings	1	Virtual or in-person meeting	TBD	10
4	Finalize SAP InDesign template for content insertion	1	Adobe InDesign/PDF	TBD	40
5	Assemble a library of photographs for each SAP	TBD	JPEGs/PNGs	TBD	40
6	Design template for maps, charts, tables, and other potential graphics	TBD	TBD	TBD	100
7	Deliver final InDesign and readme files for use by OP		Multiple	TBD	32

C.7   **CONTRACTOR EXPERIENCE/QUALIFICATIONS REQUIREMENTS:**

C.7.1   Demonstrated experience with graphic design for a minimum of two projects of similar size and scope. For each project, please include client contact information, contract number, and a copy of the final contract performance evaluation.

C.7.2   A list of three professional references for similar work performed by your company.

C.7.3   Resumes showing the qualifications of company employees proposed for this project.