



**CITY OF DULUTH**  
**REQUEST FOR PROPOSALS FOR**  
**PROFESSIONAL DESIGN/GRAPHIC ARTS SERVICES**

**RFP NUMBER 18-06AA**

**ISSUED APRIL 26, 2018**

**PROPOSALS DUE THURSDAY, MAY 10, 2018**

**SUBMIT TO**

**CITY OF DULUTH  
ATTN: PURCHASING DIVISION  
CITY HALL, ROOM 100  
411 WEST 1ST STREET  
DULUTH, MN 55802**

## PART I - GENERAL INFORMATION

**I-1. Project Overview.** The City of Duluth is undergoing a public review process to potentially designate new areas under the Duluth Natural Areas Program (DNAP), as part of the St. Louis River Natural Areas Acquisition and Conservation Project. The City seeks proposals from qualified vendors to design a logo and prepare thematic brochure and poster layouts in a format of the vendor's choice and a report layout in Microsoft-Word format that will help inform and educate the public on the DNAP and the upcoming nomination areas. This work will be funded with a grant through the Environmental Protection Agency. USEPA Grant GL-00E02202. Additional detail is provided in **Part IV** of this RFP.

**I-2. Calendar of Events.** The City will make every effort to adhere to the following schedule:

Activity	Date
Deadline to submit Questions via email to purchasing@duluthmn.gov	5/3/18
Answers to questions will be posted to the City website no later than this date.	5/4/18
Proposals must be received in the Purchasing Office by 4:30 PM on this date.	5/10/18

**I-3. Rejection of Proposals.** The City reserves the right, in its sole and complete discretion, to reject any and all proposals or cancel the request for proposals, at any time prior to the time a contract is fully executed, when it is in its best interests. The City is not liable for any costs the Proposer incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of the contract.

**I-4. Pre-proposal Conference.** There will be no pre-proposal conference for this RFP. If there are any questions, please forward them to the Purchasing Office in accordance with Section I-5.

**I-5. Questions & Answers.** Any questions regarding this RFP must be submitted by e-mail to the Purchasing Office at [purchasing@duluthmn.gov](mailto:purchasing@duluthmn.gov) **no later than** the date indicated on the Calendar of Events. Answers to the questions will be posted as an Addendum to the RFP.

**I-6. Addenda to the RFP.** If the City deems it necessary to revise any part of this RFP before the proposal response date, the City will post an addendum to its website <http://www.duluthmn.gov/purchasing/bids-request-for-proposals/> . Although an e-mail notification will be sent, it is the Proposer's responsibility to periodically check the website for any new information

**I-7. Proposals.** To be considered, hard copies of proposals must arrive at the City on or before the time and date specified in the RFP Calendar of Events. The City will not accept proposals via email or facsimile transmission. The City reserves the right to reject or to deduct evaluation points for late proposals.

Proposals must be signed by an official authorized to bind the Proposer to its provisions. If the official signs the Proposal Cover Sheet attached as Appendix B, this requirement will be met. Proposals must remain valid for 60 days or until a contract is fully executed.

Please submit one (1) paper copy of the Technical Submittal and one (1) paper copy of the Cost Submittal. In addition, Proposers shall submit one copy of the entire proposal (Technical and Cost submittals, along with all requested documents) on flash drive in Microsoft Office-compatible or pdf format.

All materials submitted in response to this RFP will become property of the City and will become public record after the evaluation process is completed and an award decision made.

**I-8. Small Diverse Business Information.** The City encourages participation by minority, women, and veteran-owned businesses as prime contractors, and encourages all prime contractors to make a significant commitment to use minority, women, veteran-owned and other disadvantaged business entities as subcontractors and suppliers. A list of certified Disadvantaged Business Enterprises is maintained by the Minnesota Unified Certification Program at <http://mnucp.metc.state.mn.us/>.

**I-9. Term of Contract.** The term of the contract will begin once the contract is fully executed and is anticipated to end by December 31, 2018. The selected Proposer shall not start the performance of any work nor shall the City be liable to pay the selected Proposer for any service or work performed or expenses incurred before the contract is executed.

**I-10. Mandatory Disclosures.** By submitting a proposal, each Proposer understands, represents, and acknowledges that:

- A. Their proposal has been developed by the Proposer independently and has been submitted without collusion with and without agreement, understanding, or planned common course of action with any other vendor or suppliers of materials, supplies, equipment, or services described in the Request for Proposals, designed to limit independent bidding or competition, and that the contents of the proposal have not been communicated by the Proposer or its employees or agents to any person not an employee or agent of the Proposer.
- B. There is no conflict of interest. A conflict of interest exists if a Proposer has any interest that would actually conflict, or has the appearance of

conflicting, in any manner or degree with the performance of work on the project. If there are potential conflicts, identify the municipalities, developers, and other public or private entities with whom your company is currently, or have been, employed and which may be affected.

- C. It is not currently under suspension or debarment by the State of Minnesota, any other state or the federal government.
- D. The company is either organized under Minnesota law or has a Certificate of Authority from the Minnesota Secretary of State to do business in Minnesota, in accordance with the requirements in M.S. 303.03.

**I-11. Notification of Selection.** Proposers whose proposals are not selected will be notified in writing when contract negotiations have been successfully completed and the City has received the final negotiated contract signed by the selected Proposer.

## **PART II - PROPOSAL REQUIREMENTS**

Proposals should be concise and must include a cover letter, an outline of the proposer's experience with similar projects, resumes of the staff who will be working on the project, samples of design work, a work plan and a minimum of three (3) references.

## **PART III - CRITERIA FOR SELECTION**

The proposals will be reviewed by City Staff. The intent of the selection process is to review proposals and make an award based upon qualifications as described therein. A 100-point scale will be used to create the final evaluation recommendations. The factors and weighting on which proposals will be judged are:

### **Technical -**

Understanding of the Project	20%
Qualifications of the Proposer and Personnel	30%
Work Plan	20%
References	10%

**Cost –** The City has established the weight for the Cost portion for this RFP as 20% of the total points. Cost points are calculated by giving the proposal with the lowest total cost the maximum number of Cost points available.

## **PART IV – PROJECT DETAIL**

The City of Duluth is undergoing a public review process that is examining the possibility of designating areas under the Duluth Natural Areas Program (DNAP). The DNAP was established by ordinance in 2002 to give city council a locally controlled mechanism to protect properties of special environmental significance. Categories of special interest include significant plant communities and species, important bird areas,

geological formations and/or water features. We are currently reviewing areas along the St. Louis River and Hartley Park as potential nominees under this program.

In support of the DNAP nomination studies, there will be a public information, review, and input process. The City will deliver information to, and seek consultation from, stakeholders, commissions and boards. This should result in the nomination of areas that maximize the conservation of significant natural areas through preservation and restoration. The lands under review will be city owned or tax forfeit parcels, although private landowners can volunteer to participate as well. In addition to the importance of preserving these lands, their protection will most likely increase adjacent property values.

The goal of this project is to design a logo and prepare a thematic brochure and posters in a software of choice and report layouts in Microsoft Word format that will inform and educate the public on the DNAP and the upcoming nominations.

Scope of Work – The tasks and tentative timeline for this project are:

1. Design or reform the existing DNAP logo and finalize with a small group. Two meetings with staff. (Anticipated start May 21 to June 8)
2. Prepare layout and design for an informational brochure/booklet for the DNAP. Work with staff on content – up to 3 meetings) (Anticipated start May 21 to June 22)
3. Prepare poster layout and design for the Hartley DNAP nomination; work with staff on content (up to 2 meetings) (June 1 to June 21)
4. Prepare poster layout and design for the Magney Snively DNAP; work with staff on content (one meeting) (June 10 to June 21, if possible)
5. Prepare poster layout and design for the St. Louis River Corridor DNAP nomination which is currently undergoing plant, bird and property ownership survey work. Work with staff on content (up to 3 meetings) (Nov 2018)
6. Prepare a template in Microsoft Word format for all future DNAP nomination and management plan reports (July 2018).
7. Prepare 3 fact sheets to insert into a pocket of a DNAP brochure for Hartley and St. Louis River nominations and Magney Snively DNAP. (Dec 2018)
8. Print/manufacture the materials produced at time of completion date – an estimated 500-1,000 brochures, 500 fact sheets to insert in brochure, one mounted poster of each DNAP, logo stickers or other type PR materials

**APPENDIX A - PROPOSAL COVER SHEET  
CITY OF DULUTH  
RFP# 18-06AA**

<b>Proposer Information:</b>	
Proposer Name	
Mailing Address	
Website	
Contact Person	
Contact Person's Phone Number	
Contact Person's Fax Number	
Contact Person's E-Mail Address	
Federal ID Number	
Authorized Signature	
Title	