



**REQUEST FOR QUALIFICATIONS (RFQ)**  
***GRAPHIC DESIGN SERVICES***

Release Date: Tuesday, April 16, 2024\*

Applications must be submitted by:

**Sunday, May 12, 2024 by 11:59 p.m.**

*\*Any date in this document may be changed at the discretion of **First 5 Monterey County**.  
All changes will be posted on the website at [www.first5monterey.org](http://www.first5monterey.org).*

**First 5 Monterey County**  
1125 Baldwin Street  
Salinas, CA 93906  
Phone: (831) 444-8549  
[www.first5monterey.org](http://www.first5monterey.org)

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**GRAPHIC DESIGN SERVICES - DUE 5/12/24**

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**1. INTENT**

First 5 Monterey County (F5MC) is requesting qualifications from graphic designers or design firms with the purpose of producing a variety of graphic art and communications materials. The selected applicant(s) will be responsible for graphic design and layout of communication materials while ensuring the development of graphic elements are consistent with the look and feel of F5MC.

The initial agreement term will be through June 30, 2025 and will commence upon signing of the agreement and fulfillment of insurance requirements. Upon successful completion of the initial term, the agreement may be extended for up to five additional years if it is in the best interest of F5MC and funds are available.

**2. RFQ TIMELINE \***

Application Released	Tuesday, April 16, 2024
Final date to submit questions	Monday, May 6, 2024
Final Q&A posted on website	Tuesday, May 7, 2024
Submissions due by 11:59 p.m.	Sunday, May 12, 2024
Interviews	Week of May 20, 2024
Notification of Intent to Award issued	Friday, May 31, 2024
Anticipated date for Commission approval (for contracts over \$25k)	Monday, June 24, 2024, as applicable

*\* Any date in this document may be changed at the discretion of F5MC. All changes will be posted on the website at <http://www.first5monterey.org>.*

**3. BACKGROUND**

First 5 Monterey County (F5MC), also known as the Monterey County Children and Families Commission, was established in 1998 and is led by a Commission appointed by the Monterey County Board of Supervisors. The new F5MC Strategic Plan Framework July 2023 – June 2029 identifies the vision and mission as follows:

**Mission:** First 5 Monterey County enriches the lives of children, ages prenatal through 5, and their families by elevating early childhood as a priority, strengthening connections, and advancing quality within a whole system of care and support.

**Vision:** The wellbeing of all young children and families is nurtured by responsive services, just and equitable systems, and safe and welcoming environments.

In addition to the Vision and Mission above the importance of centering Race, Equity, Diversity and Inclusion (REDness) is an essential area of focus for F5MC. F5MC's 2023-2029 Strategic Plan Framework can be found on our website at: <https://www.first5monterey.org/download/library/strategic-plan/strategic-plan-2023-2029-86.pdf>

**4. SCOPE OF WORK**

The selected applicant will be responsible for graphic design (plus light copy-editing and proofreading) of print and promotional materials. The selected applicant will work with staff to ensure that the graphic elements of the materials are consistent with the look and feel of F5MC, are representative of the mission and vision of the organization and showcase the diversity of Monterey County.

The following is an illustrative list of potential projects that may take place throughout the contract. Prior to beginning a project, the project's scope of work and timeline, including anticipated hours and not-to-exceed amount, will be established and agreed upon in writing (email) with F5MC and the selected applicant prior to the start of each project.

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- Create website icons and graphics that can enhance the viewer's experience of our website, complement photography, and maintain our look and feel.
- Annual reports for future years and other reports as required.
- Event promotion: flyers, invitations, programs, print advertisements, and online ads, etc.
- Marketing materials: flyers, posters, bookmarks, brochures, print ads, Power Point templates, promotional, and educational postcards.
- Website and social media graphics, icons, color palette, word clouds, infographics, and designs with existing photos as well as online graphics for advertising.

## **5. QUALIFICATIONS**

Successful applicant(s) will possess the following qualifications and experience:

- Experience designing products related to children and families and for a range of linguistic and cultural backgrounds.
- Experience working with public and non-profit organizations.
- Experience developing a broad range of communications resources in multiple mediums.
- Be accessible and flexible in accordance with product timelines and activities.
- Ability to produce fast, accurate, responsive, professional designs.
- Ability to think "outside the box" and develop innovative designs.
- Ability to solve visual communication problems or challenges.
- Ability to prepare high-quality design files with layouts for print, web design, and social media platforms.

## **6. QUESTIONS**

Any questions regarding this RFQ should be submitted by email to Joanna Jensen at [Joanna@first5monterey.org](mailto:Joanna@first5monterey.org). The deadline for questions is on Monday, May 6, 2024. All questions and their answers will be posted on the F5MC website at [www.first5monterey.org](http://www.first5monterey.org) on Tuesday, May 7, 2024.

## **7. SUBMISSION REQUIREMENTS & DEADLINE**

Please include the items below to ensure a complete application package:

- A. Coversheet** - All submissions will include the cover sheet supplied in Appendix A. Please complete it in its entirety.
- B. Applicant Qualifications** – Include company/contractor background and experience with the types of services outlined in Section 4 and qualifications in Section 5, as applicable. Include a brief description of all additional staff/subcontractors who would be working on this project, including their role, if applicable.
- C. Fee Schedule** - Include all relevant fees associated with the services described in this RFQ. Travel will not be paid as part of this agreement. More than one rate may be proposed (i.e.: different expertise levels, virtual vs. on-site work).
- D. Portfolio** - Include two examples of each of the following (submitted as PDF files or links via email): annual reports or other reports, website graphics, branding projects, and marketing materials. Samples should include the work of the person(s) listed in the submission.
- E. References** - Contact information for two (2) references for work completed in the last 5 years. Other individuals known by F5MC to be familiar with the applicant's work may also be contacted. If work in the last 5 years is known to F5MC, references are optional. Also, include a list of clients over the last year.

**Deadline:** Submissions shall be submitted via email to [Joanna@first5monterey.org](mailto:Joanna@first5monterey.org) by 11:59 p.m. on **Sunday, May 12, 2024**. Applicants are responsible for ensuring that submissions are received on time. Applications submitted after the Application Deadline may not be considered.

## **8. SELECTION**

Responses will be evaluated based upon relevant experience, qualifications and submitted work samples, taking cost into consideration. The review panel may request additional work samples, clarification on outstanding questions and may request an interview from selected applicants. F5MC may, at its discretion, select firm(s)/individual(s) to be interviewed based on an evaluation of the submission, or the award of work may be based solely on the submission.

Final selection will be based upon the submission(s) that best meets the needs of F5MC. All applications will be reviewed by a selection committee using a ranking tool, with a final recommendation taken to the full Commission, if the contract is over \$25,000 per fiscal year. A five percent (5%) preference shall be granted to local (tri-county) vendors.

## **9. AWARD & TERM**

A Notification of Intent to Award will be posted to the F5MC website by Friday, May 31, 2024.

### **Appeals**

Any applicant who wishes to file an appeal must file a written Letter of Appeal delivered by certified mail to the Executive Director at the address on the cover of this RFQ within 5 business days of the announcement of the Notification of Intent to Award. Appeals are limited to violations of law, regulation, or procedure. Appeals will not be accepted on any other grounds. The Letter of Appeal must state the reason for the appeal, including all facts, citations of law, regulation or procedure that are the basis for the appeal. The Executive Director will review the Letter of Appeal and issue a written decision. The decision on appeal is final.

### **Term**

Upon award, the successful applicant will be required to execute an agreement with F5MC. The applicant, at their own cost, will be required to comply with F5MC insurance requirements as described in Appendix A before any costs are incurred. The initial contract term will be through June 2025. Upon successful completion of the initial term, the contract may be extended for up to five additional years.

## **10. CAVEATS AND LEGAL NOTES**

- A.** F5MC reserves the right to cancel the RFQ process at any time for any reason, even after review of all the applications, and is not responsible for any expenses incurred by an applicant in developing an application. The costs of developing an application cannot be charged to F5MC or included in the proposed budget.
- B.** No Supplanting – F5MC is prohibited from providing funds to maintain existing levels of service and from replacing State or Local general fund money (supplanting). F5MC funds may only be used to enhance existing services or create new programs or services.
- C.** This RFQ is not a contract for employment or hire and the final terms of the proposed contract are subject to negotiation and approval of the F5MC Commission.
- D.** All Applications and associated materials become the property of F5MC upon submission and will not be returned to applicants. F5MC reserves the right to accept or reject all or a portion of any application and reserves the right to waive any minor irregularities in any application.
- E.** F5MC reserves the right to reject an application based on errors made in computing costs or due to noncompliance with the requirements of this application as determined by F5MC and at its sole discretion. F5MC is not responsible for any errors in the application, including mathematical errors.
- F.** Upon award, the successful applicant will be required to execute an agreement with F5MC. The applicant, at their own cost, will be required to comply with F5MC insurance requirements as described in Appendix B before any costs are incurred.
- G.** F5MC is under no obligation to select the applicant who presents the application with the lowest cost structure. An application award is based upon the quality of the application within a reasonable proximity to the other proposed costs. Selection will be made based on overall evaluation of the applicant submissions and the best interests of F5MC as determined by F5MC.
- H.** In the event that the submitted applications do not meet the criteria of this RFQ and the needs of F5MC, F5MC may choose to negotiate with the existing applicant pool or institute *Article VI, Section 11*

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*Selection Process Exceptions of the Purchasing and Procurement Policy* and may select another applicant.

- I. F5MC reserves the right to negotiate project-related conditions, scope of work, budget, and costs with the successful applicant. If negotiations fail to culminate in a contract, F5MC may institute *Article VI, Section 11 Selection Process Exceptions of the Purchasing and Procurement Policy* and may select another applicant.

**APPENDIX A: COVERSHEET**

Please complete this form electronically.

**APPLICANT INFORMATION**

<i>Applicant/Organization DBA</i>		<i>Applicant legal name, if different than</i>	
<i>Primary Address</i>		<i>City, State, Zip</i>	
<i>Primary Contact (if different than above)</i>		<i>Title</i>	<i>Email Address</i>
<i>Telephone</i>		<i>Cell Phone</i>	
<i>Mailing Address (if different than above)</i>		<i>City, State, Zip</i>	

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Your application packet should include all items listed below. Please indicate the items enclosed by marking the corresponding box.

- A. This Coversheet (Appendix A)
- B. Applicant Qualifications
- C. Fee Schedule
- D. Portfolio
- E. References
  
- The entire application submitted electronically to [Joanna@first5monterey.org](mailto:Joanna@first5monterey.org)**

## **APPENDIX B – INSURANCE REQUIREMENTS**

The successful applicant will be required to provide proof of insurance for the following and maintain in full force and effect, during the term of the Agreement, the following types of insurance:

- [X] General Liability** [“occurrence” coverage]  
CONTRACTOR shall maintain general liability insurance with limits of not less than \$1,000,000 per occurrence for bodily injury and property damage liability combined.

Additional Insured Endorsement: The policy must include Monterey County Children and Families Commission, the individual members thereof, and all F5MC officers, agents, employees, and its Board of Directors as Additional Insureds with respect to services being provided, including ongoing and completed operations. Additional insured endorsement shall be equivalent to ISO form CG 20 26 07 04.

- [X] Workers’ Compensation**  
Required for all CONTRACTOR **with employees:**  
Statutory Limits or \$1,000,000, Employers Liability minimum \$100,000

**Please have Insurance Certificates with any Additional Insured Endorsements sent to First 5 Monterey County, 1125 Baldwin Street, Salinas, CA 93906.**

- A.** All Insurance Certificates showing proof of insurance must include a 30-day Notice of Cancellation endorsement.
- B.** F5MC’s legal name, Monterey County Children and Families Commission, must be used on all insurance certificates and endorsements.
- C.** All insurance provided required under this Agreement shall be primary coverage with respect to F5MC, and any insurance or self-insurance maintained by F5MC shall be in excess of CONTRACTOR’S insurance coverage and shall not contribute to contractor’s coverage. F5MC is to be notified immediately if any aggregate insurance limit is exceeded.
- D.** Failure to provide these documents shall be grounds for termination or suspension of this Agreement.
- E.** It is the responsibility of CONTRACTOR to confirm that any and all SUB-CONTRACTORS that CONTRACTOR may use for the completion of this Agreement comply with all terms and conditions of the insurance provisions.
- F.** Policies shall not be canceled, non-renewed or reduced in scope of coverage until after sixty (60) days written notice has been given to F5MC.
- G.** Evidence of Self Insurance: For CONTRACTORS who are self-insured, legally adequate evidence of self-insurance meeting the approval of F5MC’s Legal Counsel may be submitted for any coverage required above. For Workers’ Compensation, CONTRACTOR must submit a copy of the Self-Insured Certificate issued by the State of California.

Prior to any obligations of F5MC, CONTRACTOR shall file certificates of insurance with F5MC, showing that CONTRACTOR has in effect the insurance required by this contract. CONTRACTOR shall file a new or amended certificate including applicable endorsements promptly after any change is made in any insurance policy, which would alter the information on the certificate then on file.