



INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852G002

Issue Date: May 18, 2017
Title: VFHY Graphic Art and/or Design
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From June 1, 2017 through May 31, 2022.
- Anticipated amount of awards: Not to exceed \$25,000 per year per award, awarded to one or more Offerors.

This is an online proposal process. No hard copy proposals will be accepted. Offerors must register to complete the application at:

<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwtA2>

- Online proposals are due and must be uploaded by **11:59 p.m., Eastern Daylight Time, May 30, 2017**. To be considered, all proposals must be uploaded on or before the date and hour stipulated. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock in the online system. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Marge White, Deputy Director, 804-225-3637 or mwhite@vfhy.org
- Note: This Public Body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.
- **Late proposals will not be accepted.** Proposals will be accepted until 11:59 p.m., Eastern Daylight Time, May 30, 2017.
- All data, materials, working files and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia

Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section –2.2-4342 (F) of the *Code of Virginia* (<http://law.lis.virginia.gov/vacode/title2.2/chapter43/section2.2-4342/>), in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

I. PURPOSE

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract through competitive negotiations for the purchase of graphic art and/or design work by the Virginia Foundation for Healthy Youth (also referred to herein as the Purchasing Agency). *This solicitation is using Best Value procurement procedures.*

The overall goal of this funding is to engage one or more contractors to design graphic art products including but not limited to: logos, annual reports, conference program guides, brochures, fact sheets, drawings, and graphic items for use online and in social media. These products will need to be developed or saved in various formats for use in online and print media.

II. BACKGROUND

The Virginia Foundation for Healthy Youth was established by the Virginia General Assembly to lead statewide efforts to reduce and prevent youth tobacco use, substance use and childhood obesity. In 1999, the Virginia General Assembly created the Virginia Foundation for Healthy Youth (VFHY) to distribute monies from the Virginia Tobacco Settlement Fund for the purpose of restricting the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors, and enforcement of laws restricting the distribution of tobacco products to minors. In 2010 and 2017, respectively, the Virginia General Assembly expanded the VFHY’s purpose to include childhood obesity and substance use prevention.

III. STATEMENT OF NEEDS

A total of up to \$25,000 per award is available for contracts with one or more Offerors to develop a variety of graphic design products. VFHY anticipates a minimum of two awards if it receives proposals from qualified Offerors.

IV. EVALUATION AND AWARD CRITERIA

All areas described in “*Specific Requirements*” of the VFHY Proposals Instructions will be reviewed for level of completeness and accuracy.

All proposals will be reviewed and evaluated by a Review Panel comprised of members of the VFHY staff and/or other experts with knowledge of graphic design or public relations. “Best Value” concepts will be used for the evaluation and award. “Best Value” means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body’s needs. Various elements may include experience, portfolio review and variety of mediums in which the Offeror works. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panel will recommend to the VFHY those proposals which most closely meet the requirements of VFHY and are considered to be “best value.”

A. Evaluation Criteria: Proposals will be evaluated by VFHY using the following adjectival rating method:

Acceptable:

Offeror’s proposal demonstrates an acceptable understanding of goals and objectives of the procurement. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror’s proposal demonstrates a fair understanding of the goals and objectives of the procurement. Weaknesses have been found that may outweigh strengths that exist. Weaknesses may be difficult to correct.

Unacceptable:

Offeror’s proposal fails to demonstrate an understanding of the goals and objectives of the procurement. The proposal has one or more significant weaknesses that will be very difficult to correct or are not correctable.

The following areas of the proposal will be evaluated by reviewers for completeness, clarity and understanding:

Proposal Summary, Offeror’s Background, Project Management, Project Team, Budget Proposal and Appendix

B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers’ individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations

made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

- C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the VFHY. This provides an opportunity for the Offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted.

ONLINE PROPOSAL INSTRUCTIONS

General Requirements:

- **Read the entire online RFP, Terms and Conditions, Required Statements, and Proposal Instructions before completing a proposal.**
- To complete the application online, go to:
<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2>
- Offerors must complete each required section of the online proposals and upload all of the required VFHY documents.
 - I. Offeror's Background –Description of Experience, Client References
 - II. Project Management – Methods to Develop Project Estimates
 - III. Project Team– Project Staff and Qualifications, Resumes
 - IV. Budget – Proposed Rates for Types of Work
 - V. Appendix – Portfolio Link
- VFHY Terms and Conditions/Required Statements must also be downloaded and read and attested to in the online proposal.
- The Appendix item (link to portfolio) must be submitted electronically as part of the online proposal.
- All sections must be completed. All questions must be answered to ensure a complete proposal.

Specific Requirements

Eligible Applicants

VFHY will accept proposals from individuals and companies with relevant experience in graphic art design for use in print and online media and/or development of new art for use in graphic design projects. All Offerors must register online in VFHY online application system and submit a proposal electronically.

Application Instructions [https](https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2)

The following areas describe the specific sections of the online application located at:

<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2>

- I. Offeror's Background:** Offerors should answer each question by entering information about proficiencies and previous projects. Offerors should fully describe their experience with graphic design and/or development of art for use in graphic design projects.

List three clients that can provide references and contact information for each.

List the design software with which you are proficient.

Briefly describe experiences designing products for print, PDF and web.

Do you have experience/ability as an artist creating logos, illustrations, original artwork and/or designing for PowerPoint, annual reports and/or brochures?

- II. Project Management:**

Offerors should describe the methods used to ensure projects are completed on time with minimal editing to finalize each.

- III. Project Team:** Offerors should list the position titles, names (if possible) that may work on various projects. Offerors must upload a résumé or general description of experience for each person who will work on the account. *These documents should be saved as one file for upload.* (See instructions below to upload documents)

- IV. Budget Proposal:** Offerors should describe their rates for various services/types of graphic design work. Offerors should list anticipated annual percentage increases in rates, if any.

All costs associated with the Offeror's rates and estimates must be reasonable and necessary and required to ensure successful projects. Excessive, unnecessary and unjustified costs will reflect negatively in the review process.

- V. Appendix – Portfolio Link**

Offerors must provide a link to an online portfolio for viewing by the Review Panel. If an Offeror cannot provide a link, contact Marge White, Deputy Director, 804-225-3637 or mwhite@vfhy.org no later than **May 25, 2017, 4:00 p.m.** for approval of an alternate method to provide a portfolio.

VI. Terms and Conditions/Required Statements: Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

Directions for File Conversion, Fax to File and Document Uploading

Résumés or a description of staff experience must be uploaded with each online proposal.

- Normal document files that are formatted in Microsoft Word, Microsoft Excel or PDF format can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online. Some example sites are: www.freepdfconverter.com and www.primopdf.com.
- The VFHY online proposals site also offers the “Fax to File” option for those unable to scan or convert their documents to a digital format. This process will enable offerors to fax documents to an external site which will then convert them into electronic PDF files. Offerors will then be able to download to a computer and upload to the online proposals where required. To use this tool, click on the Fax to File tab on the VFHY online proposals page and follow the directions.