



Request for Qualifications

PROJECT 25A06

GRAPHIC DESIGN SERVICES FOR PUBLIC INVOLVEMENT MATERIALS

ISSUE DATE

August 26, 2024

DUE DATE

October 1, 2024 (2:00 PM)

Submit Qualifications (by email only) to:

Andrea Jackson: ajackson@baltometro.org

Contact for More Information:

Andrea Jackson: ajackson@baltometro.org

Contents

Request for Qualifications 1

Introduction.....3

Background.....4

Purpose6

Scope of Work.....6

Qualification Content and Requirements.....9

Submission Of Qualifications10

Tentative Schedule12

Consultant Selection Criteria12

“Sample” Form Contract13

Confidentiality.....13

Maryland Registration / Qualification Requirements.....14

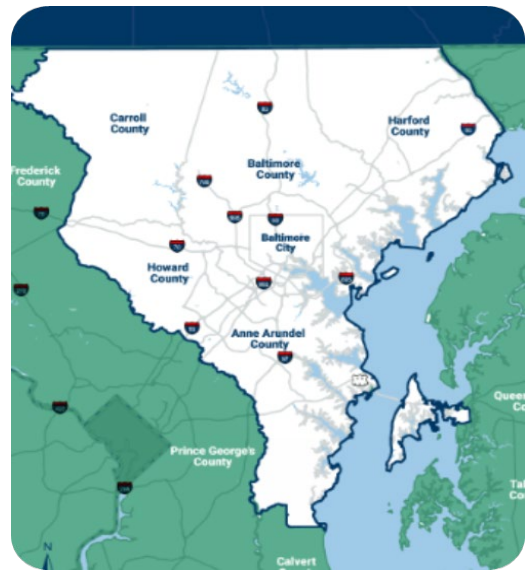
Mandatory Statements.....14

Proposal Affidavit.....16

Introduction

The Baltimore Metropolitan Council (BMC) is a nonprofit organization committed to identifying regional interests and developing collaborative strategies through plans and programs, which will improve the quality of life and economic vitality throughout the region. BMC’s Board of Directors includes the Mayor of Baltimore City, Executives of Anne Arundel, Baltimore, Harford and Howard counties, a Carroll County Commissioner, a Queen Anne’s County Commissioner, a Delegate and Senator from the State of Maryland, and a gubernatorial appointee.

The Baltimore Regional Transportation Board (BRTB) is the federally designated Metropolitan Planning Organization (MPO) for the Baltimore region. Approximately 2.8 million residents live in the Baltimore region, the 20th most populated Metropolitan Statistical Area in the United States, according to the U.S. Census Bureau. The Baltimore region includes the jurisdictions of Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, and Queen Anne’s County. The BRTB members consist of designated representatives from Baltimore City, Anne Arundel County, Baltimore County, Carroll County, Harford County, and Howard County, Queen Anne’s County, the City of Annapolis, plus the Maryland Department of Transportation (MDOT), the Maryland Department of the Environment, the Maryland Department of Planning, the MDOT Maryland Transit Administration, and the Regional Transit Agency of Central Maryland. BMC staff provide technical support to the BRTB, including transportation forecasting and analysis, economic and demographic research, computer mapping applications, air and water quality programs, multimodal planning, cooperative purchasing, workforce development, and housing and rideshare coordination.



Background

As the regional council of governments, the Baltimore Metropolitan Council (BMC) produces both general and program specific work products and documents in both print and digital form. These include:

Annual Report – BMC is required by State Law to produce an annual report.

Chesapeake Connect - Chesapeake Connect is a program of the BMC, our region's council of governments. Chesapeake Connect brings leaders from in and around Baltimore together to explore and learn from a region outside of our own.

Regional Fair Housing Planning - BMC assists local governments and public housing authorities (PHAs) in the region in carrying out their duty to affirmatively further fair housing under the federal Fair Housing Act of 1968.

Emergency Preparedness - BMC staff work with stakeholders from member jurisdictions to support regional emergency preparedness programs coordinated through the Baltimore Urban Area Security Initiative (UASI) and by the Baltimore Urban Area Homeland Security Work Group (UAWG).

Workforce Development - BMC works with stakeholders to provide data, analysis and support to regional workforce development initiatives. BMC's efforts include production of reports that identify in-demand occupations, highlight career pathways and discuss barriers to employment.

Climate Pollution Reduction Grant (CPRG) – BMC and the seven jurisdictions in the Baltimore region are joining together to create a plan to address harmful greenhouse gas emissions in the region.

Cooperative Purchasing - BMC works with its member jurisdictions and the State of Maryland to leverage their collective government buying power. Savings are realized through purchasing in quantity and consolidating the administrative costs associated with procurement.

The Baltimore Regional Transportation Board (BRTB) is required to produce several documents as part of its work program, including (descriptions from US Department of Transportation Regulations and Guidance):

Long-Range Transportation Plan (LRTP): This plan must identify how the metropolitan area will manage and operate a multi-modal transportation system (including transit, highway, bicycle, pedestrian, and accessible transportation) to meet the region’s economic, transportation, development and sustainability goals – among others – for a 20+-year planning horizon, while remaining fiscally and air quality constrained.

Transportation Improvement Program (TIP): The TIP is a list of upcoming transportation projects—covering a period of at least four years. The TIP should include all regionally significant projects receiving Federal Highway Administration (FHWA) or Federal Transit Administration (FTA) funds, or for which FHWA or FTA approval is required, in addition to non-federally funded projects that are consistent with the Metropolitan Transportation Plan, also known as the LRTP. Furthermore, the TIP must be fiscally and air quality constrained.

Unified Planning Work Program (UPWP): A UPWP, also known as the transportation planning budget, is an annual or biennial statement of work identifying the planning priorities and activities to be carried out within a metropolitan planning area. At a minimum, a UPWP includes a description of the planning work and resulting products, who will perform the work, time frames for completing the work, the cost of the work, and the source(s) of funds.

In addition, the BRTB, and all MPOs nationwide, are required to develop a collaborative and comprehensive Public Participation Plan, in full collaboration with the public and stakeholder communities, to be used in the development of the LRTP and TIP, as well as to frame the strategies for public and stakeholder communication and collaboration in all phases of the planning process.

The BMC, as staff to the BRTB, is responsible for the production and dissemination of these work products and other reports and studies developed as a part of our work program.

BMC has developed a style guide, including branding elements, and how to implement them. This style guide is provided as a reference document and should be used unless specific permission to deviate is given.

Purpose

BMC is soliciting Statements of Qualifications from skilled firm(s), joint ventures, and/or partnerships (hereinafter referred to as “Consultant”) to assist with **graphic design tasks** (both web/digital and print) related to development of BMC and BRTB work products previously described in the Background section.

BMC intends to pre-approve multiple teams as part of this procurement. Pre-approved teams will be eligible for future task order contracts.

Scope of Work

Outlined below are potential/representative tasks for this contract. Tasks will be assigned and discussed throughout the life of the contract and relate to the plans and programs in the Background section.

- The consultant will develop and update templates and documents using Adobe Creative Suite software (InDesign, Illustrator, etc.) or, if appropriate for some materials, Microsoft Word.
- The consultant will be responsible for ensuring that the templates incorporate the existing branding scheme and logos.
- Sample text pages will be presented (a page for text, one for a map, one including a chart).
- Postcards for notifying agencies and the public about upcoming opportunities to comment or attend workshops.
- Templates will be designed or updated for:
 - Full reports and document, including cover pages, TOC, executive summaries and appendices. Specific templates could include chapters, charts, graphs and infographics. The products will consider both web friendly and print formats.
 - Multi-panel displays for use at public meetings as well as materials for pop-up

events

- Graphic Design using CANVA design software (or compatible software)
- Develop banners for websites or publicinput project pages.
- Develop e-newsletter headers/footers. Create banner images for projects as needed.
- Social media images for comment periods and campaigns.
- Create flyers/brochures to advertise events or initiatives.
- Create additional icons in the style currently in use.
- Formatting services for transportation studies and reports are developed as part of the UPWP. These reports and studies can be developed by BMC staff or other hired consultants. Typically these reports are accompanied by a PowerPoint or other presentation.
- The consultant team should also demonstrate the capability to develop branding, public involvement, social media and website materials including graphics and text. A combination of these materials is part of each project.
- Consultant will be eligible for additional task orders on an as needed basis for the agency. Task orders may include graphic design needs ranging from social media advertisements to publication design.
- These additional tasks will be mutually agreed upon and billed at an hourly rate designated in the contract.
- BMC will retain full ownership of all products, including all infographics and other design elements.

Qualification Content and Requirements

The proposal shall consist of two separate parts: (1) a Technical Qualifications; and (2) a Cost Qualifications. Each offeror shall submit by electronic mail a digital copy of their technical proposal and cost proposal saved in separate electronic files. Proposals shall meet, at a minimum, the following requirements.

Technical Proposal

The Technical Qualifications shall contain the following:

- *Cover Letter* – signed by an executive with authority to commit the offeror and stating the period for which the proposal is valid. (1 page maximum)
- *Firm Experience* – The offeror shall list their qualifications with regard to the identified work tasks identified in this RFQ. The summary should contain information on projects of similar nature that offeror has completed, including brief descriptions, dates, and names of contact persons and links to relevant work if possible. Including samples of similar graphic design work; plans, brochures, social media, etc. *Firms are encouraged to include a link to a professional portfolio. The portfolio will not count against the page count.*(10 pages maximum)
- *Key Staff and Point of Contact* – Designation of key personnel, including a single lead point of contact. Provide a summary of qualifications and resumes of up to three key project team members. (5 pages maximum)
- *DBE Participation* – The program for assuring the maximum opportunity for participation by Disadvantaged Business Enterprises (DBEs) in accord with BMC’s goals shall be presented. See the section of MANDATORY STATEMENTS for statement of DBE participation goals. For this procurement, firms should simply indicate whether they are DBE certified and provide appropriate supporting documents.
- *Other Information* – Any other material that the offeror wishes to provide. Please limit to relevant information. (5 pages maximum)

The body/narrative of all documents will be formatted to a 12-point font size. Headers and cover pages may utilize larger font sizes. Cover or divider pages without content will not be counted toward the page limits. Digital signatures are acceptable for all documents.

Cost Proposal

The Cost Proposal shall be composed of two parts: (1) Rate Schedule (2) Affidavits and Certifications.

- *Rate Schedule* – Proposers shall provide the billing rates of the identified staff members as a fixed hourly rate in United States dollars. Additionally, identify any

direct costs the Offeror typically bills to clients. Direct costs shall be itemized by category (e.g., travel, per diem, /etc.). The task order contract type is anticipated not to exceed a fixed total cost and number of hours with **partial payments paid based on task completion or at regular increments**. We anticipate that tasks will not exceed 120 hours a month.

- Billing rates provided in the cost proposal will be used to develop the cost for any additional projects related to this contract.
- Affidavits and Certifications – An electronic signature is acceptable on the Proposal Affidavit attached at the end of this RFP and shall be included in the Cost Proposal.
- Additionally, if there are any proposed exceptions to the “sample” form contract located on page 12, these should be noted here.

BMC reserves the right to reject proposals that do not meet the Technical and Cost Proposal requirements.

Submission Of Proposals

All offerors shall submit by email two (2) separate digital electronic files – one (1) for each of the Technical and Cost Proposals to: ajackson@baltometro.org.

The proposal must be received by BMC no later than 2:00 PM on **October 1, 2024**. Proposals arriving after the deadline will not be accepted. Note that BMC's email will accept files up to 25MB. If your proposal documents exceed 25MB, please upload the documents to a file sharing service and email the link to the files.

Please direct any questions to Andrea Jackson at ajackson@baltometro.org no later than **September 12, 2024**. All questions will be collected and answers will be posted to BMC's website by **September 16, 2024**.

BMC will not pay for the development and submission of proposals in response to this RFP. BMC reserves the right to reject any proposals without cost or detriment to BMC.

The offeror shall not make changes in the specifics put forth in a proposal, including staff participation, without the prior written consent of BMC.

The BMC staff member listed above shall be the sole point of contact for any offeror during the procurement process.

BMC reserves the right to waive minor irregularities, to negotiate in any manner necessary to best serve the public interest, and to make a whole award, multiple awards, a partial award, or no award. BMC reserves the right to cancel this RFP, in whole or in part, any time before the closing date.

Tentative Schedule

RFQ Issued	August 26, 2024
Questions Due	September 12, 2024
Answers to Questions Posted	September 16, 2024
Qualifications Due	October 1, 2024, 2:00 p.m.
Consultant Selection	October 2024
Start of Work	N/A (Eligible for tasks upon selection)
Completion of Work	N/A

Consultant Selection Criteria

All submissions will be evaluated on the basis of technical merit and proposed cost. This is not a low-bid procurement. BMC staff and/or appropriate project partners will conduct the evaluation of proposals. Technical merit includes work program and approach, as well as staff experience and qualifications.

Offerors may be asked to make personal appearances to provide additional information on qualifications.

“Sample” Form Contract

BMC’s form contract is available on BMC’s website and is incorporated into this solicitation.

https://www.baltometro.org/sites/default/files/bmc_documents/RFP/sample-rfp-contract_fy2022.pdf

By the act of submitting qualifications, the offeror expressly acknowledges that he/she/it accepts the terms and conditions as stated in the form contract unless exceptions are submitted in writing with the proposal. BMC reserves the right to amend the terms of the form contract as it sees fit during contract negotiation.

The offeror’s acceptance of, or deviations from, the form contract terms and conditions are considered during the evaluation and subsequent award.

If the offeror submits an exception that alters BMC’s risk, liability, exposure in, or the intent of this procurement, BMC reserves the right in its sole and absolute discretion to deem the offeror non-responsive.

Confidentiality

Offerors must specifically identify any portions of their submissions deemed to contain confidential information, proprietary information or trade secrets. Those portions must be readily separable from the balance of the proposal. Such designations will not be conclusive, and offerors may be required to justify why such material should not, upon written request, be disclosed by BMC under the Public Information Act, State Government Article, Title 10, Sub-Title 6, of the Annotated Code of Maryland, as amended. BMC may disclose such information if required by law, court order or subpoena.

Maryland Registration / Qualification Requirements

BMC requires vendors to register or qualify to do business with Maryland Department of Assessments and Taxation (SDAT) in accordance with the Annotated Code of Maryland, Corporations and Associations Article: §2-102 Formation generally, §7-202 Registration to do interstate and foreign* business, and/or §7-203 Qualification to do intrastate business.

For information on registering or qualifying a corporation, LLC, LLP or LP, call SDAT at 410-767-1340. Sole Proprietors and General Partnerships should call 410-767-4991 or you may download the SDAT forms at

<http://www.dat.state.md.us/Pages/sdatforms.aspx>

The successful offeror may be required to submit a Good Standing Certificate (also known as "Certificate of Status") issued by SDAT within 10 days of being notified of potential award.

(*Note: "a corporation, association, or joint-stock company organized under the laws of the United States, another state of the United States, a territory, possession, or district of the United States, or a foreign country," Md. Code Ann., Corporations & Associations, §1-101.)

Mandatory Statements

Public Information Act Notice

Offerors should give specific attention to the identification of those portions of their proposals they deem to be confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

Disadvantaged Business Enterprise Notice

Disadvantaged business enterprises (DBEs) are encouraged to respond to this solicitation. It is the intent of BMC that certified minority business enterprises and sub-contractors be given the opportunity to submit proposals to this RFP and will not be subject to discrimination on the basis of race, color, sex, or national origin in consideration for an award.

All selected contractors will be required to abide by the DBE Program of the Baltimore Regional Transportation Board (BRTB). The DBE Program may be found on BMC's website.

Disadvantaged Business Enterprise Subcontract Participation Goal

The Baltimore Metropolitan Council hereby notifies all offerors that in regard to any contracts entered into pursuant to this advertisement, MBEs and WBEs will be afforded full opportunity to submit expressions of interest in response to this notice and will not be subject to discrimination on the basis of race, color, sex or national origin, in consideration for an award.

It is the goal of BMC that certified businesses participate in all competitively bid federal-aid contracts. A DBE subcontract participation goal of **26.2 percent** of the total contract amount has been established for this procurement. Prime contractors holding a DBE certification will be awarded full (100 percent) credit for the DBE goal. Offerors must make a good faith effort to meet this goal in order to receive appropriate consideration. The offeror can demonstrate that it has made a good faith effort by meeting the goal or by documenting good faith efforts to do so in its proposal. Determination of good faith efforts will be made at the discretion of appropriate BMC staff. All offers submitted in response to this RFP must include a statement specifying the Maryland Department of Transportation (MDOT) has certified the DBE or DBEs utilized to meet this requirement. If the DBE has not been certified by MDOT but has been certified by other state transportation agencies receiving federal funding, the name of the agency should be included in the proposal. BMC reserves the option to accept this certification in lieu of MDOT certification.

Proposal Affidavit

A. (ANTI-BRIBERY AFFIRMATION). I HEREBY CERTIFY THAT

(1) I am the (title) _____ and the duly authorized representative of (offeror) _____ and that I possess the legal authority to make this Affidavit on behalf of myself and the offeror for which I am acting.

(2) Except as described in paragraph 3 below, neither I, nor to the best of my knowledge, information, and belief, the above offeror, nor any of its officers, directors, or partners, nor any of its employees directly involved in obtaining contracts with the State or any county, bi-county, multicounty agency or subdivision of the State has been convicted of, or has pleaded nolo contendere to a charge of, or has during the course of an official investigation or other proceeding, admitted in writing or under oath acts or omissions committed after July 1, 1977, which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or federal government.

(3) State "none" or, as appropriate, list any conviction, plea or admission described in paragraph 2 above, with the date; court official, or administrative body; and the sentence or disposition, if any: _____

(4) **I ACKNOWLEDGE THAT** this Affidavit is to be furnished to the Procurement Officer, and may be furnished to the Attorney General pursuant to Sections 16-201, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland. I acknowledge that if the representations set forth in this Affidavit are not true and correct, the Council may terminate any contract awarded and take any other appropriate action.

B. (NON-COLLUSION AFFIRMATION). I HEREBY FURTHER AFFIRM THAT neither I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

(1) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the bid or offer being submitted herewith;

(2) In any manner, directly, or indirectly, entered into any agreement, participated in any collusion to fix the bid price or price proposal of the offeror herein or any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the within bid or offer is submitted.

C. (PROCUREMENT AFFIRMATION). I HEREBY FURTHER AFFIRM THAT

(1) Neither the above business nor, to the best of my knowledge, information, and belief, any officer, controlling stockholders, partner, principal, or other person substantially involved in the contracting activities of the business has in the past five (5) years: (a) been convicted under state or federal statute of a criminal offense incident to obtaining or attempting to obtain or performing a public or private contract, fraud, embezzlement, theft, forgery, falsification or destruction of records, or receiving stolen property; (b) been found civilly liable under state or federal antitrust statutes for acts or omissions in connection with the submission of bids or proposals for a public or private contract; (c) been convicted of any violation of a state or federal antitrust statute; (d) been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organizations Act, 18 USC Section 1961 et seq.; or (e) the Mail Fraud Act, 18 USC Section 1341 et seq., for acts arising out of the submissions that would constitute grounds for conviction or liability under any statute described above. Also, the undersigned offeror was not founded or established or is not operated in a manner designed to evade the application or defeat the purpose of the Debarment Regulations, COMAR 21.08; is not currently suspended or debarred pursuant to COMAR 21.08 or by the action of any other public entity; and is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business.

(2) (a) If the affirmation described in subsection (1) cannot be given and debarment proceedings have not been instituted against the business pursuant to COMAR 21.08, indicate the reasons why the affirmation cannot be given, including any conviction or admission described in subsection (1), above, with the date, court and sentence or disposition, if any; the name(s) of the person(s) involved, and their current positions and responsibilities with the business; the activity specified in COMAR 21.08 in which each person was involved; and the details of the person's participation in the activity, including the name(s) of an entity involved and the person's positions and responsibilities with the entity. (Attach additional sheets as necessary.)

(b) If the affirmation described in subsection (1) cannot be given, and debarment proceedings have been instituted against the business pursuant to COMAR 21.08, indicate the status of such proceedings.

I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland in respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above firm in respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.

(Date)

(Affidavit)

