

GOLDEN CRESCENT REGIONAL PLANNING COMMISSION

Request for Proposals: Website Design, Graphic Design, and/or Creative Services

About Us:

The Golden Crescent Regional Planning Commission (GCRPC) is a voluntary association of local governments and special districts in the heart of the Texas Gulf coast encompassed by Calhoun, DeWitt, Goliad, Gonzales, Jackson, Lavaca, and Victoria counties. GCRPC is one of twenty-four Regional Planning Commissions, also known as Councils of Government, in Texas.

Objective:

The Golden Crescent Regional Planning Commission (GCRPC) is seeking website design and graphic design/creative services for the redesign of the GCRPC website and the development of various public transportation related graphics and publications (e.g., program logos, rider route maps, and public transportation service guides) for print and digital mediums.

The resulting redesigned website shall effectively communicate the value, mission, and impact of our entire organization and each of our programs. In addition, the resulting graphics and publications shall effectively communicate available services in accordance with federal and state laws/regulations.

Scope of Work and Deliverables:

- Website redesign to support organization's branding efforts and in conformity with the organization's current brand book.
- Ensure website utilized digital media best practices regarding multi-platform compatibility, user interface, and user experience.
- Ensure website includes a fully functional calendar.
- Ensure website includes user search capability with descriptive results.
- Ensure social media integration for all mainstream social media platforms.
- Ensure integration with CiviCRM for association members and the public.
- Develop logo(s) to be used in print, web, billboards, banners, and signage.
- Work with the GCRPC to determine brand/logo(s) elements.
- Develop documents, signage, and any other brand identifier – ensuring uniformity of style and formatting wherever the brand is used to ensure no dilution of that brand.
- Provide high resolution EPS file format layered images of all approved logo(s) and graphics as well as flattened jpeg and pdf formats.
- Provide high resolution master versions of approved finalized publications.
- Provide high resolutions templates for future use and modification.

Budget

The budget for work outlined in this RFP is up to a maximum of \$20,000.

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Proposal Requirements & Response Format

The following items should be included in your proposal:

- Provide the designer/firm name address, phone number, name of principals if applicable, main contact, and website/social media links if applicable.
- Provide a minimum of two (2) examples of website, graphics, and/or publication design work.
- Written explanation of one logo design sample and/or how you derived design from concept to final product.
- Provide a minimum of two (2) examples of style sheet design work or graphic design samples that would be relevant to the project.
- Cost for design services per piece and/or hourly rate for design; or a comprehensive pricing and/or rate sheet for all potential services you may provide under this RFP.
- Preference for billing and payment schedule.
- Optional: résumé, references.

Review Criteria

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated, and an award made to the most responsible and responsive offeror whose submitted proposal is most advantageous to GCRPC. GCRPC reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of GCRPC.

Proposals will be reviewed by the GCRPC Leadership Team. Selection of an offeror for a contract will be based on:

- Skills/Creativity;
 - Demonstrated through portfolio samples including assignment and/or speculative projects demonstrating technical and creative execution, particularly for similar projects. Also demonstrated through documentation of full scope of services you/your firm provides.
- Resources/Capabilities;
 - Demonstrated through a brochure or other document outlining business experience, staff skills and experience, previous clients, projects of note, technical skills, project management methodology, and ability to meet milestones.
- Pricing Structure/Rates;
 - See proposal requirements.
- References/Referrals;
 - If provided.

Submissions

GOLDEN CRESCENT REGIONAL PLANNING COMMISSION

All proposals must be received no later than 5 P.M. on May 26, 2021.

Send proposals to -

Method: Sealed Proposal by mail/delivery/email.

Proposals received after the deadline will not be accepted.

For questions regarding this RFP, please contact Cherokee McGrath-Myers at (361) 578-1587 ext. 202 or by email at cherokeem@gcrpc.org.