

Board of County Commissioners Agenda Request

Date of Meeting: February 6, 2024
Date Submitted: January 18, 2024
To: Honorable Chairman and Members of the Board
From: Edward J. Dixon, County Administrator
Subject: Approval to Award RFP No. 24-01 Graphic Design Services

Statement of Issue:

This agenda item seeks Board approval to award RFP No. 24-01 Graphic Design Services to Medium Four to develop graphic design ideas and tactics for communicating complex concepts through clean, professional visual designs.

Background:

The purpose of the request is to select a talented freelance contractor, individual, or entity to provide supplemental graphic design services to the Gadsden County Board of County Commissioners. The ideal candidate will develop graphic design ideas and tactics for communicating complex concepts through art direction and design, design and production, project management, editing, and interactive consulting. Conceptualize, design, and deliver in print and electronic format compelling graphic design material that may include infographics, illustrations, policy reports, annual reports, postcards, meeting programs, brochures, social media, web graphics, video editing, email newsletter templates, and various other graphic and visual projects, as need by BOCC.

An RFP was advertised on October 3, 2023, with 2 proposals received.

Analysis:

The firm or person for Graphic Design Services must demonstrate the ability to creatively design graphic design for the county or municipality while using the Gadsden County Board of County Commissioners approved branding. The firm or person must also demonstrate relevant graphic design services work in diverse communities.

Two bids were received. The evaluation committee met on January 17, 2024, to evaluate and score both bids. After the evaluation process, it is recommended by the Evaluation Committee to move forward with Medium Four as the Graphic Designer.

Fiscal Impact:

The firm or person will work under the direction and guidance of the Public Information Officer.

Options:

1. Approval to Award RFP No. 24-01 Graphic Design Services to Medium Four. Authorize the County Administrator and County Attorney to negotiate a contract and authorize the Chairman to execute the contract.
2. Do not approve.
3. Board direction.

County Administrator's Recommendation:

Option 1.

Attachment(s):

1. RFP Report for RFP 24-01 Graphic Design Services



GADSDEN COUNTY
BOARD OF COUNTY COMMISSIONERS

ADVERTISEMENT FOR REQUEST FOR PROPOSAL

Graphic Design Services

The Gadsden County Board of County Commissioners (BOCC) will receive sealed RFPs from any qualified persons, companies or corporations interested in providing marketing services for the following project: Graphic Design Services

RFP No.	24-01	Contracting Officer:	NA
RFP Opening Date:	October 26, 2023	Pre-RFP Meeting Date:	NA
RFP Time:	10:00 A.M.	RFP Issue Date:	October 3, 2023

Sealed RFP's must be delivered at the address below: All RFP proposals shall be submitted in duplicate (one original and five copies) in sealed envelopes/packages addressed to the Purchasing Director and marked "R.F.P. NO. 24-01; Graphic Design Services

Management Services Department
ATTN: Procurement Office
5-B E. Jefferson Street
Room 204
Quincy, Florida 32351

The Goal of this RFP is to select a talented freelance contractor, individual or entity with the ability to provide supplemental graphic design services for the Board of County Commissioners (BOCC). The ideal candidate will develop graphic design ideas and tactics for communicating complex concepts through clean, professional visual design. The candidate will work under the direction and guidance of the Public Information Officer. All deliverables must comply with the BOCC branding requirements. Candidates should have the capacity to meet fluctuating needs.

Specifications must be obtained from Ms. Georgette Daniels at 5B E. Jefferson Street, Quincy, FL 32351, 850-627-4053 or by emailing pbennett@gadsdencountyfl.gov or gdaniels@gadsdencountyfl.gov.

Sealed RFP's will be received **until 4:00 P.M. (EST) on Wednesday, October 25, 2023**, at the Gadsden County Management Services Department, Room 204, 5B East Jefferson Street, Quincy, Florida 32351, and will be opened and read aloud **on Thursday, October 26, 2023, at 10:00 A.M. (EST)** at the County Administrator's Conference Room at 9B East Jefferson Street, Quincy, Florida 32351. The RFP will be awarded to the proposer with the highest cumulative evaluation score.

The County reserves the right to accept or reject any and all RFPs/proposals and to waive any technicalities or irregularities therein. The County further reserves the right to award the agreement to that Bidder/proposer whose RFP/RFP best complies with the specifications. Bidders/Proposers may withdraw their RFP/RFP by notifying the County in writing at any time prior to the deadline for RFP/RFP submittal. After the deadline, the RFP/RFP will constitute an irrevocable offer for a period of sixty (60) days. Once opened, RFPs/RFPs become a record of the County and will not be returned to the Bidders/proposer. EEO/AA



Scope of Work

RFP 24-01 Graphic Design Services

The purpose of this request is to select a talented freelance contractor, individual or entity to provide supplemental graphic design services for the Gadsden County Board of County Commissioners (BOCC). The ideal candidate will develop graphic design ideas and tactics for communicating complex concepts through clean, professional visual design. The candidate will work under the direction and guidance of the Public Information Officer. All deliverables must comply with BOCC branding requirements. Candidates should have capacity to meet fluctuating needs.

Required Services: The successful graphic design firm shall provide, the following:

1. Art direction and concept design, design and production, project management, and editing, and interactive consulting.
2. Conceptualize, design, and deliver (in print and electronic format) compelling graphic-design material that may include infographics, illustrations, policy reports, annual reports, postcards, meeting programs, brochures, social media, web graphics, video editing, email newsletter templates, and various other graphic and visual projects, as needed by BOCC.
3. The graphic designer shall have the capacity to provide a minimum of 25 hours of Services per month. There will be instances of short turnaround projects that will be at the request of the Public Information Officer or County Administrator.
4. All design, materials, and concepts provided in the performance of the Services shall be suitable for printing by a separate contractor.
5. Upon acceptance of each design or concept, the BOCC will retain all intellectual property rights for all usage.
6. The designer may be asked to gather stock photography for certain projects.
7. Graphic Design firm should have the ability to create and edit short videos as needed for the BOCC.
8. Graphic Design firm must use a project management software to manage project and deadlines with the Public Information Office.
9. Graphic Design firm must locate in Florida.
10. Graphic Design firm must be available during BOCC business hours, Countywide Emergencies, special events, holidays, and weekends



RFP REPORT
RFP No. 24-01

Graphic Design Services

OPENING DATE: October 26, 2023
TIME: 10:10 a.m.

EVALUATION DATE: January 17, 2024
TIME: 2:00 p.m.

PRESENT: Charles J. Hayes, Operations Chief - GCBOCC
Jeronda Robinson, Human Resource Generalist- GCBOCC
Roosevelt Morris, Building Official- GCBOCC
David Rittman, IT Specialist - GCBOCC
Jerome Maples, JMaples Media

The following vendors responded to our solicitation for Graphic Design Services

Vendors

RFP Results

Medium Four
401 E. Las Olas Blvd, Suite 130-542
Fort Lauderdale, FL 33301

See Attached Evaluation Forms

The Current Agency
3707 Apalachee Pkwy
Tallahassee, Fl. 32311

The proposals will be reviewed and a recommendation for award will be made to the Board. The Board will award this to the company that best meets the requirements of the specifications in the bid.

The RFP opening adjourned at 10:20 a.m. on October 26, 2023

The RFP evaluation adjourned at _____ a.m. on January 17, 2024



**Gadsden County Board of
County Commissioners
Management Services Department**

01/17/2024

Sign In Sheet

Bid Name: Graphic Design Services

Bid No: 24-01

Evaluation Date: 01/17/2024

Evaluation Time: 10:00AM

Name	Company/Title	Phone or Email
David [unclear]	Gadsden BOCC	Chayes@gadsden
David [unclear]	Gadsden BOCC	David Rittman 850-308-8113
David [unclear]	Gadsden BOCC	850-694-0529
Jeronda Robinson	CCBOCC/HR Generalist	850-1027-5334
Roosevelt Morris	GCBOCC/Building official	850-8788665



Scoring Factor

RFP No. 24-01 Graphic Design

- **Executive Summary (25 Points):** Provide a summary of the firm, with general description of the firm background, work history, awards, major accomplishments. Provide a statement demonstrating the firm's or individual's understanding as to the County's needs relative to this RFQ, including a typical project approach and a statement as the firm's commitment to use the most current tools and technology available to provide the Professional Services. Include: Address of the office from which work is to be performed, a listing of the professional services to be offered and the name of the person(s) who will be authorized to make representations for the proposer, their title(s), address(es), and contact numbers.
- **Ability of Personnel (25 Points):** Provide an organizational profile of the firm and a listing of key personnel who will be assigned to provide the Professional Services. Include each individual's name, function with the firm, years of experience with the firm, education, and years of experience specific to the Professional Services being offered. Professional resume and any professional certificates or licenses held should be included for each individual listed.
- **Availability of Workload and Willingness to Meet Time Requirement (30 Points):** Demonstration of relevant graphic design services work in diverse communities. Provide current and projected description of current workload on branding maintenance, public services campaigns, website graphics, billboard design, car wrap design, signage design, video graphics, magazine ads, tradeshow booth design, report creation.
- **Experience of the Firm and References (20 Points):** Provide four (4) projects completed within the last five (5) years of the same or a similar nature of the Professional Services being offered. Include familiar with the project. If available, include if project was federal or state funded.



EVALUATION FORM
Cumulative

<p>RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.</p>	<p>Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.</p>
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Evaluation Criteria	Proposers/ Point			
	Medium Four	The Current Agency		
Executive Summary	118	85		
Ability of Personnel	122	95		
Experience of Firm and References	89	85		
Availability of Workload and Willingness to Meet Time Requirement	150	95		
MBE State Certification	-	-		
Total	479	360		

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:



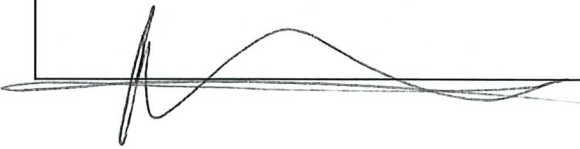
EVALUATION FORM
Proposer No 1: Medium Four

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary	20				
Ability of Personnel	25				
Experience of Firm and References	20				
Availability of Workload and Willingness to Meet Time Requirement	30				
MBE State Certification	0				
Total	95				

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:





EVALUATION FORM

Proposer No 1: Medium Four

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary		23			
Ability of Personnel		22			
Experience of Firm and References		20			
Availability of Workload and Willingness to Meet Time Requirement		30			
MBE State Certification					
Total		95			

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:
 MBE - Not verified

Jeronda Robinson



EVALUATION FORM

Proposer No 1: Medium Four

<p>RFP TITLE: Graphic Design Services</p> <p>RFP NUMBER: 24-01</p> <p>OPENING DATE: 10/26/2023</p> <p>TIME OF OPENING: 10:10 a.m.</p>	<p>Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples</p> <p>Date of Evaluation: 01/17/2024</p> <p>Time of Evaluation: 10:00 a.m.</p>
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary			25		
Ability of Personnel			25		
Experience of Firm and References			20		
Availability of Workload and Willingness to Meet Time Requirement			30		
MBE State Certification					
Total			100		

Proposer No. 1: Medium Four
Proposer No. 2: The Current Agency

Note:
3500/month for 25 hours

Roosevelt



EVALUATION FORM

Proposer No 2: The Current Agency

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary				25	
Ability of Personnel				25	
Experience of Firm and References				-7 19	
Availability of Workload and Willingness to Meet Time Requirement				30 DR	
MBE State Certification				could not verify	
Total				5 99	

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note: could not verify MBE
 Did not see 4 projects in the
 Last 5 years

Down



EVALUATION FORM
Proposer No 1: Medium Four

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary					25
Ability of Personnel					25
Experience of Firm and References					30
Availability of Workload and Willingness to Meet Time Requirement					30
MBE State Certification					0
Total					90

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note: Felt due to the companies history shown through the Proposal they will give the county the needed attention. They also do not have due to note it Gadsden centered. (They did not provide MBE so I did not score it)



EVALUATION FORM

Proposer No 2: The Current Agency

<p>RFP TITLE: Graphic Design Services</p> <p>RFP NUMBER: 24-01</p> <p>OPENING DATE: 10/26/2023</p> <p>TIME OF OPENING: 10:10 a.m.</p>	<p>Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples</p> <p>Date of Evaluation: 01/17/2024</p> <p>Time of Evaluation: 10:00 a.m.</p>
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary	10				
Ability of Personnel	20				
Experience of Firm and References	20				
Availability of Workload and Willingness to Meet Time Requirement	20				
MBE State Certification	could not verify				
Total	70				

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:
 MBE Certificate
 not present



EVALUATION FORM

Proposer No 2: The Current Agency

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary		20			
Ability of Personnel		20			
Experience of Firm and References		15			
Availability of Workload and Willingness to Meet Time Requirement		20			
MBE State Certification		—			
Total		75			

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:
 Could not verify MBE,
 Experience was unclear.

Jeronda Robinson



EVALUATION FORM

Proposer No 2: The Current Agency

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary			10		
Ability of Personnel			10		
Experience of Firm and References			10		
Availability of Workload and Willingness to Meet Time Requirement			10		
MBE State Certification			0		
Total			40		

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note:
 3700/month for 25 hours
 NO COPY of MBE CERTIFICATION



EVALUATION FORM

Proposer No 2: The Current Agency

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary				25	
Ability of Personnel				25	
Experience of Firm and References				20	
Availability of Workload and Willingness to Meet Time Requirement				30	
MBE State Certification				N/A	
Total				100	

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note: ~~to mention~~
 No MBE
 Ver. MBE
 No verification of MBE

David P



EVALUATION FORM

Proposer No 2: The Current Agency

RFP TITLE: Graphic Design Services RFP NUMBER: 24-01 OPENING DATE: 10/26/2023 TIME OF OPENING: 10:10 a.m.	Evaluation Committee Members: Charles Hayes, Jeronda Robinson, Roosevelt Morris, David Rittman, Jerome Maples Date of Evaluation: 01/17/2024 Time of Evaluation: 10:00 a.m.
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Evaluation Criteria	Evaluators/ Points				
	C.Hayes	J. Robinson	R. Morris	D.Rittman	J.Maples
Executive Summary					20
Ability of Personnel					20
Experience of Firm and References					20
Availability of Workload and Willingness to Meet Time Requirement					15
MBE State Certification					0
Total					75

Proposer No. 1: Medium Four
 Proposer No. 2: The Current Agency

Note: I feel that "Current" did not provide the full due & services/origin; do the county with the need to search for answers do the RFP reinforced my feeling of this. (Did not score MBE due to no verification)