

5. SECTION B - SCOPE OF SERVICES:

Background

The Montgomery County Central Duplicating Section, Division of Central Services (DCS), Department of General Services is heavily engaged in the production of publications for public education and program promotion. These publications provide information about services; promote desired waste reduction and recycling behaviors. Thus, DCS needs artwork that is both visually appealing, captures the interest of the target population, and gives information in a 'user-friendly' genre.

Intent

The intent of this Request For Proposal (RFP) is to solicit proposals for the production of graphic arts material as described in the Scope of Services for DCS.

Scope of Work

DCS requires graphics and artwork for media ads, silk-screens images, publications, forms, invitation, computer web pages, promotional material, public education material and other miscellaneous print media.

Contractor Responsibility

The Contractor's services include, but are not limited to the following:

The contractor agrees to comply with the nondiscrimination requirements of Titles II and III, and other provisions, of the Americans with Disabilities Act of 1990, Pub. Law 101-336, and ADA Amendments Act of 2008, Pub. Law 110-325, as amended, currently found at 42 U.S.C., es seq., and 47 U.S.C., ch.5.

The design of small graphics for the DCS.

These graphics will be used in the on-going design and development of the DCS' web page, and promotional materials such as; brochures, graphics for silk-screens on vehicles, t-shirts, and other objects, and news ads. You do not need to know about website technology to be considered for this task. The current website can be viewed at www.montgomerycountymd.gov/solidwaste , www.montgomerycountymd.gov/hazardouswaste or www.montgomerycountymd.gov/gogreen or other similar Montgomery County websites. The graphics may be reproduced by other County departments for their websites or promotional materials.

The design of medium size graphics for the DCS.

Medium size graphics may appear as banners or navigation bars on the top, side, and bottom of a web page. The graphics will be used in the design of the division's web page to illustrate the central and index pages of the overall site (Home, Contents, Contact Us) or sub-pages of the respective section of our web page. The medium sized graphics should have a visual-aesthetic relation to the smaller graphics and the main page graphics. You do not need to know about website technology to be considered for this task. The current websites can be viewed at www.montgomerycountymd.gov/solidwaste , www.montgomerycountymd.gov/hazardouswaste or www.montgomerycountymd.gov/gogreen and the graphics may be reproduced by other County departments for their websites or promotional materials.

The design of main page graphics or full brochures for the DCS.

The graphics will be used in the re-design of our web page to illustrate the main sections of each programmatic web page. The main page graphics should have a visual-aesthetic relation to the small graphics and medium sized navigation bars. You do not need to know about website technology to be considered for this task. The current website can be viewed at www.montgomerycountymd.gov/solidwaste , www.montgomerycountymd.gov/hazardouswaste or www.montgomerycountymd.gov/gogreen . The graphics may be reproduced by other County departments for their websites or promotional materials.

Create silk-screens vehicles; including trucks and cars, and other appropriate objects that promote desired behaviors. This task will provide increased visibility of program information as well as promote desired waste reduction behaviors on inanimate objects.

Create graphics/artwork for various sized signs that promote desired behaviors. DCS will utilize signs that display program information and/or to raise public awareness of issues pertaining to waste reduction and hazardous waste.

Create educational interactive CD-ROMs that are 'Screen-Reader' compatible per Americans with Disabilities Act (ACT). DCS plans to utilize CD-ROMs for the purpose of public education as well as increase public awareness of issues such as the proper care and disposal of hazardous waste, as well as alternatives to purchasing hazardous items.

Artwork

The Parties acknowledge that all final artwork/electronic files, and computer-aided designs, documents and materials (the "Artwork") become the property of the County. In the event of termination, the contractor shall immediately deliver all Artwork to the County. The Artwork must be maintained by the Contractor and returned to the County in good condition without alteration. The County retains all rights and future use of the Artwork at no additional charge.

County Responsibility

DCS staff shall provide enough information to the contractor to enable them to conceptualize the desired artwork. When no previous publications exist, DCS program managers should provide draft ideas or other guidance to assist the contractor with the production of artwork and graphics. These include but are not limited to, the content of the educational or promotional message, the behavior desired, identification of the issue, and the desired medium in which the message should be conveyed.

Task Orders

All services under the contract will be accomplished on a Task Order basis. Actual task orders with specifically defined scope of work are not available and will only be developed when needed. There is no guarantee to the contractor as to the quantity of the task orders the County will place.

Prior to the release of a task order, the County will send the scope of work, special terms and conditions, a delivery schedule, etc. to the contractor to obtain a proposal. At the option of the department, the contract administrator will meet with the contractor to discuss a potential task order. This meeting will be at no charge to the County. The task order proposal is to include: 1) the hourly rate listed in the contract and the number of hours necessary to complete the project; 2) a schedule of payment; 3) a delivery schedule; 4) the proposed method for accomplishing the work; and, 5) the date and signature of the contractor. The hourly rate is to include ALL charges necessary to complete the project. The County will not pay any costs other than the hourly rate.

The contractor shall not commence the service under any task order until a purchase order has been executed by the Office of Procurement, and a Notice to Proceed has been issued for that task order by the Department.

The County reserves the right not to issue a task order after receipt of a task order proposal, or to issue a separate solicitation for any project separately.