



Opening doors to a better life

REQUEST FOR PROPOSALS: CREATIVE SERVICES

**(GRAPHIC DESIGN, MARKETING AND BRANDING,
WRITING/CONTENT, AND VIDEO/PHOTOGRAPHY)**

**Deadline for submission:
Monday, May 7, 2018
5 p.m. PST**

***Please deliver or mail:*
Washington State Housing Finance Commission
1000 Second Avenue, Suite #2700
Seattle, WA 98104-1046**



Opening doors to a better life

REQUEST FOR PROPOSALS

From The Washington State Housing Finance Commission

**For CREATIVE SERVICES
(GRAPHIC DESIGN, MARKETING AND BRANDING,
WRITING/CONTENT, AND VIDEO/PHOTOGRAPHY)**

The Washington State Housing Finance Commission ("the Commission") intends to contract with one or more firms to provide graphic design, marketing and branding, photography/videography and writing services between July 1, 2018 and June 30, 2021.

To this end, the Commission is releasing this Request for Proposals (RFP). The Commission may contract with one or more than one firm to provide the services described in this RFP. The Commission reserves the right to approve any and all subcontractors. It is the Commission's intent to appoint the firm or firms selected under this contract by June 13, 2018 (no later than June 30).

Background

The Commission was created in 1983 as a financing conduit to make affordable housing available throughout the state of Washington through the use of mortgage revenue bonds. The Commission was given additional authority to issue non-recourse revenue bonds for cultural and social service projects and to issue bonds for beginning farmer/ranchers and energy projects. The Commission also allocates the federal housing tax credits for the state of Washington.

To date, the Commission has financed the development of more than 116,313 rental apartments, more than 67,000 home loans, 170 nonprofit facilities, and dozens of financings for energy and startup farms and ranches.

The Commission, located in downtown Seattle, employs approximately 70 staff members. Available on our website (wshfc.org) is supplemental information about the Commission as well as recent publications. Printed copies can be obtained by contacting Margret Graham at 206-287-4409.

Responsibilities - Identification of Tasks

The Commission will contract with one or more qualified contractors to perform the following services, at the direction of the Communications Manager or other Commission staff.

Proposals may be submitted in one or more of the following areas:

Graphic Design, Layout and Production

1. Develop visual themes and branding that can be applied to a wide variety of media.
2. Work with the Communications Manager, Commission staff, and other contractors to collaboratively develop creative approaches to publications and other outreach efforts.
3. Develop graphic elements that support a cohesive visual theme for the Commission and that can be integrated into the website, social media and other non-print uses.
4. Design and lay out various print publications, including:
 - The Commission's Annual Reports
 - The Executive Director's Newsletter ("My View")
 - Promotional and marketing materials for the Commission in general and for specific divisions and programs within the Commission
 - Other reports, publications and printed materials identified by the Commission.
5. Coordinate printing by setting specifications, soliciting bids from print firms, and helping Commission staff to analyze and choose a print firm. Act as the point of contact with the printer to see print jobs through to completion.
6. Develop timelines for preparation and production of the above pieces, as requested.
7. Update the Commission's graphic and brand standards.
8. Design and execute all assigned graphic production processes during each contract period on time, and at or below budget.
9. Provide any other graphic design needs the Commission may request within the time and budget scope of the contract.
10. Submit original files of all graphic design elements to the Commission upon completion.

Writing and Content Development

1. With the Communications Manager and Commission staff, develop creative themes for the Commission's Annual Reports, Executive Director's Newsletter, and other reports, publications and printed materials identified by the Commission.
2. As directed by the Commission, interview customers and stakeholders and develop these interviews into narratives fitting the Commission's needs—for example, stories for the annual report that show the effects of the Commission's programs; quotes for promotional materials; and interviews with experts for the Executive Director's Newsletter.
3. Conduct research as needed to write clearly and authoritatively about a wide range of subjects that pertain to affordable housing and the work of the Commission.

Marketing and Branding

1. Develop marketing goals and strategies in partnership with Commission staff, particularly in support of our Homeownership program.
2. Develop and implement effective marketing tactics to achieve goals and strategies.
3. Share and/or conduct market research and expertise to ensure effective outreach to target audiences.
4. Provide guidance and expertise to Commission staff on creating and maintaining our brand standards.

Photography and Videography

1. At the direction of Commission staff, take photographs and videos that illustrate the Commission's work and impact on individuals and communities.
2. Coordinate with graphic designers and content developers to capture images that support the creative themes and goals established for the materials being developed.
3. Two to three times a year, travel to other areas of the state for photo/video shoots at the direction of Commission staff.
4. Gather signed releases from all subjects and return them to the Commission.
5. Submit all photographs promptly and with necessary corrections to Commission staff. All photographs will be the exclusive property of the Commission in perpetuity.
6. Provide full video production; submit finished videos and backup files to the Commission.

Terms of the Contract

The term of the contract(s) will be for a three-year period: July 1, 2018, through June 30, 2021.

Minimum Qualifications

Successful contractor(s) will have experience in the performance of similar work, in compliance with Commission requirements, and be licensed to do business in Washington state.

Contract Deliverables

The Commission expects to receive the following deliverables from the contractor(s):

1. Creative services provided consistently within negotiated periods and costs.
2. Professional services by qualified personnel.
3. Responsiveness to the Commission's requests and needs for each project.
4. Professional quality and a high degree of creativity on all projects.
5. All copy, design, logos, graphic icons, photos, videos and/or subsequent products become the exclusive property of the Commission, without qualification.
6. A positive and collaborative working relationship.

Contractor Reporting

The contractor(s) will be expected to meet on a periodic basis with the Communications Manager to report on progress toward completing any specific projects under the contract.

Method and Schedule of Contract Payment

The contractor(s) will be paid during the contract according to an established schedule and completion of specified tasks as outlined in the proposal and final contract. The contractor(s) will submit a request for payment in the form and method specified by the Commission in accordance with state requirements. Not less than 20 percent of the contract amount will be withheld by the Commission for final payment until all work is completed to the Commission's satisfaction.

RFP and Contract Timeline

RFP Released	April 9, 2018
First Q&A posted online	April 11, 2018 (as needed thereafter)
Proposal Delivery Deadline:	May 7, 2018
Contractor Interviews:	Week of May 21, 2018
Notification of winning firm(s):	By May 28, 2018
Contract(s) Signing:	By June 13, 2018
Contract(s) Commencement Date:	July 1, 2018
Contract(s) Termination Date:	June 30, 2021

Instructions for Submitting Proposals

Submit five (5) copies of each proposal to Margret Graham by 5:00 p.m. PST, Monday, May 7, 2018, at the office of the Commission, 1000 Second Avenue, Suite 2700, Seattle, Washington 98104-1046. Late proposals will not be considered.

Proposals must be organized as follows:

- I. **Cover letter** (limit: 2 pages)
- II. **Attachment I:** Applicant Questionnaire (limit: 2 pages)
- III. **Attachment II:** Experience, Personnel, Methodology and Costs (limit: 8 pages)
- IV. **Three to five examples** of prior work for consideration by the review committee. Indicate if you wish items to be returned.
- V. **References:** Three references who can speak to your work, including contact info.

Page limits: Pages must be letter-sized, with single-spaced text no smaller than 11 point.

Submitted materials will not be returned to the applicants unless specifically requested.

Questions and Answers

Questions regarding this RFP may be submitted to Margret Graham (contact information below) via phone or email, however all responses will be posted on the wshfc.org website for all potential bidders to see. The first Q&A will be posted April 11, 2018, (provided questions have been submitted) and will be updated daily thereafter as necessary.

Criteria for Evaluating Proposals

A review committee will evaluate the proposals according to these principal considerations:

1. Quality and clarity of the proposal.
2. Experience in developing creative materials from concept through completion.
3. Quality of work and degree of creativity.
4. Experience and background of staff assigned to the contract.
5. Ability to tailor design and concepts to effectively influence audiences.
6. Fit with the goals and style of the Commission.

7. Ability to meet the Commission's production schedule.
8. Responsiveness to the Commission's requests in a timely and professional manner.
9. The contractor's qualifications and ability to perform the services detailed in this RFP, as evidenced by previous work, other references, and the submitted proposal.

The Commission reserves the right to award this contract to the firm or firms which will best meet these requirements. The Commission reserves the right to reject any or all proposals prior to execution of the contract, with no penalty to the Commission. All respondents will be notified by email of the selection.

Protest Procedures

All protests, either against the solicitation of the RFP and/or the award of the contract, must be in writing and contain the original signature of the protesting party or an authorized agent. Such protests must state all facts and arguments on which the protesting party is relying as the basis for its action. Copies of the protest must be mailed or hand delivered to Kim Herman, Executive Director, Washington State Housing Finance Commission, 1000 Second Avenue, Suite 2700, Seattle, Washington 98104-3601.

The Commission must receive protests against the solicitation no later than June 5, 2018. Filing of a protest against the solicitation does not entitle the protesting party to an extension of time for submitting its proposal.

If the protest involves the rejection of a proposal, the protest must be received by the Commission no later than 5:00 p.m. on the fifth (5th) business day following applicant's receipt of the notice of rejection or the announcement of the successful applicant. Only those who did submit a proposal under the criteria established by the Commission may protest the rejection of a proposal.

The Executive Director of the Commission will consider the record and all the facts available and issue a decision within five business days of receipt of the protest unless additional time is required, in which case the protesting party will be notified by the Commission. The Executive Director's decision will be final.

Commission Support for the Contractor

The Communications Manager will assist in coordinating the work of the contractor with the Commission staff and other persons as required for the completion of the contract. The Communications Manager will work with the contractor to complete the work program in a timely manner as required by the contract. Contractor is expected to provide their own materials and facilities necessary to complete the projects under this contract.

Contact

All contact with the Commission by respondents to this Request for Proposals will be through:

Margret Graham, Communications Manager
Washington State Housing Finance Commission
Phone: (206) 287-4409
margret.graham@wshfc.org

ATTACHMENT I

REQUEST FOR PROPOSALS

Washington State Housing Finance Commission

APPLICANT QUESTIONNAIRE

(limit: 2 pages)

- A. Name of the legal entity with which the contract is to be written.

- B. Names of the legal entities to be used as subcontractors (if applicable).

- C. Name, address, email and telephone of the principle officer of the applicant and subcontractor (if applicable).

- D. The legal status of the organization (contractor and subcontractors).

- E. Employer identification number.

- F. Washington State tax registration number (contractor and subcontractor).

- G. If the State of Washington engaged the contractor or subcontractor within the past 24 months, indicate the contract number and/or any other information available to identify the engagement.

- H. The location of the facility from which the contractor and subcontractors would operate.

ATTACHMENT II

REQUEST FOR PROPOSALS Washington State Housing Finance Commission

EXPERIENCE, PERSONNEL, METHODOLOGY and COSTS (8 pages maximum, not counting work samples)

A. Experience

1. Describe the qualifications of your firm and the individuals proposed to work on this contract. Provide a statement of your ability to perform the necessary work and meet the needs of the Commission
2. Describe your experience with public entities.
3. Describe your experience with the following, as applicable. Be as specific as possible.
 - Creative concept development
 - Graphic design and layout
 - Coordinating print production
 - Writing and content development
 - Marketing and branding
 - Photography
 - Videography and video editing
4. Please describe the most comparable work performed during the past two years and include the following:
 - Name of the entity
 - Date of engagement
 - Person to whom you were responsible and phone/email contact info
 - Personnel from your firm who worked on the engagement

B. Personnel

1. For each person who will be assigned to the Commission's contract, please describe his or her role and responsibilities and the percentage of his or her time that would be devoted to the contract.
2. Please provide a brief resume for each person who will be assigned to the Commission.

C. Methodology

1. Describe your proposed methodology for completing the proposed work and providing the deliverable products.

D. Cost

1. Provide an hourly (or other time period if applicable) rate for each kind of work performed, e.g. design, production, research, writing, photography, marketing.
2. List and explain your fees for local and out-of-area travel and any other incidental expenses.
3. Estimate the cost and number of hours that you would expect to spend on each project below that is applicable to your proposal. Include the kind of work performed, especially if the hourly rate is different (for example, 10 hours graphic design, 3 hours project management, 7 hours production, and so on) and include cost per hour and total cost. A range of hours is acceptable as long as not too wide (i.e., 5-8 hours, not 5-20 hours).
 - Graphic design and production of a 16-page annual report for the Commission. Assume you are provided with all necessary images and copy and printing costs are separate. Include concept development with the Commission and back-and-forth editing with Commission staff.
 - Graphic design and production of a one-page flyer promoting a new Commission Homeownership program offering downpayment assistance.
 - Research and writing of a 16-page Executive Director's Newsletter ("My View"). Assume that you will interview 5 subjects and educate yourself thoroughly on the subject during the course of the work. Include a preliminary meeting with Commission staff.
 - Writing a 300-word profile of a newly finished apartment building, including interviews with a resident and the developer, for the Commission's annual report.
 - Photo shoot of a family who recently bought a home using the Commission's home-loan program, to be used in the annual report and other promotional materials.
 - Video shoot of a family who used the Commission's Beginning Farmer/Rancher program to buy land and start their own farm. Assume the shoot will take place in one afternoon and the finished video will be 3 minutes long. Include editing and anything else that would be required to submit a finished video that the Commission could post on its website.
 - Developing a marketing strategy to increase the number of millennials using the Commission's home-loan program.