

# Request for Proposal

## Graphic Design

**Publication:** Spokane Valley-Rathdrum Prairie (SVRP) Aquifer Atlas

### **Background:**

The SVRP Aquifer Atlas has been an important resource for area residents and teachers for two decades. It provides information on the prodigious aquifer, Spokane River and the watershed that supplies both. The SVRP Aquifer is a designated “sole source” aquifer, meaning that it is the only affordable source of drinking water for approximately 600,000 people.

The atlas is created through a collaborative process of many Idaho and Washington agencies, municipalities, water purveyors and non-profit organizations, hereinafter referred to as the "Committee". Typically, the atlas is updated every 5-6 years with changes that have occurred to the content of the prior atlas, or with new information that has developed since the last printing.

In the past versions of the atlas, there has been a staff person within one of the agencies that had both the skills and the time to take on the graphic design work for the atlas once content has been decided. For the 2022 atlas, there is not such a person available, thus the Aquifer Atlas Committee has decided to request proposals to contract this graphic design work.

You can view the current edition – the 2015 Aquifer Atlas – at [www.spokaneaquifer.org](http://www.spokaneaquifer.org) for reference.

### **Scope of Work:**

The proposal shall be based on the following:

- The design work shall commence upon awarded contract and be fully completed by November 30, 2022.
- Project files shall be InDesign (.indd) files.
- The InDesign files of the [2015 Aquifer Atlas](#) will be provided.
- Every page of the 2015 Aquifer Atlas will be updated. The publication will remain at 28 pages, plus front and back covers.
- Document size will remain 12"x18" and will be spiral bound on the short edge of pages.
- All text and photos will be provided.
- Additional vector artwork will be needed to illustrate concepts in the atlas, e.g. icons, diagrams, and infographics.
- Some provided graphics will need manipulation (size, resolution, color, etc.) to utilize within each new page layout.
- Pages will vary as to how much original design will be necessary – from completely new graphics/photos and text to a reuse of the same graphics/photos with minimal text changes.
- The designer will develop a cohesive look to provide consistency throughout the aquifer atlas.
- The designer will meet with designated Committee members twice monthly for up to two hours each time for feedback, questions, and progress reports.
- The designer will communicate, at a minimum, every other week with draft pages for review, as available.
- The designer will receive prompt feedback from Committee members during the project.
- All work created becomes intellectual property of the agencies involved and, upon final approval of design, all files shall be package and provided to the Committee.
- The designer shall assist with final submission to the chosen printer including converting files to the printer's format of choice.

**Technical Proposal Content:**

1. Project Approach/Methodology – Include description of proposed approach and convey understanding of the proposed project and its objective.
2. Project Schedule - Include a project schedule indicating when deliverables will be provided. Ability to meet requested timelines is important.
3. Minimum Qualifications - Describe how the minimum qualifications are met.
4. Experience - Include a portfolio containing a minimum of three examples of digital design. May be supplied as hard copy, attached electronic files or links to a shared file folder location for viewing.
5. References - Provide a reference list of at least 3 customers. List reference persons, telephone and email address.
6. Cost Proposal - Identify all costs necessary to accomplish the objectives of the contract.

**Minimum Qualifications:**

- At least five years professional design experience.
- Eastern Washington/North Idaho resident with some knowledge of the Spokane Valley-Rathdrum Prairie Aquifer preferred.

**Project Timeline:**

Once awarded, a kickoff meeting will be scheduled to meet, answer questions and establish file management expectations and file sharing locations. Twice monthly meetings will be established to maintain momentum of work toward 50% completion no later than Friday, July 29, 2022 and 100% completion no later than Wednesday, November 30, 2022.

**Compensation:**

Time and materials not to exceed \$8,000. Payment of up to 50% upon completion and Committee approval of 14 pages. Remaining amount will be paid upon full completion of project.