

MOHCD Graphic Design and Copy Editing RFQ
Questions and Answers

July 10, 2023

	This document contains MOHCD response to the questions submitted regarding MOHCD Graphic Design and Copy Editing RFQ from June 28, 2023 through July 10, 2023. The questions were collected during the webinar as well as those submitted via email. MOHCD may have modified or adjusted the questions for clarity.	
	Question Submitted	MOHCD Response
1	Can organizations from outside the United States submit a proposal?	Companies with headquarters outside the U.S. are eligible to apply as long as they are able to meet all of the City contracting requirements.
2	Would the awarded contractor need to come to San Francisco for meetings?	Most of the tasks can likely be performed remotely.
3	Can proposals be submitted via email?	Response to the RFQ must be submitted to CommDevRFP@sfgov.org. Please refer to the RFQ document (Response Requirements) for more information.
4	What is the average page length or text/word length of each report/document? Would Japantown's report be a good reference?	80-100 pages, yes Japantown CHES report is a suitable reference you may view it linked here.
5	What is the turnaround time between receiving document information and delivering the final report/how far in advance is notice given of a deadline?	We will rely on vendor to provide a reasonable timeline for delivering a fully designed report.
6	What expectations or parameters are in place with the fact checking process with the cultural districts? What kind of turnaround time do they require?	No fact checking required on the content of the report; the content of the reports will be complete and approved by the time they get to the vendor.
7	In terms of photography and custom graphics required per report, can you provide a rough number of visuals you estimate per report?	Estimate 5-10 photos and 20-25 charts/graphs per report.
8	Can you provide more information about the collaboration process with MOHCD staff and grantees? How closely will the vendor work with these parties?	MOHCD staff will manage the overall project/budget; Cultural District take the lead on visual and stylistic decisions. Vendor will work closely with both parties as needed, including initial kick-off meetings and meetings at key junctures (e.g. to review/approve layout styles, colors, etc.).

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9	Will the vendor be responsible for developing style guides from scratch, or will they be provided with existing guidelines to follow?	Depends on the Cultural District; all should have at least a logo / color scheme to act as a starting point.
10	How will the vendor be involved in fact-checking content and collaborating with organization groups like the Cultural Districts?	No fact checking required of vendor of contents of reports; reports will be complete and approved by the Board of Supervisors before design process.
11	Will photography be provided by the Cultural Districts? Do you envision the need for any stock photography?	Photography to be provided by the Cultural Districts.
12	Do the Cultural Districts have existing marketing materials that will be referenced for visual style reference?	Yes.
13	Who was previously in the pool for MOHCD Graphic Design and Copy Editing Services contract?	There is no incumbent for this RFQ this is MOHCD's first time requesting proposals for this project.
14	How much did MOHCD spend with the previous businesses in the pool?	N/A. There is no incumbent for this RFQ this is MOHCD's first time requesting proposals for this project.
15	Is this contract \$95,000 per year for the 4 years, or a not to exceed amount of \$95,000 for all 4 years?	The contract is for 95k and the duration of the term is up to 4 years.
16	Is the SBE State of California necessary? or will the LBE and DBE suffice?	Micro LBE status with the City and County of San Francisco is the status required for this RFQ.