

**CTA 18 025 RFP CAAP Graphic Design**

**Questions**

**Answers**

**Administrative Questions**

<p>Are illustrators/designers who live and work outside the USA eligible to be a contractor for this project?</p>	<p>Yes.</p>
<p>What rights to the infographics do you expect to own, and will the illustrator/designer retain any rights to the imagery?</p>	<p>The Conservancy anticipates using contractual language to ensure the Conservancy retains all rights to any intellectual property generated pursuant to the contract. The Conservancy may, however, consider terms of use provisions to allow the illustrator/designer to use the state's intellectual property for limited purposes.</p>
<p>Should I have to fill in Payee Data Record? I work for clients in the US and so have already registered under W-8BEN for tax purposes, so I am unsure whether I</p>	<p>Yes, in order to be paid by the State of California, you must be a valid vendor in the accounting system. I was able to confirm that the W-8Ben (which includes the FEIN tax ID#) is what you need to do business in the</p>
<p>Do I need to include the DVBE attachment?</p>	<p>Yes.</p>
<p>Please confirm if there is a 3% DVBE goal for this contract, and if so, how does the agency envision consultants meeting it?</p>	<p>This contract does have a 3% DVBE goal. You can search for DVBE subcontractors at <a href="http://www.dgs.ca.gov/pd/Programs/caleprocure.aspx">http://www.dgs.ca.gov/pd/Programs/caleprocure.aspx</a>. You may need to purchase card stock or other supplies to produce the required products.</p>
<p>The DVBE Participation requirement: We're not a DVBE (we're Canadian, which I think would make that impossible anyway). Can we still apply?</p>	<p>You do not have to be a DVBE yourself, just find a DVBE supplier that can provide 3% subcontracting services or products. Search for DVBE here: <a href="https://caleprocure.ca.gov/pages/PublicSearch/supplier-search.aspx">https://caleprocure.ca.gov/pages/PublicSearch/supplier-search.aspx</a>.</p>
<p>Because we're Canadian, we don't have an American Federal Employee ID No. (FEIN) or a California Corporation No. We do have these for Canada and Quebec, however. Can we still apply?</p>	<p>To do business with a foreign vendor please complete the attached W-8Ben, entirely. The form can be found here: <a href="https://www.irs.gov/pub/irs-pdf/fw8ben.pdf">https://www.irs.gov/pub/irs-pdf/fw8ben.pdf</a>. You will also need a FEIN Tax ID# to complete the STD 204.</p>
<p>The Payee data record is US-specific so I can only provide Canadian-equivalent answers. Can we still apply?</p>	<p>See #9</p>

<p>If we're able to apply, I see that many of the forms are very US and California-specific, and it's difficult to fill in the correct information. Do you have different paperwork for foreign bidders? Should I do my best?</p>	<p>See #9</p>
<p>This will be my first time submitting a proposal where DVBE participation is required. Can you please confirm if they must be certified with the State of CA since your paperwork also mentions using local DVBE databases as a resource?</p>	<p>They must be CA certified DVBE. When referring to local, we mean California.</p>
<p>Are there any DVBE designers or firms who have expressed interest in this project that you can provide contact information?</p>	<p>You can search for DVBE subcontractors at <a href="http://www.dgs.ca.gov/pd/Programs/caleprocure.aspx">http://www.dgs.ca.gov/pd/Programs/caleprocure.aspx</a>.</p>

**Scope of Work Questions**

<p>Do you foresee custom illustration being needed for the infographics or will the design firm be able to utilize stock imagery for the bulk of the concepts?</p>	<p>We expect custom illustration to be developed for these graphics.</p>
<p>Does the Conservancy have an existing wish list of infographics they'd like created for the report, or will it be the responsibility of the consultant to coordinate with Conservancy staff to decide what infographics should be made?</p>	<p>We will have narratives and quantitative data describing likely climate change impacts to a variety of resources in the Lake Tahoe Basin (the lake, forests, fish and wildlife, highways, infrastructure, public health and safety, recreational assets), and a corresponding draft list of ideas for potential graphics that could be developed to illustrate key points from this information. We expect the designer to consult directly with a small number of project leads (including the Conservancy and lead editor) to discuss how one might develop such graphics, and are looking for a designer who has experience or competence in translating complex ideas and data into visually accessible forms. We expect the design process between the consultant and leads to be iterative.</p>

Will the selected consultant only make infographics, or is general report layout design also a part of this RFP?	The consultant is only responsible for graphics, but will have to provide these graphics in formats needed to fit the overall layout design.
Does the Conservancy have an existing designer or style guide that the consultant will work with?	The Conservancy's communications director will provide guidance on agency style.
Under Exhibit A, "Workplan 5a" mentions maps. Will maps need to be illustrated or will they be supplied by CTA for inclusion in a design?	Maps will either be completely illustrated at a general level or, if needed, detailed maps will be provided to the consultant to overlay an illustration.
Can you provide samples of similar infographics CTA has created?	See example infographics provided.
Is there an incumbent who has supplied similar infographics for CTA? If so, what is the name of the firm?	This is the first time that we are hiring a consultant to do this particular type of graphic design (translation of scientific concepts into communicative graphics rather than layout design and basic mapping).
Do you expect that any in-person meetings will be required, and if so, how many?	In-person meetings are not required. If you would like to propose one or more in-person meetings for specific reasons, you are welcome to do this.
Will it be necessary to meet in person or can all meetings be held by phone? I am located in southern California?	In-person meetings are not required. If you would like to propose one or more in-person meetings for specific reasons, you are welcome to do this.
Should I factor in travel costs?	In-person meetings are not required. If you would like to propose one or more in-person meetings for specific reasons, you are welcome to do this.
Not clear how I should complete Cost Proposal sheet. I am a sole worker and so my costs are my time and without specific tasks to cost this cannot be filled in. Is it just a case of and hourly or daily rates?	The task is to create 10-20 infographics (as detailed in Exhibit A-1 in the sample contract) . The cost is either hourly labor rates and estimated labor hours (plus travel, equipment, or materials and expenses) or a firm fixed price for this task.
Not clear. I don't see any task to be able to cost for examples, or should I be showing cost examples of my portfolio works?	Please see Exhibit A-1 in the sample contract.

<p>Do you expect that any of the imagery in these infographics needs to be site-specific (as in, a specific view of a particular geographical location)? If so, will the designer be given reference material for this?</p>	<p>Imagery may need to be site-specific in which case we will work with the designer to obtain the photo, map, or other reference material needed.</p>
<p>Do you anticipate that these illustrations will all be small enough to fit on a letter-size piece of paper, or will they need to be larger for a purpose such as an interpretive sign?</p>	<p>Yes, they will be small enough to fit on a letter-sized piece of paper. The illustrations will be used within a written letter-sized document and also in online communications, including the Conservancy's website and social media.</p>
<p>The only description I can find of the work needed is "10-20 infographics" of various complexity. Whether or not I'm able to complete the workload by your deadline depends a great deal on the exact number, size, and complexity of the infographics. Are you able to provide any additional specifics, or share examples of the type of infographics you're expecting? I am guessing that, by "infographics" you mean a combination of text, maps, symbols, and illustrations; could you confirm this? Can you give examples of some of the subjects you're expecting to have illustrated or explained in an infographic? I am reluctant to submit a proposal without significantly more information.</p>	<p>See example infographics provided. We would need you to graphically explain the impacts of climate change on a variety of resources including forests, Lake Tahoe, transportation network, and public health and safety.</p>