

CITY OF PITTSBURGH

Office of Management & Budget

on behalf of

Pittsburgh Commission on Human Relations



Request for Proposal *for* Graphics and Marketing

RFP No. 2016-0040

Release Date: October 10, 2016

Submittal Deadline: October 28, 2016
no later than 2:00pm EST

I. Introduction

The Pittsburgh Commission on Human Relations (PCHR) is seeking proposals from a vendor to perform marketing and graphics design services. The selected vendor will recreate, simplify, and update outreach and graphic materials to strengthen and revive the Commission's presence in the community. The Commission annually advertises services throughout the city on public transportation, with community-based and faith-based organizations, service providers, religious institutions, higher education institutions, and in local media outlets. Updated materials will assist the Commission staff in submitting simplified and impactful advertisements and educational materials to enhance the Commission's outreach efforts.

II. Scope of Work

This project is being launched to enhance education and outreach efforts regarding the civil rights of all persons who live, work and visit the City Pittsburgh. While respondents should submit their proposed approach, some of the key activities that will be expected include, but are not limited to the following:

1. Update and redesign twelve (12) Commission pamphlets in plain, accessible language;
2. Creation of six (6) to ten (10) new graphic images in vector formatting (example: .eps) and .jpeg format, for any and all future outreach materials/events. Graphics should be a timeless design that depict images relevant to the work of the Commission, including but not limited to housing, employment, public accommodations, civil rights, mediation, conflict resolution, etc. The Completed graphic images will become the sole property of The City of Pittsburgh Commission on Human Relations.

Respondents should provide a brief (3-5 pages) proposal that includes a portfolio of examples of previous work, and outlines the specific activities that the organization would undertake to complete the activities requested in the scope of work.

III. Submission Requirements

Vendors should submit a brief (3-5 pages maximum) proposal that includes the following:

- Overview of the organization
- Proposed approach
- Proposed deliverables
- Total cost (not to exceed \$20,000)

Proposals should be submitted via email to the following contact by 2:00 PM on October, 28, 2016.

Stephanie Dorman, Procurement Coordinator
City of Pittsburgh, Office of Management and Budget
Room 502, City-County Building
Pittsburgh, PA 15219
Email: stephanie.dorman@pittsburghpa.gov

Any questions or issues for clarification should be directed to the above contact as well. The selected consultant will be expected to enter into a professional services agreement with the City on behalf of the Commission on Human Relation upon approval of Pittsburgh City Council. All data and materials created from the scope of work executed under the professional services agreement with the City shall be the property of The City of Pittsburgh Commission on Human Relations.