

August 14, 2017

**RFP 2017-008 Annual Report Design and Production
Questions and Answers**

1. Are submissions disqualified if the contractor firm does not have 3 Annual Report samples to showcase?

Yes, we are looking for firms with extensive experience developing annual reports.

2. Would you accept a range for the quotation as costs would vary dependent on the final number of pages printed?

Yes, a range that includes variables will help inform the review and scoring process.

3. Are there any specific elements from previous reports or ways it was approached that you would like to change moving forward?

We are always looking for more innovative approaches to Annual Report design.

4. Over the past several years BAAQMD has continued to evolve and experience growth changes. Will these changes impact content, theme or direction for the 2017 Annual Report Design and if so how will it be different from previous Annual Reports?

The content and theme may vary slightly year-to-year. We are looking for a contractor who will bring innovative design ideas.

5. Are there features or areas of your interactive and social media presence that you feel the Annual Report Design will need to support better or expand further than just having PDF postings of past AR's? Perhaps this would be a micro-site or more interactive Annual Report?

We are open to innovative ideas from firms on digital options.

6. Will the story/content structure change for the 2017 report OR follow same structure/consistency/format as shown in previous reports?

The story/content structure and structure/consistency/format may vary year-to-year. We are looking for a contractor who will bring innovative design ideas to display the content we provide.

7. For the 2017 Annual Report Design will there be more focus on people/employees of BAAQMD?

We do not foresee a focus on people/employees at this time.

8. My concern is that upon reviewing the last four annual reports for The Bay Area Air Quality Management District (Air District), the design and production were all awarded to the same firm of Curran & Connors who are a NY-based agency doing nice annual report work in a niche space—kudos to them. I do not want to spend the time developing a response if the incumbent vendor has this much of an advantage as it seems that they have an unfair advantage. Will Curran & Connors be participating in the RFP response?

All proposals will be reviewed fairly based on the merits of the bids without priority given to any one bidder. We are seeking the best firm who can provide the services outlined in the RFP. We are not aware of which contractors plan to submit bids.

9. Page 5 mentions: "The project bid must include the cost of professional 4-color printing and distribution of approximately 2,400 hard copies of the final publication." Is distribution limited to delivery at BAAQMD headquarters?

The correct number to be printed is 3,000 hard copies in total, of which approximately 2,400 are to be distributed to approximately 2,400 individual external addresses. This task is negotiable if the printer used by the awarded firm does not provide such services.

10. What, if any, are the recycling, ink, and FSC requirements for printing?

Printing must be FSC-certified using responsibly-sourced paper and soy-based inks.

11. Are there any paper requirements, i.e., manufactured domestically, etc.?

No, but must be FSC-certified using responsibly-sourced paper.

12. The 2015 annual report includes a pocket folder on the inside back cover. Are there any special bindery requirements like this for the 2017 annual?

Not at this time. We are open to innovative design proposals.

13. Is it safe to assume all content and content revisions will be handled by BAAQMD?

Yes

14. How much of the photography was supplied by BAAQMD for 2016?

Two photos were supplied by the Air District.

15. Do you want 3 printed Annual Report samples or is digital/pdf ok?

Digital pdf is sufficient. Printed samples will be accepted if design elements do not translate in digital form (such as cut outs, layering, etc.)

16. How many firms are included in the RFP process at this stage?

Thirteen firms were notified directly about the RFP and it is publicly-available on our website

17. How many firms do you expect to be included in the interview round?

Interviews are optional for the Air District in the bid selection process. Interviews may be used to determine the most qualified firm if we are unable to determine this through the initial bid review process. These interviews would be requested for only the top-scoring firms, not all bidders.