



**ADDENDUM #1  
Office of the County Administrator  
Graphic Design  
RFP-019-23**

**January 12, 2024**

The attached addendum supersedes the original Information and Specifications regarding RFP-019-23 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

**Proposals must be submitted electronically on or before the Close Date at <https://bouldercounty.bonfirehub.com/>.**

**Please Note: The submittal deadline has been extended to 2:00 p.m., January 26, 2024.**

**NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).**

**Electronic submittals must be received at the website above. Submittals sent to any other box will NOT be forwarded or accepted. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed submittals. No exceptions will be made.**

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.

1. Question: What is the proposed budget for this RFP? What is the need for graphics?

**ANSWER: Not to exceed \$25,000. The need varies by department and each year is different based on the projects.**

2. Question: Are you simply looking for a graphic design hourly rate and not a quote for specific projects?

**ANSWER: Correct, hourly rate.**

3. Question: Is the county open to working with out of state vendors? Will preference be given to firms based in Colorado?

**ANSWER: Yes, the county does not have a local preference policy**

4. Question: Hi, my question is since I am working remotely and not at your facility, do I still need to have commercial insurance or insurance? Also, any one working remotely does Colorado still require the contractor to be insured as well?

**ANSWER: Working remotely does not change the insurance requirements for this contract.**

5. Question: Will all vendors on the pre-qualified list be able to compete for all subsequent task orders?

**ANSWER: Any project over \$10,000 will be sent out to all the short-listed vendors**

6. Question: Are there any incumbent contract holders? if so are the incumbent contract holders able to compete for this requirement?

**ANSWER: You can submit a Colorado Open Records Act request through our online portal located at:**  
[https://bouldercountyco.govqa.us/WEBAPP/\\_rs/\(S\(jlnahyuuwyzkqjksrdsybjo\)\)/supporthome.aspx](https://bouldercountyco.govqa.us/WEBAPP/_rs/(S(jlnahyuuwyzkqjksrdsybjo))/supporthome.aspx)

7. Question: Are you open to receiving correspondence, including updated capabilities materials, from awardees during the post-award period?

**ANSWER: Yes**

8. Question: How many task orders were awarded during the previous Period of Performance (if applicable)?

**ANSWER: This is our first time creating a vendor list for all departments to use. In the past, we weren't tracking the use from each department.**

9. Question: Is there an estimated number of task orders to be awarded during this Period of Performance?

**ANSWER: The need varies by department and each year is different based on the projects, so it's hard to say.**

10. Question: What was the average contract amount for task orders awarded in the previous Period of Performance (if applicable)?

**ANSWER: N/A**

11. Question: Is there an average estimated contract amount for task orders that may be awarded during this Period of Performance?

**ANSWER: Not at this time**

12. Question: How does the county want our RFP response budgets outlined? For instance, an hourly rate may not provide what the county needs to understand how much a 4-page brochure may cost when completed, or how many hours goes into making a landing page for the website. Please outline how you want fees communicated in our response.

**ANSWER: Hourly rate. If you want to provide more detail based on an example project that would be great.**

13. Question: How are projects delivered to the designer? A creative brief? Examples from previous years with updated copy and direction for design? Please outline the handover process.

**ANSWER: Can vary based on the project**

14. Question: Does the county need assistance with messaging structure, copywriting, or communications strategy for how to best connect with your target audiences?

**ANSWER: No**

15. Question: How many revision rounds should we include in our estimates?

**ANSWER: 2-3 rounds**

16. Question: Does the county need assistance overseeing the printer/ mailing or digital delivery, or does the designer hand over files and is not included in the execution of the project?

**ANSWER: We just need the file.**

17. Question: Please describe your translation process that you would like us to follow. Can we put the costs of translations outside of estimate as there is process, length, and other variables that are tough to capture without more information.

**ANSWER: Do not include the translation process/cost in estimate.**

18. Question: Please outline expected turnaround times from the handover of files to the designer through completion.

**ANSWER: Project specific**

19. Question: Are there any diversity and inclusion requirements for both project development as well as project deliverables?

**ANSWER: That will be project specific and discussed with the project group.**

20. Question: How should stock photography or other stock materials be included in the budget? Does the county have its own stock library, either in-house or third party, that can be used?

**ANSWER: Yes, the county has access to a stock library, and should not be included in the estimate.**

21. Question: Do we need to identify specific team members and detail their backgrounds to include in RFP, or can we state that as an agency we can handle the various requests from the county?

**ANSWER: You can say “agency”.**

22. Question: What social media channels is the county planning to use for these materials?

**ANSWER: Facebook, Instagram, X (Twitter), Nextdoor**

23. Question: Can we assume that physical printing fees are not part of our proposal?

**ANSWER: Correct**

24. Question: Please outline the steps the county would like us to take in coordinating with a printer - locating a printer, proof review, or anything else that you would like us to include?

**ANSWER: N/A**

25. Question: How does the county wish to see a portfolio of projects? Is PPT presentation of projects okay along with the proposal?

**ANSWER: PPT or a link to an online portfolio**

26. Question: Are the incumbents in good standing with the county?

**ANSWER: N/A**

27. Question: Are there any project types that should specifically be included in the rate sheet?

**ANSWER: No**

28. Question: Are there existing contractor(s) creating graphic design work for Boulder County? If so, is this RFP designed to price check or will full consideration be given to all responses?

**ANSWER: N/A**

29. Question: If the goal is to create a list of qualified designers, do you plan to work with multiple selected vendors or just one?

**ANSWER: Multiple**

30. Question: What type of photography/video assets do you already have for county departments?

**ANSWER: Stock and client-supplied**

31. Question: Are you open to the selected vendor creating photography or videography assets for these departments, if needed?

**ANSWER: If needed, yes.**

32. Question: Would you be able to explain the approval process for these projects? How many stakeholders will be involved in the approval process?

**ANSWER: Project specific**

33. Question: In order to anticipate Boulder County's needs in a given month or quarter, how much notice will be provided on a given project to ensure project, campaign, creative needs can be scheduled?

**ANSWER: Project specific, with goal of giving as much time as possible**

34. Question: Do you anticipate any quick turnarounds and deadlines for projects?

**ANSWER: Possibly**

35. Question: With regard to insurance. Is it okay if we secure the insurance required upon contract approval? We realize it states that the COI is required, however it will require us to pay for a couple of the items and would hope to secure the contract before having to pay for those insurance items.

**ANSWER: We only require a sample COI, or statement you will obtain required insurance coverages.**

36. Question: Could you let us know what the budget is for this work?

**ANSWER: Not defined**

37. Question: Could we request an extension to the submission deadline?

**ANSWER: Yes**

38. Question: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United

States, with some currently being the States of California, Colorado and Wyoming?

**ANSWER: The county does not have a local preference policy**