



Cherokee County Board of Commissioners
Purchasing Department
1130 Bluffs Parkway, Canton, GA 30114
Phone: (678) 493-6000
Fax: (678) 493-6035

REQUEST FOR PROPOSALS

RFP# 2023-020 Cherokee County Transportation System Rebranding 2023

THE PROJECT: The Cherokee County Board of Commissioners Purchasing Department (County) is requesting competitive sealed **proposals** from of qualified firms to Modernize the existing logo and color palette for CATS, Cherokee County's public transit service, and provide branding guide, meeting the specifications and as described herein.

There **will not** be a mandatory meeting to review the requirements.

All times in the solicitation are local times to Cherokee County, Georgia in the Eastern Time Zone.

This Request for Opportunity Description is one of two documents making up this solicitation. The second document is Cherokee County Standard Solicitation Terms and Conditions, which contains all the standard forms potentially required to accompany a submission. Both of these documents together constitute the entire solicitation at the time of issuance.

The County reserves the right to reject any or all bids/proposals, to waive technicalities and to make a selection and final award as deemed to be in the best interest of the County, including using any form of contract it deems most advantageous to the County.

SCHEDULE:

Issued	March 28, 2023
Questions Due*	April 3, 2023 by 4:00 PM
Answers Due	April 5,2023
Bids/Proposals Due*	April 26, 2023 at 10:00 AM
Short List	May 9,2023
Presentations*	Week of May 15 -19, 2023
Anticipated Award Date	June 6,2023

THE EXPECTED PERIOD OF PERFORMANCE:

The base period of performance is broken down into two areas; Physical Delivery of Product(s) and Service Delivery. This is a function of the Statement of Work (SOW) and/or specification and reflects if there is physical item or items to be delivered and / or delivery of services. An X in the box corresponding to item 1 below, Physical Delivery indicates a physical item or items are to be delivered and an X in the 2. Delivery of Services indicates that Services are to be performed. Either or both may apply to the work contemplated by this solicitation.

Additionally, should there be an X in the box corresponding item 3. Option Grant, then the County requests the right to extend the period of performance beyond the Base Rate as specified.

1. ☐ NO PHYSICAL ITEMS/GOODS ☒ PHYSICAL DELIVERY OF ITEMS/GOODS REQUIRED:

For Physical Delivery solicitations, the period of performance for an award shall begin with either the placement of Purchase Order or the date indicated on the Agreement. All items to be delivered are to be FOB Cherokee County at the address indicated in the solicitation. Performance shall be complete upon final acceptance by the County. Time is of the essence for the delivery of each item specified. Warranty requested as below:

☐ Warranty Term Requested: _____

2. ☐ NO SERVICES REQUIRED ☒ PERFORMANCE OF SERVICES:

For Performance of Services solicitations, the period of performance shall begin with the placement of either a Purchase Order or the date of the Agreement unless the Agreement, the SOW or the Solicitation Terms indicate that performance shall begin upon the issuance of a Notice to Proceed (NTP), in which case the NTP would represent the beginning of performance. Term of services requested are as below:

Services Term:

- ☐ One Year
☐ Two Years
☐ Three Years
☒ Other: 6 Months from Notice to Proceed.

3. ☐ OPTION GRANT:

This solicitation contains requested options; please see Statement of Work for details.

SUBMITTAL INSTRUCTIONS:

Interested Bidders/Proposers should carefully review the requirements defined herein and provide complete and accurate submissions that should include the following items (**only items indicated with an “X” in the corresponding boxes are required for this solicitation**):

- ☒ Information and Addenda Acknowledgement Form (Appendix A)
- ☒ Non-Influence and Non-Collusion Affidavit (Appendix B)
- ☒ E-Verify Affidavit (Appendix C)
- ☒ References* (Appendix D)
- ☒ Acceptance of County' Standard Agreement**, as below: (Appendix E)
 - ☒ Professional Services Agreement (Sample provided)
 - ☐ Construction Services Agreement (Sample Provided)
 - ☐ Other:
- ☒ Suspension, Debarment and Litigation Affidavit (Appendix F)
- ☐ SAM registration is required (Appendix F)
- ☐ Contractor's License Certification (Appendix G)
- ☐ Bonds Requirements **if the price bid > \$100K**
 - ☐ Ability to Provide Performance, Labor & Matl. Payment Bond (Appendix H)
 - ☐ Bid Bond (See Appendix I)
- ☒ Evidence of/ability to provide Insurance at the limits identified herein,***
- ☒ Certifications, Licenses or Registrations as required by law and/or as requested
- ☒ Pricing on Proposer's Company Letterhead
- ☐ Pricing on included pricing sheet / bid form
- ☐ Contractor's Qualifications Statement (Appendix J)
- ☐ Added Terms to Construction Service Agreement (Attachment)
- ☐ Substitutions Proposed: See Instructions Standard Solicitation Terms****, Item 9
- ☒ Any other requirements as requested under the scope of work

Notes:

*The County reserves the right to contact not only those references provided, but may also use previous performance for the County, other contacts it identifies and other sources of information believed to be viable to evaluate capability, viability and performance.

**If Acceptance of County's Standard Agreement is checked, all work/items defined herein are to be quoted according to these requirements. Copies of these agreements can be located at the County's Procurement web page.

***Insurance levels requested are those identified in the County's Standard Agreement, section "I."

****Standard Solicitation Terms Refer to Cherokee County Standard Solicitation Terms and Conditions

EVALUATION CRITERIA:

Bids/Proposals that contain options or additive work above and beyond the base bid will be evaluated financially according to the criteria described in the solicitation. However, should the use of options or additive work proposed exceed the County budget, the County retains its rights to address such situations as described in its Standard Terms For Bid and Proposal Solicitation as well as the right to award based on the base bid only or the base bid plus quoted additive work that is within its budget.

☐ Bids determined to be Responsive and Responsible will be ranked based Bid Form Criteria.

OR

☒ Proposals determined to be Responsive and Responsible will be evaluated on the following criteria:

Evaluation Process

The following criteria will be used to grade each proposal

1) Branding or Rebranding Experience and Knowledge (40%)

a) Previous Branding or Rebranding Experience Including:

i) Provide eight (8) examples of recent related branding or rebranding designs for localities or Governmental agencies. Include the logo options provided with the final selected design. Designs provided should have similar features as to the design constraints identified in the statement of work.

ii) Provide original budget and final cost, original schedule and actual completion timing.

iii) Define problems or challenges with previous projects and how they were resolved.

b) Provide business background; years in business, type of business (incorporated, partnership, etc.), size of business (number of employees, locations, etc.), recent financial condition (gross sales, general profitability), listing of principles, branding awards won for similar projects.

c) Provide the proposed project team; credentials, project roles and responsibilities, and relevant experience – also include professional references and contact information for the project lead and key principle responsible for the project.

2) Work plan & schedule (10%)

a) Provide a work-plan and schedule of events supporting the requirements defined in the work description.

b) Each task shall define the objective, the input required and the output product.

c) Each task shall assign proposed responsibility for performing the work, who's input is necessary and who will approve the work.

- d) Each task shall contain dates for the initiation of the tasks and the planned completion

3) Pricing (50%)

- a) Provide Complete and firm fixed lump sum pricing for this rebranding project including all Project objectives.

****The County reserves the right to shortlist the proposals and conduct interviews with the highest scoring firms (number TBD by the County). The County may also choose to forego interviews and move directly to an award. If selected, Interviews/Presentation will be scheduled during the Week of May 15 -19, 2023.**

References may be contacted should the evaluation team deem them necessary.

Proposals will be scored on the above evaluation criteria. Failure to provide information necessary to evaluate proposal, may result in a lower scoring proposal.

The County reserves the right to reject the bid of any vendor who has previously failed to perform properly or complete on time contracts of a similar nature, or who upon investigation shows is not in a position to perform the contract.

HOW AND WHERE TO SUBMIT BIDS AND PROPOSALS:

The County has two methods for receiving bids and proposals that are mutually exclusive; either electronically or by physical receipt. The box with the "X" below indicates how and where bids or proposals are to be submitted. The County will NOT accept proposals by fax, or e-mail unless authorized, in writing, by the Procurement Director. The solicitation submission deadline will be strictly enforced; no late bids/proposals will be accepted for any reason, please plan accordingly.

A. Electronic Submissions Only:

☒ Bids and Proposals are to be submitted electronically ONLY to BidNet Direct. Physical copies are not to be submitted unless approved in advance by the Purchasing Director.

Proposals and all requested documentation to be provided electronically should in the Adobe Portable Document Format (PDF) as ONE file unless otherwise indicated in these solicitation instructions. Documents provided in response to this solicitation are to be named according to the following naming convention:

- a. [Solicitation Number]_[Vendor Name]_[Document Type]
Example: "2017-111_ABC Company_Proposal"

QUESTIONS/ADDENDA:

Only written inquiries will be permitted during the solicitation period. **Questions are to be submitted via BidNet Direct** for this solicitation no later than the date and time indicated in the Schedule, as may be amended. Answers will be posted via formal Addendum and only released as part of the solicitation documents on BidNet Direct. All interested parties are instructed to monitor BidNet Direct on a regular basis throughout the solicitation period. The final date for posting of Addenda is per the Schedule, as may be amended.

STATEMENT OF WORK AND / OR SPECIFICATION LOCATED ON THE NEXT PAGE

STATEMENT OF WORK AND / OR SPECIFICATION:

CHEROKEE AREA TRANSPORTATION SYSTEM REBRANDING 2023 SCOPE OF WORK

PURPOSE

Modernize the existing logo and color palette for CATS, Cherokee County's public transit service, and provide branding guide.

CURRENT STATUS

Cherokee Area Transportation System's branding was established in the 1990s. No branding guide for the logo system exists. The logo is used on the CATS fleet, marketing materials, informational materials, uniforms/apparel, promotional materials, etc.

PROJECT OBJECTIVES

1. Provide a new name for Cherokee Area Transit Service (CATS) to delineate it from transportation departments and make the department name more fitting to the service it provides.
2. Design a modernized version of the existing logo, incorporating the cat and the new name, Cherokee Area Transit Service.
 - a. Provide three distinct versions for consideration. No more than two colors.
 - b. Proposal should include at least three rounds of edits for leadership to tweak design, if necessary.
3. Create/deliver a branding guide and color palette details based on design selected by leadership.
 - a. Delivery should include vector formats, as well as .pdf, .png, and .jpg.
 - b. Final package should include horizontal and vertical styles, full color, solid white and solid black.

ADDITIONAL NOTES

The CATS logo is used on a variety of materials, and designs should take into considerations how it will be used.

1. CATS Fleet (Buses)
2. Marketing materials
3. Monument sign
4. Business stationery
5. Promotional materials
6. Signage
7. Transfer passes
8. Punch passes
9. Uniforms
10. Embroidery

END OF STATEMENT OF WORK/SPECIFICATION