

## **STATEMENT OF WORK**

### **GRAPHIC DESIGN SERVICES**

Pennsylvania Department of Conservation and Natural Resources  
Executive Office  
400 Market Street  
7th Floor Rachel Carson State Office Building  
Harrisburg, PA 17101

#### **I. SCOPE OF WORK:**

The Pennsylvania Department of Conservation and Natural Resources (DCNR) seeks a graphic design firm to produce Pennsylvania's Statewide Comprehensive Outdoor Recreation Plan 2020-2024.

Questions regarding technical aspects of the bid should be directed to Gretchen Leslie, 717-772-9084 or gleslie@pa.gov. Questions regarding the bidding or contracting procedures should be directed to Carol Durham, at 717-783-3309 or cdurham@pa.gov.

#### **II. BACKGROUND:**

Pennsylvania is required to produce a Statewide Comprehensive Outdoor Recreation Plan to be eligible for federal Land and Water Conservation Fund monies. This plan is produced every five years. DCNR is looking for a graphics design firm that can produce the 2020-2024 plan, due out in early 2020. Limited copies of the plan will be printed, but printing is not part of this scope.

#### **III. CONTRACT TASKS:**

The design firm will produce a plan likely to be in the range of 50-75 pages as well as a short executive summary likely around 10-15 pages. Specific deliverable include:

- Provide up to three design templates upon, from which DCNR will choose for the plan's design
- Create 5 icons to graphically depict each priority area of the plan: Health and Wellness; Recreation for All; Sustainable Systems; Technology; and Funding and Economic Development
- Take supplied plain text and photos and create attractive, easy-to-read full color report, with full bleeds
- Create up to 20 attractive charts from supplied data that present information in clear and graphically pleasing format and can be supplied as standalone graphics for social media
- Proof final draft for errors, consistency and accuracy
- Supply final plan documents as pdfs and in graphic file format prepped for printing

#### **IV. CONTRACTOR REQUIREMENTS:**

1. Self-Certified Small Business

This invitation for bid (IFB) is reserved for the Small Business Procurement Initiative as designated in Executive Order 211-09 dated November 21, 2011. Only Self Certified Small Businesses which have

been certified by the Department of General Services prior to the bid opening date and time may submit a response to this IFB.

Your self-certification form from the Department of General Services should be submitted along with your IFB response. Failure to produce a valid Self Certified Small Business certificate (which must be dated prior to the opening date of this IFB) shall render your submission non-responsive.

For more information on the Department of General Services Small Business Self Certification process please visit: [www.smallbusiness.pa.gov](http://www.smallbusiness.pa.gov).

2. Applicants must have a business location within a 90-mile radius of Harrisburg, PA

#### **V. CONTRACTOR EXPERIENCE:**

Vendor must submit a response that details Specialized Experience as outlined below. Work experience must include, but not be limited to the items listed below.

**Specialized Experience:** To be rated as qualified for this position, we must be able to determine that applicant meets having five (5) years of the specialized experience requirements.

- Experience in producing graphic-rich reports suited for multiple audiences
- Experience in creating branded marketing materials that work in the print and digital space
- Experience in creating compelling infographics that translate from print to social media
- In-house graphic/layout designers
- In-house or contracted proofers/editors
- Experience in working with state government agencies/state government projects

**IN DESCRIBING YOUR EXPERIENCE, PLEASE BE CLEAR AND SPECIFIC.**

#### **VI. CONTRACTOR REFERENCES:**

After the bid opening, and prior to awarding the contract, the Department requests references (names, addresses, and telephone numbers) of similar work and scope in the previous two (2) years as proof of qualifications to perform the work outline in this contract.

References are a tool available to the Department to help determine bidder capabilities. If any of these references are requested and the bidder cannot supply the necessary documentation and proof of compliance, the Department reserves the right to reject the bidder. The decision to both request references or reject bidders based on inadequate reference will be made solely at the discretion of the Department.

#### **VII. CONTRACT TERM:**

The contract shall commence upon execution and receipt of Purchase Order and terminate June 30, 2020.

#### **VIII. PAYMENT TERMS:**

Payment shall be made on a reimbursement basis for actual services performed. Invoices shall be submitted monthly.

## **IX. INVOICES:**

Invoice format shall be in accordance with the IFB – Invitation for Bid.

All invoices for this contract MUST either be:

1. Emailed to the following for a Paperless Email Invoice Option:

Email a copy of the correctly executed invoice to: 69180@pa.gov.

For information on the Commonwealth's E-Invoicing Program, visit:  
<http://www.budget.pa.gov/Programs/Pages/E-Invoicing.aspx>.

2. Or mailed to the following address:

Commonwealth of PA – PO Invoice  
PO Box 69180  
Harrisburg PA 17106

And a copy of the invoice MUST also be sent to:

DCNR  
Attn: Gretchen Leslie  
400 Market Street, 7th Floor  
Harrisburg, PA 17101-2301  
[gleslie@pa.gov](mailto:gleslie@pa.gov)

All invoices MUST have the purchase order number as well as your SAP Vendor Number on the invoice. The name and address listed on the purchase order must also be listed on each invoice. Failure to provide this information may result in a delay of payment.

**Please Note:** Vendors are reminded to **NOT** include employer identification numbers, Social Security Numbers, bank account information, or other personally identifiable information on their invoices. That information is uniquely tied to your SAP Vendor Number and, for security purposes, should not be explicitly stated on an invoice.

## **X BID AWARD:**

Bidder must complete and return the following:

1. The electronic Invitation for Bid to be found at [www.pasupplierportal.state.pa.us](http://www.pasupplierportal.state.pa.us),
2. Bidder must attach to the IFB the required resume as outline in Section V. Contractor Experience.
3. A copy of your self-certification form from the Department of General Services and the Small Business Procurement Initiative. Failure to produce a valid Self-Certified Small Business certificate shall render your submission non-responsive.

Bids will be awarded based on lowest total sum of the bid.

The contract quantities herein are estimated only and may increase or decrease depending on the needs of the Department. The contractor shall be paid at the unit price bid for actual work performed.

Please note that the Department will only accept out to two (2) decimal points when entering your pricing.

**XI. RECEIPT AND OPENING OF BIDS:**

Bids must be submitted via the PA Supplier Portal, to be found at [www.pasupplierportal.state.pa.us](http://www.pasupplierportal.state.pa.us). Faxed bids and mailed bids will not be accepted.

No responsibility will be attached to any employee of the Department for the premature opening of, or the failure to open, a bid not properly addressed and identified, or for any reason whatsoever.

**XII. BID RESULTS:**

Bidder can obtain bid results by accessing <http://www.emarketplace.state.pa.us/BidTabs.aspx>. The bids will be posted within three (3) business days following the bid opening. The results are the apparent bidders, and all bids are under review until final award of the purchase order.