

**Sonoma County Department of Health Services  
Prevention and Planning Division  
490 Mendocino Ave, Suite 202  
Santa Rosa CA 95401  
(707) 565-6680**



**REQUEST FOR PROPOSALS  
QUESTIONS & ANSWERS**

**Healthy Eating Active Living (HEAL)  
Community Health Initiative**

**Graphic Designer**

**CONTACT PERSON:**

**Anthony Taylor  
HEAL Coordinator  
[ataylor1@sonoma-county.org](mailto:ataylor1@sonoma-county.org)**

**PHONE:**

**707-565-6624**

**Q. You provide a Project Start Date. Is there also a Project Completion Date?**

A. While most of the work for the projects described in the RFP will occur within the first few months of the contract, there may be a need to complete some of the work later in 2010. Therefore, the contract will run through December 31, 2010.

**Q. Is the cost of convening and facilitating focus groups inclusive in the \$15,000 budget or will there be additional money to hire a sub-contractor?**

A. Funds needed to conduct focus groups to test materials with the target population(s) are inclusive in the \$15,000.

**Q. We are not Spanish speaking but have worked on several projects that have needed to be bilingual. Is translation something we need to consider in the \$15,000 budget?**

A. HEAL has translation contractors that can provide written translation services upon request and given adequate lead time. It is therefore not necessary to consider written translation in the budget. However, interpretation and simultaneous translation are not provided by HEAL and should be considered in the \$15,000 budget.

**4. Do you have firm parameters for each of the projects? For example, is the brochure 8 pages, 12 pages or a tri-fold? Are there two versions, English and Spanish? What comprises a business toolkit? Is it a series of ads that need to work bilingually or is it one ad?**

A. The following is a description of some the parameters we are requesting. Applicants should consider the time it takes to produce all materials (e.g. drafts and modifications) when submitting a proposal:

- Smart Meal Program:
  - Business toolkit – full color, 15 pages, content already developed (available upon request), stock photography needed, English only
- Healthy Food Outlet Project
  - Business toolkit – full color, 45 pages, content already developed (available upon request), stock photography needed, English only
  - Project logo – full color and black & white
  - Window clings – full color, single design using project logo
  - Recognition banner – full color, single design using project logo, unknown dimensions
- Worksite Wellness Project
  - Project logo – full color and black & white
  - Promotional brochure – full color, four page, English only, unknown dimensions
- Social Marketing Campaign
  - Planning Calendar – calendar prototype will be developed prior to the start of the contract, full color graphic design components will need to be added and branded with other campaign components, calendar content (other than the ad) will be provided in Spanish and English
  - Community Resource Guide – Full color, 10-20 page, resource content will be provided, images (maps, stock photos) may be needed, unknown dimensions, Spanish and English
  - Advertisement – One ad, Spanish and English

**A. Is there existing photography or illustration that you want used or are we starting from ground zero and also art directing?**

A. There is no existing photography or illustration that we want used. We anticipate that most images will be downloaded from stock photography websites for no- or low-cost. An exception may be necessary when it comes to the development of the social marketing advertisement/calendar image, which may require a photo shoot.

**Q. The second bullet point says the graphic designer should “Develop business toolkits ... using previously developed content.” What does the previously developed content include? Will the graphic designer be expected to develop more content, such as text and forms?**

A. A draft copy of the the Smart Meal and/or Healthy Food Outlet toolkit can be requested by submitting an email to Anthony Taylor at [ataylor1@sonoma-county.org](mailto:ataylor1@sonoma-county.org). The graphic designer will not be expected to develop text, but will be asked to develop 6-8 forms using provided content.

**Q. The third point says the graphic designer will develop brochures. Is the designer expected to write the brochures, or will the text be provided?**

A. The text for the brochures will be provided.

**Q: The fourth point says the designer will develop ads, a calendar and a guide. Is the designer expected to do the writing for these materials, or will the text be provided?**

A: We are asking that one ad be developed. At this time, the ad will be included on the calendar. The content for the ad will be developed in collaboration with HEAL staff. The written content for the calendar and the the resource guide will be provided.

**Q: The seventh point says the designer is expected to attend HEAL meetings and conference calls. How often are these meetings expected to occur? How long are they expected to last?**

A: We anticipate that the HEAL meetings and/or conference calls will occur more frequently at the beginning of the contract, when a majority of the work will take place. Initial meetings will provide the contractor with background information on the projects and additional meeting will focus on materials development. We anticipate a minimum of 12 one-hour in-person or conference call meetings will be required to complete the project.

**Q: The eighth point asks for graphics standards for fonts, colors, and logos. Will standards for other areas (e.g., photography, text formatting) be expected as well?**

A: Yes. Standards for other areas, such as photography and text formatting will be expected as well.

**Q: We have participated in projects where the presentation of visual examples is crucial for the selection process. Also, there are other proposals where only a written description of the project was required. Given the complexity of this project, should we submit a visual prototype or only the Scope of Work ?**

A: Please submit visual examples of past work as they pertain to the projects described in the RFP with your proposal. Visual examples can be submitted via hard copy, CD-ROM, or by providing a website address. Please submit four copies of visual examples with your proposal if you are submitting hard copies or a CD-ROM.