



SAN DIEGO COMMUNITY COLLEGE DISTRICT

REQUEST FOR QUALIFICATIONS (RFQ) SIGNAGE DESIGN SERVICES

Background/Scope of Services

The San Diego Community College District is soliciting Statements of Qualifications (SOQ) from qualified graphic design or signage firms to provide comprehensive signage plans at City College, Mesa College, Miramar College and various Continuing Education campuses.

These services will be used in the implementation of the remaining projects covered in Proposition S - a \$685 million bond passed by the voters of San Diego on November 5, 2002, and Proposition N - an \$870 million bond passed by the voters of San Diego on November 7, 2006.

The District is planning to award as-needed contracts for a period of up to three years.

Scope of Services

The following describes the services the selected Firms will perform on an as-needed basis for various District projects:

1. Provide comprehensive Signage plans for one or more college campus.
2. Assist with Signage Guidelines for future projects.
3. Provide specific signage design for bidding purposes.

RFQ Timeline

District anticipates the following schedule:

| ACTION | DUE DATE |
|--|---------------------|
| Release Request for Qualifications | June 1, 2009 |
| Last Day to Submit Request for Clarification by e-mail or fax to District | June 23, 2009 |
| District to post responses to Request for Clarification on website: http://www.sdccdprops-n.com | As Required |
| Deadline for receipt of SOQ submittals | July 1, 2009 |
| Notification of selection status | July 20, 2009 |



SAN DIEGO COMMUNITY COLLEGE DISTRICT

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| Selection Committee Interviews; if required | July 30-31, 2009 |
| Notice of Recommendation to Governing Board for Award | August 27, 2009 |

* Dates are subject to change.

REQUIRED CONTENTS OF THE STATEMENT OF QUALIFICATIONS

1. General Requirements

- A. The Statement of Qualifications shall be clear, concise, well organized and demonstrate the respondent's qualifications and experience applicable for performing the professional services as requested herein. The District reserves the right to request additional information which, in the District's opinion, is necessary to ensure the Firm's competence, number of qualified employees and experience are adequate to perform services according to the terms of this contract.
- B. The **Statement of Qualifications shall be signed** by an individual or individuals authorized to execute legal documents on behalf of the Firm.
- C. Three (3) bound copies of the Statement of Qualifications shall be submitted in a sealed package with the name of the firm submitting the SOQ clearly marked on the front. Inside the package, include a Fee schedule in a separately sealed envelope with the firm's name on the exterior. Include an hourly billing rate schedule for additional services good thru 2010.
- D. Insurance: Describe the firm's insurance coverage, including indemnities and available insurance (i.e., sudden accidental, worker's compensation, etc.). At a minimum, the insurance specific to the work performed under this contract shall include:
 - a. Commercial General Liability and Property Insurance-\$1 Million
 - b. Worker's Compensation Insurance- statutory
 - c. Employer's Liability- \$1 Million
 - d. Professional Liability- \$1 Million

2. Identification of the Respondent

- A. Legal name and address of the company.
- B. Legal form of the company (individual, corporation, partnership, joint venture, etc.)



SAN DIEGO COMMUNITY COLLEGE DISTRICT

- C. If the company is a subsidiary of a “parent company”, identify the “parent company”.
- D. If the company is a “Joint Venture”, identify all firms in association.
- E. Name, title, address, phone number, facsimile number, and e-mail address of the person(s) that will be primarily responsible for providing services for this Proposal and for scheduling an in-person interview, should the firm be selected to interview.
- F. Place of business where work will be prepared.

3. Key Personnel and Technical Competence

- A. Identify key personnel who would be assigned specifically to this project to work with the District and Project Team. Personnel assigned will be expected to be part of the final Project Team.
- B. Provide resumes of only those key personnel that will be working directly with the District and Project Team. Identify the experience of the key personnel as it relates to this specific project type.

4. Experience

- A. The Proposal shall describe, in detail, the Firm’s experience with projects for school districts, or other large organizations.
- B. Identify previous or ongoing projects for California K-12, higher education or similar facilities which required DSA or similar review. The District desires a firm that has working knowledge and experience with the agency submission, review, and approval process.
- C. The Firm’s experience with the various sites throughout the San Diego Community College District region.

5. Project Specific Experience and References

- A. Describe, in detail, how your firm has developed a signage plan for an educational or similar facility.
- B. For each of the specific projects listed, provide the Client or Architect contact information for the purpose of verifications and reference checking. Provide the contact name, title, telephone number, fax number, and e-mail address for each project.

6. Fee Schedule (provide in separate envelope)

- A. Proposers must submit a separate Fee Schedule in a sealed envelope for providing the services of the described scope of work.



SAN DIEGO COMMUNITY COLLEGE DISTRICT

EVALUATION AND AWARD OF CONTRACT

The Statements of Qualifications (SOQ's) will be reviewed and ranked by the District to determine which firm's demonstrate the highest competence and professional qualifications to perform the requested services. The firm for this project will be selected based on information received in this SOQ and in the following order of importance:

- 1) Project specific experience and references.
- 2) Experience of key personnel and firm.
- 3) Technical expertise and viability of the firm.
- 4) Agency experience.
- 5) Proposer's overall responsiveness to the RFQ.
- 6) Location of Firm.

The District will undertake an in-depth review of the qualifications and conduct a verification of references. Potential firms may be called in for an interview.

PRE-SUBMITTAL REQUEST FOR CLARIFICATION REQUIREMENTS

All questions, interpretations or clarifications, either administrative or technical regarding this RFQ must be requested in writing and shall be directed to:

Lance R. Lareau, District Architect
San Diego Community College District
3375 Camino Del Rio South, Suite 325
San Diego, CA 92108
Fax: (619) 388-6509

All questions will be answered in writing and conveyed to all firms on the Request for Proposal list. Verbal statements made by any person regarding this Request for Proposal are considered invalid unless confirmed in writing. To ensure a proper response, all questions regarding the RFP must be received in writing.

Date, Time and Place of Submission

The proposal must be received no later than 5:00 PM on June 1, 2009 at the office of:

Lance R. Lareau, District Architect
San Diego Community College District
3375 Camino Del Rio South, Suite 310
San Diego, CA 92108-3883



SAN DIEGO COMMUNITY COLLEGE DISTRICT

Submission of the SOQ by facsimile or e-mail is unacceptable. The respondent is entirely responsible for delivering the Statement of Qualification to the aforementioned office, on time. **Late proposals will not be accepted and will be returned unopened.**

Statement of Qualifications shall be submitted on an 8 ½" x 11" paper with font no less than 10 pitch. Each submittal shall be no longer than fifty (50) pages in length. Exhibits can be larger than 8 ½" x 11". Each section of the SOQ must be tabbed according to the numbered index system indicated.

Each SOQ must be presented to the District in a bound fashion. No pages of the response shall be loose or inserted in binder pockets as a substitute for being included within the bound portion of the response.

District's Rights

The District has the right to hire more than one firm, delay the selection process, withdraw the RFQ, cancel the project, or proceed with the project without the firm/individual. The District does not guarantee any work on all or any specific projects, except as to work on a project-by-project basis, or as needed. The District is not committed to negotiate a contract with any firm or individual.

The District reserves the right to reject any or all qualification packages without indicating the reason for such rejection. The Proposer's qualification package, and any other supporting materials submitted to the District in response to the request, will not be returned and will become the property of the District unless portions of the materials are designated as proprietary at the time of submittal, and are specifically requested to be returned. This request does not commit the District to pay any costs in the preparation or presentation of a submittal. The District shall also not be responsible for any costs the firm or individual may incur in the preparation or attendance of the RFQ interview and selection process.

Additional Information

In the event your firm is asked to attend an interview, it is mandatory that the proposed primary project contact and a principal of the firm attend the interview. Prior to any interviews, an interview format outline will be provided. Electrical power and room darkening will be available in the interview room.