



Procurement Division
Public Services Building
2051 Kaen Road
Oregon City, OR 97045
(503) 742-5444 (Office)

REQUEST FOR QUOTES (RFQ) #2022-65

Issue Date: June 9, 2022

Project Name:	Marketing Services for NCPRD (North Clackamas Parks and Recreation District)		
Quote Due Date/Time:	June 30, 2:00 PM PST		
Procurement Analyst:	Karen Brown	Email:	Kbrown2@clackamas.us

SUBMIT QUOTES VIA EMAIL TO PROCUREMENT@CLACKAMAS.US

**PLEASE NOTE: EMAIL SUBMISSIONS SHOULD HAVE
"2022-65 MARKETING SERVICES NCPRD" IN THE SUBJECT LINE**

1. ANNOUNCEMENT AND SPECIAL INFORMATION

Quoters are required to read, understand, and comply with all information contained within this Request for Quotes ("RFQ"). All quotes are binding upon Quoter for sixty (60) days from the Quote Due Date/Time. Quotes received after the Quote Due Date/Time may not be considered. If authorized in the RFQ and resulting contract, travel and other expense reimbursement will only be reimbursed in accordance with the Clackamas County Travel Reimbursement Policy in effect at the time the expense is incurred.

The Policy may be found at

<https://www.clackamas.us/finance/terms.html>.

RFQ Documents can be downloaded from OregonBuys at the following address:

<https://oregonbuys.gov/bs/> Document No. S-C01010-00003437. Prospective Quoters will need to sign in to download the information and that information will be accumulated for a Plan Holder's List.

Prospective Quoters are responsible for obtaining any addenda or clarifying questions from OregonBuys. Complete Quotes must be emailed to Procurement@clackamas.us. The subject line of the email must identify the RFQ title.

All questions regarding this RFQ are to be directed to the Procurement Analyst named above. Quoters may not communicate with County employees or representatives about the RFQ during the procurement process until the Procurement office has notified Quoters of the selected Quoter. Communication in violation of this restriction may result in rejection of a Quoter.

2. SCOPE BACKGROUND

NCPRD is dedicated to providing exceptional parks and recreation programs, facilities and services. Our mission is: *"To enrich community and vitality and promote healthy living through parks and recreation."* Voters approved the formation of the District in 1990 because they saw increased need for parks and recreation services in the north end of the County. The District – which serves more than 105,000 residents in a 27 square-mile area – includes the City of Milwaukie and a large area of unincorporated Clackamas County.

NCPRD owns and/or maintains 32 parks and 10 miles of trails, and a wide range of recreational programs and services. Facilities operated by NCPRD include the North Clackamas Aquatic Park, Milwaukie Community Center and the Concord School Property. As a county service district, the Board of County Commissioners serves as the District's Board of Directors.

3. SCOPE OF WORK

The purpose of this RFQ is to acquire the services of a qualified creative agency to support its marketing and communication initiatives through Professional Marketing Services for North Clackamas Parks and Recreation District (“NCPRD”). NCPRD invites proposal submissions from creative agencies with experience in marketing strategy, design and content development services. This document outlines the business requirements necessary for a successful engagement.

Working in collaboration with the Marketing Communications Manager at NCPRD, the agency will work towards and measure efforts against the following goals:

- Improve public understanding of NCPRD as a unified district, including all facilities, parks and divisions by ensuring brand consistency across marketing communications and materials.
- Increase awareness with new and existing stakeholders to bolster engagement and drive participation of recreation programs and services.

The work to be performed will support NCPRD’s marketing and brand awareness efforts, as well as drive activity around specific recreational programs and services. The contract period will be for 3 years, from approximately July 2022, through June 2025. The budget is expected not to exceed \$135,000.00 for the life of the contract.

NCPRD shall retain complete copyright, patent, trademark and ownership of any and all materials produced by the agency. The scope of work includes delivery of all digital and native files.

NCPRD anticipates this work will include:

1. Year in Review: Design, layout and copywriting for the NCPRD Year in Review. The report is featured online in a scrolling format and includes photos, icons, graphs, and charts. An accompanying print piece will be created for distribution at NCPRD events and facilities. NCPRD will provide all performance data and statistics.
2. Brochures: Develop three (3) brochures to promote NCPRD programs and services under a consistent visual branded identity, including:
 - a. Six-panel tri-fold brochures for event rentals and the nutrition and transportation programs
 - b. Twelve-panel tri-fold plus half-fold brochure for main NCPRD
3. Campaign Creative: Development and implementation of campaign advertising creative including print, digital banners, radio, social media and video pre-roll.
4. Website Copy: Copywriting for refresh of NCPRD website. Agency to develop content for approximately 25-30 webpages of varying complexities and lengths, including District information, facility and division overviews and park descriptions.
5. Design, Illustration and Content Development: Ongoing graphic design and content development for print collateral and promotional materials as needed, including brochures, coloring books, direct mailers, bill inserts, flyers, yard signs, etc.

4. Work Schedule:

1. Year in Review: September – December, each year
2. Brochures: July 2022 - March 2023
3. Campaign Creative: July – October, 2022, and then a new concept in 2024
4. Website Copy: October 2022- April 2023
5. Design, Illustration and Content Development: Duration of contract

Term of Contract:

The term of the contract shall be from the effective date through **June 30, 2025**.

5. SAMPLE CONTRACT

Submission of a Quote in response to this RFQ indicates Quoter's willingness to enter into a contract containing substantially the same terms of the below referenced contract, which can be found at: <https://www.clackamas.us/finance/terms.html>, with the below indicated requirements. No action or response to the sample contract is required under this RFQ. The applicable sample contract is the:

Personal Services Contract (unless checked, item does not apply)

The following paragraphs of the Professional Services Contract will be applicable:

- Article I, Paragraph 5 – Travel and Other Expense is Authorized
- Article II, Paragraph 28 – Confidentiality
- Article II, Paragraph 29 – Criminal Background Check Requirements
- Article II, Paragraph 30 – Key Persons
- Article II, Paragraph 31 – Cooperative Contracting
- Article II, Paragraph 32 – Federal Contracting Requirements
- Exhibit A – On-Call Provision

The following insurance requirements will be applicable:

- Commercial General Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for Bodily Injury and Property Damage.
- Professional Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for damages caused by error, omission or negligent acts.
- Automobile Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence for Bodily Injury and Property Damage.

6. QUOTE

Quotes should be short and concise with the following information:

- A. **Company Overview:** Name of the business, company profile, contact person and contact information. (2 pg. max)
- B. **Assigned Team:** List of key personnel who would be assigned to NCPRD work, along with their credentials and experience. (2 pg. max)
- C. **Pricing:** All agencies must provide a breakdown of billable rates by role for assigned team members, as well as any other project or service fees.
- D. **Resumes:** A resume of each key team member must be included.
- E. **Experience:**
 - 1. General qualifications and description of work process given the provided scope. (2 pg. max).
 - 2. Experience and regional examples of the type of work proposed in this RFQ (min 4 pg., 8 pg. max).
- F. **References:** The bidder must provide at least three (3) client references applicable to the scope of services, with contact names, telephone numbers and e-mail addresses.
- G. **Quote Certification Form;** and
- H. **Any additional information that Clackamas County should take into consideration for the project or qualifications.**

7. EVALUATION

Quotes will be evaluated based on subjective factors including, but not limited to: Firm experience, staff experience, price/fees, references, and proposal to complete the project.

QUOTE CERTIFICATION FORM
RFQ #2022-65

Submitted by: _____
(Must be entity's full legal name)

Each Quoter must read, complete and submit a copy of this Clackamas County Certification with their Quote. Failure to do so may result in rejection of Quote. By signature on this Certification the undersigned certifies that they are authorized to act on behalf of the Quoter and that under penalty of perjury the undersigned will comply with the following:

SECTION I. OREGON TAX LAWS: As required in ORS 279B.110(2)(e), the undersigned hereby certifies that, to the best of the undersigned's knowledge, the Quoter is not in violation of any Oregon Tax Laws. For purposes of this certification, "Oregon Tax Laws" means the tax laws of the state or a political subdivision of the state, including ORS 305.620 and ORS chapters 316, 317 and 318. If a contract is executed, this information will be reported to the Internal Revenue Service. Information not matching IRS records could subject Quoter to 24% backup withholding.

SECTION II. NON-DISCRIMINATION: That the Quoter has not and will not discriminate in its employment practices with regard to race, creed, age, religious affiliation, sex, disability, sexual orientation, gender identity, national origin, or any other protected class. Nor has Quoter or will Quoter discriminate against a subcontractor in the awarding of a subcontract because the subcontractor is a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business that is certified under ORS 200.055.

SECTION III. CONFLICT OF INTEREST

The undersigned hereby certifies that no elected official, officer, agent or employee of Clackamas County is personally interested, directly or indirectly, in any resulting contract from this RFQ, or the compensation to be paid under such contract, and that no representation, statements (oral or in writing), of the County, its elected officials, officers, agents, or employees had induced Quoter to submit this Quote. In addition, the undersigned hereby certifies that this proposal is made without connection with any person, firm, or corporation submitting a quote for the same material, and is in all respects fair and without collusion or fraud.

SECTION IV. COMPLIANCE WITH SOLICITATION: The undersigned further agrees and certifies that they:

1. Have read, understand and agree to be bound by and comply with all requirements, instructions, specifications, terms and conditions of the RFQ (including any attachments); and
2. Are an authorized representative of the Quoter, that the information provided is true and accurate, and that providing incorrect or incomplete information may be cause for rejection of the Quote or contract termination; and
3. Will furnish the designated item(s) and/or service(s) in accordance with the RFQ and Quote; and
4. Will use recyclable products to the maximum extent economically feasible in the performance of the contract work set forth in this RFQ.

Name: _____ Date: _____
Signature: _____ Title: _____
Email: _____ Telephone: _____
Oregon Business Registry Number: _____ OR CCB # (if applicable): _____

Business Designation (check one):

Corporation Partnership Sole Proprietorship Non-Profit Limited Liability Company

Resident Quoter, as defined in ORS 279A.120

Non-Resident Quote. Resident State: _____

**CLACKAMAS COUNTY
INSTRUCTIONS TO QUOTERS**

Quotes are subject to the applicable provisions and requirements of the Clackamas County Local Contract Review Board Rule C-047-0270 (Intermediate Procurements) and Oregon Revised Statutes.

QUOTE PREPARATION

1. **QUOTE FORMAT:** Quotes must be submitted as indicated in the RFQ.
2. **CONFORMANCE TO RFQ REQUIREMENTS:** Quotes must conform to the requirements of the RFQ. Unless otherwise specified, all items quoted are to be new, unused and not remanufactured in any way. Any requested attachments must be submitted with the quote and in the required format. Quote prices must be for the unit indicated on the quote. Failure to comply with all requirements may result in quote rejection.
3. **ADDENDA:** Only documents issued as addenda by Clackamas County serve to change the RFQ in any way. No other directions received by the Quoter, written or verbal, serve to change the RFQ document. NOTE: IF YOU HAVE RECEIVED A COPY OF THE RFQ, YOU SHOULD CONSULT OREGONBUYS (<https://oregonbuys.gov/bsa/view/login/login.xhtml>) TO ENSURE THAT YOU HAVE NOT MISSED ANY ADDENDA OR ANNOUNCEMENTS. QUOTERS ARE NOT REQUIRED TO RETURN ADDENDUMS WITH THEIR QUOTE. HOWEVER, QUOTERS ARE RESPONSIBLE TO MAKE THEMSELVES AWARE OF, OBTAIN AND INCORPORATE ANY CHANGES MADE IN ANY ADDENDA ISSUED, AND TO INCORPORATE ANY CHANGES MADE BY ADDENDUM INTO THEIR FINAL QUOTE. FAILURE TO DO SO MAY, IN EFFECT, MAKE THE QUOTER'S QUOTE NON-RESPONSIVE, WHICH MAY CAUSE THE QUOTE TO BE REJECTED.
4. **USE of BRAND or TRADE NAMES:** Any brand or trade names used by Clackamas County in the specifications are for the purpose of describing and establishing the standard of quality, performance and characteristics desired and are not intended to limit or restrict competition. Quoters may submit quotes for substantially equivalent products to those designated unless the RFQ provides that a specific brand is necessary because of compatibility requirements, etc. All such brand substitutions shall be subject to approval by Clackamas County.
5. **PRODUCT IDENTIFICATION:** Quoters must clearly identify all products quoted. Brand name and model or number must be shown. Clackamas County reserves the right to reject any quote when the product information submitted with the quote is incomplete.
6. **FOB DESTINATION:** Unless specifically allowed in the RFQ, ***QUOTE PRICE MUST BE F.O.B. DESTINATION with all transportation and handling charges included in the Quote.***
7. **DELIVERY:** Delivery time must be shown in number of calendar days after receipt of purchase order.
8. **EXCEPTIONS:** Any deviation from quote specifications, or the form of sample contract referenced in this RFQ, may result in quote rejection at County's sole discretion.
9. **SIGNATURE ON QUOTE:** Quotes must be signed by an authorized representative of the Quoter. Signature on a quote certifies that the quote is made without connection with any person, firm or corporation making a quote for the same goods and/or services and is in all respects fair and without collusion or fraud. Signature on a quote also certifies that the Quoter has read and fully understands all quote specifications, and the sample contract referenced in this RFQ (including insurance requirements). No consideration will be given to any claim resulting from quoting without comprehending all requirements of the RFQ.
10. **QUOTE MODIFICATION:** Quotes, once submitted, may be modified in writing before the time and date set for quote closing. Any modifications should be signed by an authorized representative, and state that the new document supersedes or modifies the prior quote. Quoters may not modify quotes after quote closing time.
11. **QUOTE WITHDRAWALS:** Quotes may be withdrawn by request in writing signed by an authorized representative and received by Clackamas County prior to the Quote Due Date/Time. Quotes may also be withdrawn in person before the Quote Due Date/Time upon presentation of appropriate identification.
12. **QUOTE SUBMISSION:** Quotes may be submitted by returning to Clackamas County Procurement Division in the location designated in the introduction of the RFQ; however, no oral

or telephone quotes will be accepted. Envelopes, or e-mails containing Quotes should contain the RFQ Number and RFQ Title.

QUOTE EVALUATION AND AWARD

- 1. PRIOR ACCEPTANCE OF DEFECTIVE PROPOSALS:** Due to limited resources, Clackamas County generally will not completely review or analyze quotes which fail to comply with the requirements of the RFQ or which clearly are not the best quotes, nor will Clackamas County generally investigate the references or qualifications of those who submit such quotes. Therefore, neither the return of a quote, nor acknowledgment that the selection is complete shall operate as a representation by Clackamas County that an unsuccessful quote was complete, sufficient, or lawful in any respect.
- 2. DELIVERY:** Significant delays in delivery may be considered in determining award if early delivery is required.
- 3. CASH DISCOUNTS:** Cash discounts will not be considered for award purposes unless stated in the RFQ.
- 4. PAYMENT:** Quotes which require payment in less than 30 days after receipt of invoice or delivery of goods, whichever is later, may be rejected.
- 5. INVESTIGATION OF REFERENCES:** Clackamas County reserves the right to investigate references and or the past performance of any Quoter with respect to its successful performance of similar services, compliance with specifications and contractual obligations, and its lawful payment of suppliers, sub-contractors, and workers. Clackamas County may postpone the award or execution of the contract after the announcement of the apparent successful Quoter in order to complete its investigation. Clackamas County reserves the right to reject any quote or to reject all quotes at any time prior to Clackamas County's execution of a contract if it is determined to be in the best interest of Clackamas County to do so.
- 6. METHOD OF AWARD:** Clackamas County reserves the right to make the award by item, groups of items or entire quote, whichever is in the best interest of Clackamas County.
- 7. QUOTE REJECTION:** Clackamas County reserves the right to reject any and all quotes for any reason including, but not limited to, a Quoter's failure to constitute as a responsible bidder under ORS 279B.110 and LCRB C047-640-1-c-F-iii.
- 8. QUOTE RESULTS:** Quoters who submit a quote will be notified of the RFQ results. Awarded quote files are public records and available for review by submitting a public records request or by appointment.