



REQUEST FOR INFORMATION – GRAPHIC DESIGN WORK

This Request for Information (RFI) is to invite prospective vendors to submit a proposal to complete graphic design work for the National Association for State Community Services Programs. This RFI provides vendors with the relevant information needed to provide a cost estimate for the most immediate graphic design needs.

GENERAL INFORMATION:

The National Association for State Community Services Programs (NASCSP) is the sole national association charged with advocating and enhancing the leadership role of States in the administration of the Community Services Block Grant (CSBG) and the Weatherization Assistance Program (WAP).

The NASCSP vision calls for the empowerment of individuals and families with low-incomes. NASCSP helps States attain full utilization of resources to implement an extensive array of services to individuals and families. These include weatherization, energy assistance, child care, nutrition, employment, state energy programs, job training, asset development, and housing in urban, suburban, and rural communities.

CSBG: The Community Services Block Grant (CSBG), administered by the states, provides core funding to local agencies to reduce poverty, revitalize low-income communities and empower low-income families to become self-sufficient.

Weatherization: The U.S. Department of Energy's Weatherization Assistance Program (WAP) reduces heating and cooling costs for low-income families, particularly for the elderly, people with disabilities, and children, by improving the energy efficiency of their homes while ensuring their health and safety.

The purpose of request is to elicit a bid to complete two different projects: a face lift of the FY2018 [CSBG National Performance Update](#), and up to 6 short (10 minutes) illustrated instructional videos.

TECHNICAL/CONTRACTUAL CONTACT

Responses to this RFI are due by **November 25, 2020** and any questions concerning this RFI should be directed to:

Name	Katy Kujawski
Phone	(202) 370-3665
Email	kkujawski@nascsp.org

OVERVIEW

Our objective is to select the vendor who most fully meets the requirements identified in this Request for Proposal (RFI). NASCSP may elect to award a contract pursuant to the RFI or may decide to collect more information through an additional RFI process. Your company is invited to take part in this process and provide information that satisfies the requirements contained herein. NASCSP seeks information on costs and ability to complete: a face lift of the [CSBG National Performance Update](#) and complete design work on up to 6 ten minute instructional videos.

THE NEED/SCOPE OF WORK

NASCSP completes many different reports, informational one-pagers, instructional videos, conference material, informational documents, and other tools and resources for their membership and often has the need to engage a vendor for graphic design work on these materials. The most immediate need is to complete a face lift of the CSBG National Performance Update. This is a 110-page report detailing outcomes and successes of the Community Action Network that is completed on an annual basis. NASCSP would also like to create up to 6 short illustrated explainer videos providing instruction to members on how to report data in the CSBG Annual Report.

Requirements:

CSBG National Performance Update:

- Work should be completed in InDesign or another format to ensure that the layout can be stable and static so that each year NASCSP staff can update language and pictures, but not the format.
- The document needs to be 508 compliant.
- Multiple drafts before finalization of the document.

Illustrated Explainer Videos:

- Up to 6 short (10 minutes) videos explaining various aspects of reporting.
- Videos should be embedded in the NASCSP website, but also be able to be shared and embedded into other outside websites.
- Videos should be 508 compliant.
- NASCSP will develop content and script with suggestions from the vendor.
- Multiple drafts before finalization of the videos.

SUBMISSION AND EVALUATION CRITERIA

NASCSP promotes “Best Value Selection” to our membership and utilizes elements of this approach in selecting the vendors with which we partner. NASCSP also believes that selecting a vendor should include evaluation of both price and non-price factors, maximizing the likelihood of satisfaction for both parties. In addition to competitive information on cost and available

expertise, we are seeking the services of a vendor that provides the best value for the money spent, with the goal of establishing a long-term, mutually beneficial partnership.

- Provide a brief overview of your company’s culture and service philosophy.
- Using the information contained in this proposal, provide a brief overview of the approach you would take to further understanding NASCSP’s needs and completing the outlined projects.
- Provide the names and contact information of at least three organizations of similar size and/or scope for which you currently provide – or have provided in the past – services.

Any award to be made pursuant to this RFI will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. NASCSP reserves the right to not select a vendor in this process, as well. Evaluation of offers will be based upon the Vendor’s responsiveness to the RFI and the total price quoted for any or all items covered by the RFI. Proposals must address all the items identified in the Request. All proposals will be evaluated based on the following criteria:

- Completeness of proposal
- Experience and/or credentials in providing the required services
- Past performance with similar customers
- Demonstrated quality of service and training
- Flexibility of product
- Pricing (price each project independently)

NASCSP does not represent that these are the sole criteria and reserves the right to adjust selection criteria at any time.

SCHEDULE OF EVENTS

EVENT	DATE
RFI distribution to prospective vendors	11/5/20
Questions from vendors about scope/approach due	11/13/20
Responses to vendors questions due	11/18/20
Proposal due date	11/25/20
Target date for proposal review	11/30/20-12/9/20
Anticipated vendor selection	12/18/20
Commencement date	1/3/21

AWARDING OF CONTRACT

NASCSP is not bound to accept the lowest proposal and is not obliged to give a reason for rejecting a proposal. Nothing in this document, or in any communication between NASCSP and any other party, shall be taken as constituting a contract, agreement or representation between NASCSP and/or any other party, except for a formal award of contract made in writing by NASCSP. Neither shall it, or they, be taken as constituting a contract, agreement or representation that a

contract shall be offered. NASCSP reserves the right to vary the number of vendors invited to interviews and presentations, or dispense completely with this part of the process, at its sole discretion. NASCSP reserves the right at all points in the procurement process either not to select a candidate to go forward to the next stage, or following completion of the procurement process, not to make any award of contract.