



**REQUEST FOR QUALIFICATIONS
PROPOSITION A 2016 BOND PROGRAM**

INTERIOR AND WALL GRAPHIC DESIGN SERVICES

December 15, 2017



ANNOUNCEMENT

REQUEST FOR QUALIFICATIONS NOTICE SFUSD PROP A 2016 BOND PROGRAM

INTERIOR AND WALL GRAPHIC DESIGN SERVICES

The San Francisco Unified School District (SFUSD) is accepting Statements of Qualifications (SOQ) for Interior and Wall Graphic Design services. SFUSD intends to retain Interior and Wall Graphic Design Firm(s) from which it can assign specific projects focused primarily on Interior and Wall Graphic Design to update existing cafeterias within the 2016 Proposition A Bond Program.

SOQs must be submitted no later than:

2:00 p.m. on January 16, 2018

This Request for Qualifications (RFQ) seeks firms with the following types of experience:

- Public school experience in Interior and Wall Graphic design of Early Education, Elementary, Middle and High School cafeterias and serving lines.
- Experience with interior updates of cafeterias in historic and older (>50 yrs. old) school facilities
- Assessments of existing cafeteria spaces leading to development of scope and budget for minor upgrades including paint, wall graphics, furniture selection and minor electrical work if needed for machine relocation.

Review of layouts, as-builts and architectural design produced by others.

- Developing phased installation plans for occupied facilities
- Project administration services, including timely project closeout
- Adherence to project deadlines and schedules
- Experience leading design workshops with elementary, middle and high school students, parents and staff
- Ability to create interior elevations and as-built design of spaces

RFQ packages will be available on the District website on December 15, 2017 at:
<http://www.sfusd.edu/en/doing-business-with-sfusd/current-rfps-rfqs-and-rfis.html>

The RFQ package will provide a detailed description of the information required for the SOQ submission. Any addenda issued will be posted on the website.

I. INTRODUCTION TO RFQ SUBMITTAL PROCESS

1. Overview

The San Francisco Unified School District Bond Program is seeking Statements of Qualifications (SOQ) from qualified Interior and Wall Graphic Design Firms to provide cafeteria design services for the SFUSD Proposition A 2016 Bond Program. The SOQ requirements are:

- Five (5) bound copies in 8-1/2" x 11" format, one digital file of proposal
- Max. length of SOQ - 17 pages, single-sided (excluding resumes, references and billing schedules)
- Hand delivered to:

Sarah Price
Senior Project Manager
San Francisco Unified School District
135 Van Ness Avenue, Room 208
San Francisco, CA 94102

- Questions submitted by January 10, 2017 COB to Sarah Price
prices@sfusd.edu

All participating firms must have an established office primary business location under the name of the firm or joint venture for a minimum two years within a 50-mile radius of the city limits of San Francisco, CA.

ALL SOQs DUE NO LATER THAN 2:00 PM ON January 16, 2018.

LATE SUBMITTALS WILL NOT BE CONSIDERED

MAXIMUM POINTS POSSIBLE: 100

2. Description of Projects

The requested services will be funded through Proposition A 2016 Bond. The SFUSD Prop A Bond work may consist of:

- Updating of various existing school cafeterias including paint, wall graphics, furniture selection, and minor electrical work to accommodate machine relocation if needed.

The District anticipates initial design work to commence in March 2018 with completion of all projects in four (4) years.

3. Methodology of Contracting for Interior and Wall Graphic Design Services

The selected Interior and Wall Graphic Design firms will be managed by the District PM on all tasks. The District will determine final project assignments for the Interior and Wall Graphic Design Firm(s) and contracts will be awarded upon approved fee proposals and project assignments.

4. Description of Interior and Wall Graphic Design Scope of Services

Assessment of existing cafeteria facilities, interior design including paint, wall graphics, furniture selection, and minor electrical work to accommodate machine relocation if needed. The projects will not involve major construction.

- Pre-design Phase
 - Meet with District or designated District Representatives and school site staff to determine and/or validate specific project needs. Discuss constraints and potential opportunities for the space. Provide a sampling of colors, patterns, images that could work with the space in order to prompt the design process.
 - Host 1-2 Design Thinking Workshops with students and parents to determine the design needs and culture of the school.
 - Visit school cafeteria and highlight on plans any obtrusions, damage to the walls, or materials that may interfere with the installation of graphics or painting.
- Design Phase
 - Develop concept design options for cafeteria environmental graphics and design, including glass graphics. Include furniture options, colors for wall paint, and placement of machines.
 - Prepare design phase documents for submittal and review.
 - Coordinate to create repair plans for any defects in surfaces that will be impacted by the design process.
 - Prepare final set of plans and specifications for bidding.
- Bidding, Construction, and Installation Phase

- Participate in bidding and bid review and analysis
- Lead site visit with selected vendor to understand location.
- Provide fabricators and installers with necessary design documents and be onsite during installation to trouble shoot any issues.
- Participate in project close-out tasks, which will include the preparation of punch lists, the review of warranties and guarantees.
- Final Close-out for the project.

Depending on the scale and scope of individual projects the District may at its discretion eliminate or streamline any of the above scope of work requirements.

5. District Responsibilities

- Any hazardous material (“hazmat”) related work or mitigation thereof will be the sole responsibility of the District. The architect will coordinate the documents provided by the District’s hazmat consultant into a complete package including the finish schedules.
- The District will be responsible for coordinating the bidding phase, including advertisement and distribution of bid documents.
- The District will be responsible for coordinating the administration of all contracts.
- If available, the District will provide interior elevation drawings for cafeteria.

6. Insurance Requirements

a) The Interior and Wall Graphic Design Firm(s) awarded a contract will be required to maintain, in full force and effect and at their own expense, the following insurance policies with companies certified with the California Insurance Commission. Please include the name of your insurance providers in your SOQ. The following insurance policies are required in order for your firm/joint venture to qualify for participation in these projects:

- 1) Commercial General Liability Insurance (\$1 million/per occurrence and \$1 million aggregate)
- 2) Automobile Insurance (\$1 million/per occurrence and \$1 million aggregate)
- 3) Professional Liability Insurance (\$1 million per occurrence and \$1 million aggregate)
- 4) Worker’s Compensation Insurance in compliance with California law
- 5) Employee’s Liability (1 million)
- 6) Pollution Legal Liability (\$1 million)
- 7) Worker’s Compensation Insurance in compliance with California law
- 8) General Liability Insurance (\$1 million/per occurrence)

b) If any policy is written on a Claims Made Form, the consultant must provide a project specific policy to continue the coverage for five (5) years beyond the date of the individual project completion

c) Prior to issuance of a Notice to Proceed, each firm must provide the District with original wet signature certificate(s) of insurance that includes the following:

- The San Francisco Unified School District, its Board, Officers, and employees shall be named as additional insured parties on General Liability and Automobile policies, endorsements must be submitted with the certificate(s).

- Should any of the above described policies be canceled before the expiration date thereof, the issuing company will provide 30 days written notice to the certificate holder

II. DISTRICT PROCESS FOR CONSULTANT SELECTION

The District wishes to have an Interior and Wall Graphic Design firm resource for cafeteria projects that are primarily design based in nature. These will typically be smaller projects than the typical full school modernization projects but may involve a number of smaller projects at multiple sites combined into one contract award. All SOQs will be scored through a preliminary screening process which will include Part III below and may include contact of references. Those firms who qualified through the preliminary screening process may be invited to participate in the final screening process, which may consist of an interview and presentation. Specific information regarding the interview will be provided upon notification of the firm completing the preliminary screening.

The District reserves the right to make a selection anytime during the selection process in the event that the District can readily make a clear determination and selection from the proposals.

The District reserves the right to contract with any firm responding to this RFQ for all or portions of the above-described phases, to reject any SOQ as non-responsive, and not to contract with any firm for the services described herein. The District makes no representation that participation in the RFQ process will lead to an award of contract or any consideration whatsoever. The District shall in no event be responsible for the cost of preparing any response to this RFQ. The District reserves the right to seek SOQs from or to contract with any firm not participating in this process.

Responses to this RFQ will become the property of the District and subject to the California Public Records Act, Government Code sections 6250, *et seq.* Those elements in each response that are trade secrets as that term is defined in Civil Code section 3426.1(d) or otherwise exempt by law from disclosure and which are prominently marked as "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY" may not be subject to disclosure. The District shall not be liable or responsible for the disclosure of any such records including, without limitation, those so marked if disclosure is deemed to be required by law or by an order of the Court.

A firm that indiscriminately identifies all or most of its response as exempt from disclosure without justification may be deemed non-responsive. In the event the District is required to

defend an action on a Public Records Act request for any of the contents of a response marked "Confidential," "Proprietary," or "Trade Secret," the firm agrees, by submission of its response for the District's consideration, to defend and indemnify the District from all costs and expenses, including attorneys' fees, in any action or liability arising under the Public Records Act.

III. CONTENTS AND REQUIRED FORMAT OF PROPOSALS AND EVALUATION CRITERIA

Proposals shall be in 8.5" X 11" portrait format. Please organize your proposal with 8 tabbed sections. Maximum page count is 17 single-sided pages.

Please provide the following information, in the order of the 8 sections given below, as well as the order of each component of each section. Each of the 8 sections shall be tabbed. Proposals will be carefully reviewed and assigned evaluation points based on the information provided with a maximum score of 100 points. All information requested must be provided, including sections which do not carry points. Failure to provide all information requested will be deemed non responsive.

Tab 1. Introductory/Cover Letter: (1 page; no points possible)

Please provide information regarding the size of your firm, and services provided.

Tab 2. Firm Data (1 page; no points possible)

- a) The full name and address of the firm.
- b) Additional regional offices. If more than one office within the 50 mile radius requirement, list those offices, address and number of employees in the office(s) within the 50 mile radius requirement of this RFQ.
- c) Firm's Current Work Commitments. Specify the current and projected workload of Firm and describe Firm's ability to complete the Services as required herein.
- d) Name and phone number of a designated contact person.

Tab 3. Proposed Project Team Composition (Firms) (3 pages; 10 points possible)

Describe the Project Firm's professional qualifications and experience, including those of any sub consultants, if any, in order to clearly demonstrate your ability to successfully furnish design services described in this Request for Qualifications.

Describe your Firm's approach to Disabled Veteran Business Enterprise (DVBE) participation on your projects.

Tab 4. Relevant Experience (5 pages; 50 points possible)

Please discuss your Firm's experience and understanding of the Interior and Wall Graphic Design services required for the projects within this bond program and provide an outline or description that clearly demonstrates:

1. Public school experience in Interior and Wall Graphic Design of Early Education, Elementary, Middle and High School cafeterias including understanding of the unique challenges of educational facility design including interface with approval agencies and working with teachers and school administrators.
2. Experience in the upgrade of cafeterias that are sensitive to historic and older facilities (>50 years)
3. Assessment of existing cafeterias and development of findings and recommendations including associated costs
4. Review of architecture designs produced by others
5. Development of phased plans for occupied facilities to allow for uninterrupted operation of the facility.

In order to submit a SOQ, firms must have completed (constructed) a minimum of three (3) interior cafeteria design projects in the last eight (8) years.

Tab 5. Representative Projects (5 pages; 15 points possible)

Provide a minimum of three representative cafeteria design projects your firm designed which have been completed (constructed) within the last eight (8) years. Each project page should contain the following information:

- Name of Project
- Name of client, including contact information
- Completion (construction) date
- Total project budget
- Description of services provided by the firm
- Images of the project (optional)

Tab 6. References (1 page; 10 points possible)

Provide references for a minimum of 3 clients of the firm. References must be provided for the minimum of three Representative Projects as listed in Tab 5. Additional references may be provided.

Tab 7. Project Team Staffing: (Resumes) (Not counted in page limitation. No resume should exceed 1 page per person; 15 points possible)

Please provide resumes of your proposed project team. Resumes should not exceed one-page per team member and highlight project experience relevant to the requirements of this RFQ

Tab 8. Firm's Billing Rate Schedule and name of Insurance company (1 page; no points possible)

- a. Please provide the billing rates for the staff presented in the organization chart(s) for the performance of the services indicated herein. Include principal-in-charge.
- b. Extra Services. Provide a current fee schedule for the types of service that Firm offers which will be used for performance of Extra Services. If referencing basic services costs, include typical staffing expectations, professional fee schedules, and variations that the District could expect for specific services, if applicable.
- c. Additional Costs. Identify any additional fees, costs, expenses or reimbursable fees for which Firm would be seeking compensation.
- d. Provide the name of your insurance carrier.

MAXIMUM LENGTH OF PROPOSAL/SUBMITTAL

17 pages, single-sided, excluding cover letter, tabs, and resumes

TOTAL POINTS POSSIBLE: 100 points

IV. RFQ SCHEDULE

- RFQ Advertisement: **December 15, 2017**
- Written Questions Accepted **December 15, 2017 – January 10, 2018**
- Proposals Due no later than: **January 16, 2018 at 2:00 P.M.**
- Shortlist Notification: **February 7, 2018**
- Interviews (if required): **February 12, 2018 – February 16, 2018**
- Results Announced: **February 22, 2018**

The District reserves the right, at its sole discretion, to modify RFQ requirements, cancel the selection process, or amend the schedule.

Proposers shall not be reimbursed for any costs associated with the preparation of proposals in response to this RFQ.

The District will be confirming accuracy of all information submitted in response to this RFQ.