

RFQ #2017-LBP-001 Request for Quotes for Legacy Business Registry Marketing and Branding Program

Questions and Answers July 18, 2017

1. In the Request For Quotes, you state that the proposal may be emailed in. Because of the size limits inherent in email, will you accept a link to download our proposal from Dropbox?

Yes, links to download a proposal from Dropbox or other similar file sharing services will be accepted. Notification from the Proposer to legacybusiness@sfgov.org indicating the proposal is ready for downloading must be received by the proposal due date of 12:00 p.m. PDT, Friday, July 28, 2017, for the proposal to be considered on time.

2. What will be the decision making process? Will you have a committee?

First, Legacy Business Program staff will ensure the following: (1) proposals received were submitted on time; (2) Proposers meet the Minimum Qualifications; and (3) proposals adequately address each of the requested items in Section 5A, Evaluation Criteria, in sufficient and complete detail. Next, a Review Panel will evaluate proposals and information provided in accordance with the criteria indicated in the Request For Quotes. Evaluation criteria shall be collectively worth 100 points.

Optionally, following the written proposal evaluation process, up to three (3) of the highest scoring Proposers may be invited to an interview with the Review Committee. If interviews are conducted, they will be worth 50 points based on a set of criteria established following review of written proposals. The 50 possible points awarded for interviews will be added to the 100 possible points awarded during the Proposal Evaluation process for a total of 150 points. The Proposer with the highest combined score will be issued the intent to award contract notification.

Lastly, Reference checks may be used to determine: (1) the applicability of Proposer experience to the services the SFOSB is requesting and the quality of services and staffing provided to prior clients; (2) adherence to schedules/budgets and Proposer's problem-solving, project management and communication abilities; (3) performance on deliverables and outcomes; and (4) effectiveness in meeting or exceeding project objectives.

3. What type of background and analytical inform (i.e., any information regarding surveys, interviews, etc.) will we have access to?

The selected Contractor will be provided with full background information about the history and development of the Legacy Business Program.



An existing Logo and Brand Identity Focus Group has met several times prior to the issuance of the Request For Quotes and provided information about: (1) the expected target audience; (2) the brand's core values (i.e., what messages we want to send to consumers through our brand); (3) how we want the brand to be perceived; and (4) what makes this program unique and valuable. This information will be made available to the selected Contractor.

4. Do you have a target date for the completion of the project?

The resulting agreement with the selected Contractor will likely have a contract term end date of June 30, 2018. Following is the anticipated timeframe for each of the four projects:

- (1) Logo and Brand Identity (REQUIRED): Approximately 3 months.
- (2) Collateral and Public Relations (OPTIONAL): Approximately 2 months.
- (3) Marketing (OPTIONAL): Approximately 2 months.
- (4) Website Design (OPTIONAL): Approximately 2 months.

Should a Contractor be awarded a contract to conduct more than just the Logo and Brand Identity project, there may be overlap between the projects with regard to timeframes because projects may occur simultaneously.

Proposers are welcome to propose timeframes different than indicated above, but are strongly encouraged not to have the timeline extend beyond the expected contract term end date of June 30, 2018.

5. Should proposals include trademark search/application, for the logo development services?

Including trademark search and trademark application for development of the logo would result in a more thorough proposal. For each project, it is recommended that budget detail be provided including trademark search and trademark application, if applicable.

6. For Evaluation Criterion 3, Project Samples, are the 30 points awarded just for providing a portfolio of work with a minimum of three projects as part of the submission packet, or are the 30 points awarded based on the quality of the work provided.

For Evaluation Criterion 3, Project Samples, the points will be awarded based upon the quality of the work provided.

7. To do business with the City and County of San Francisco, do we need to get set up as a Vendor with the City?

Yes, to do business with the City and County of San Francisco, a Contractor must sign up to be a Supplier, formerly known as a Vendor. The first step in becoming a Supplier is to sign up as a Bidder. If you are unsure whether you are already a Supplier/Vendor with the City and County of San Francisco, please contact Richard Kurylo at legacybusiness@sfgov.org or (415) 554-6680.

A Proposer for this Request For Quotes that is not already a Supplier/Vendor should get set up as Bidder with the City and County of San Francisco. If awarded a contract, the Proposer should immediately continue the process to become a Supplier.



Step by Step on How to Become a Bidder and Supplier (Formerly Vendor) with the City and County of San Francisco

1. Complete a W-9 form.

- Go to: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>.
- Fill out, print, sign, date, scan and save the form.

2. Register as a Bidder.

- Go to:
https://sfsupplierportal.sfgov.org/psp/supplier/SUPPLIER/ERP/c/AUC_BIDDER_REGISTRATION.AUC_BIDDER_REGISTR.GBL?Action=U&SUP_OB_TEMPLATE_ID=BIDDER.
- For the question, “What type of bidding activities you are interested in?” the correct response is “Selling goods/Services” or “Both.”
- The DUNS number is not required for the Legacy Business Program. It is only required for federal government contracts or grants.
- Upload your W-9 when prompted.
- For “Requested User ID,” write in whatever you would like your user ID to be.
- The step about “Categorization” is optional.
- When completed, submit the information.
- After submitting the form, you will receive an email indicating your Bidder ID number.

3. Register as a Supplier.

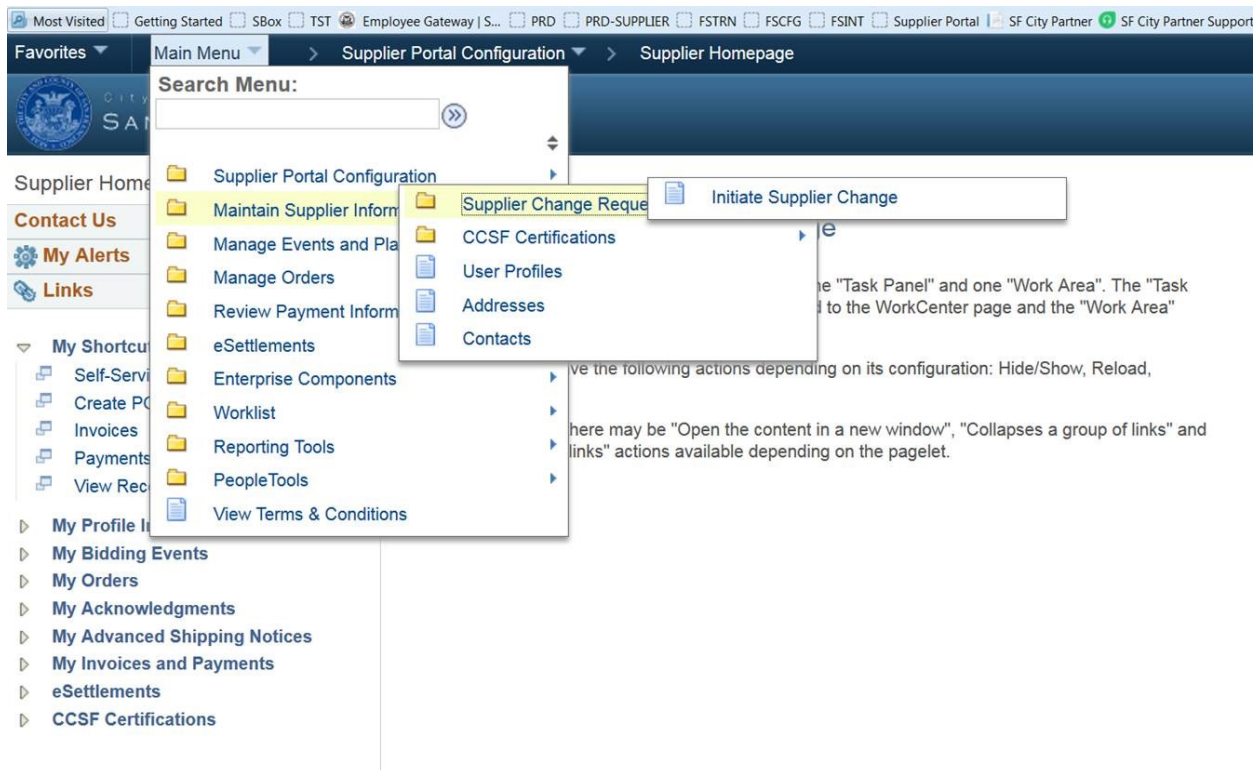
- Go to the Supplier Portal: <https://sfsupplierportal.sfgov.org/>. Click on: “Please click here to PeopleSoft logon page,” which brings you to this website:
<https://sfsupplierportal.sfgov.org/psp/supplier/SUPPLIER/ERP/h/?tab=DEFAULT>
- Sign up with the Treasurer/Tax Collector at one of these two links on the right side of the website:
[New Business Registration](#) for first-time registrants.
[Business Registration Renewal](#) for businesses that have previously registered.
- Prepare legal verification of employee count/firm structure, for example a W-3 Form, DE-1 Form, DE-9 Form or annual San Francisco Payroll Tax Statement. Save the form on your computer.
- In the Login section, click “Sign in” to sign into the Supplier Portal.



- Click on the “12B Declaration” (Equal Benefits) and follow the instructions. Upload the legal verification of employee count/firm structure when prompted.
- After you complete the aforementioned Treasurer/Tax Collector and 12B Declaration steps, the Treasurer/Tax Collector and Contract Monitoring Division will contact you if they have questions or need further information. When everything has been approved by the Treasurer/Tax Collector and Contract Monitoring Division, you will get a Supplier number. It may take days or weeks to receive a Supplier number.

4. Register to Receive Electronic Payments (ACH).

- After receiving a Supplier number, go to the Supplier Portal: <https://sfsupplierportal.sfgov.org/>. Click on: “Please click here to PeopleSoft logon page,” which brings you to this website: <https://sfsupplierportal.sfgov.org/psp/supplier/SUPPLIER/ERP/h/?tab=DEFAULT>
- Go to Main Menu, Maintain Supplier Information, Supplier Change Request and Initiate Supplier Change as shown below.



- Click on the box that says “Payment Profile” and follow the instructions.

For assistance with the Supplier set-up process, please contact Richard Kurylo at legacybusiness@sfgov.org or (415) 554-6680.

