

## Selectboard

Brendan Deso, Chair  
Jessica Frost, Vice Chair  
Stan Dukas  
Erin Creley  
Jonathan Giroux



Corey Parent, Director of Operations

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## **Town of St. Albans Request for Proposals for Town of St. Albans Logo Design and Style Guide Development**

### **I. BACKGROUND**

The Town of St. Albans (The Town) is soliciting Request for Proposals (RFP) from a qualified firm or individual to develop and design a new logo and style guide for our Town branding. The Town of St. Albans is a picturesque community of roughly 7,000 people on the shores of Lake Champlain in Northwestern Vermont. The Town is one of the fastest growing communities in Vermont.

The purpose of the Town of St. Albans Logo Design and Style Guide Development is updating our internal and public branding. We just launched a website redesign effort will launch in later spring of 2021. We'd like to launch the new website with our new branding in at the same time.

### **II. SCOPE OF WORK**

The firm or individual selected will need to begin work immediately by meeting with the Director of Operations and Special Projects to finalize timeline & scope of work.

Design and Style Guide work will include but not be limited to:

1. A new Town of St. Albans Logo adaptable for departments such as: Department of Public Works, St. Albans Town Fire Department, Town of St. Albans Stormwater Utility.
2. Official Letterhead
3. Email Signatures
4. Business Cards
5. Welcome Signs
6. Vehicle templates for Department of Public Works Vehicles and the Fire Department.
7. Signs for Town Parks and Forest

### **III. QUALIFICATIONS REQUIREMENTS**

All consultants will be required to prepare Technical Qualifications and Cost Proposal as part of this submission. In order to be considered responsive to this RFP, each submittal must conform to the following requirements. The consultant shall:

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1. Submit one (1) copy of the Technical Qualifications and Cost Proposal (see requirements below) via email to [c.parent@stalbanstown.com](mailto:c.parent@stalbanstown.com)

#### **IV. TECHNICAL QUALIFICATIONS REQUIREMENTS**

Clearly indicate the following on the outside of the Technical Qualifications Proposal:

1. Project name (Town of St. Albans Website Redesign Project)
2. Name and address of the consultant.

The Technical Qualification Proposal should demonstrate the Firm/Individual understands the intent and scope of the project, the character of the deliverables, the services required for their delivery, and the specific tasks that must be performed in the course of supplying these services. In addition, the qualifications of the Proposer to supply the required services must be demonstrated.

Consultants will be evaluated on technical expertise and past performance. To assist with the evaluation, the proposer shall provide the following information:

1. Cover Letter. This section should provide a brief introduction along with an overview of the proposer's understanding Logo and Style Guide Development.
2. Introduction to Consultant's Firm(s). Proposers shall provide the following information relative to their firms. Similar information must be provided for each sub-consultant or each member of a joint venture.
  - a. Firm name and business address, including telephone number and email contact for the proposed project manager.
  - b. Year established. Include former firm names and year established, if applicable. Identify the state in which the firm was organized or incorporated.
  - c. Type of ownership, and name and location of parent company and subsidiaries, if any.
  - d. Number of full-time employees. Part-time employees or consultants routinely engaged by the proposer may be included if clearly identified as such.
  - e. A description of the firm's general qualifications, including experience with similar types projects.
3. Qualification and Experience of Key Staff Members for this Project. Firms shall identify the proposed PM(s) to be assigned to this project and include the function and/or responsibility of each of the identified individual(s). A resume(s) of the

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proposed PM(s) shall be provided, with emphasis on previous experience in similar projects.

4. References. The proposer shall submit names, addresses, and phone numbers of at least three references familiar with the proposer's ability, experience, and reliability in the performance and management of projects of a similar nature. Vermont references are preferable.

## **V. COST PROPOSAL REQUIREMENTS**

The cost proposal should present a table for the project please include what will be one-time costs and what if any continual costs might be.

Clearly indicate the following on the outside of the Cost Proposal:

1. Project name (Town of St. Albans Logo and Style Guide Development Project).
2. Name and address of the consultant

## **VI. CONSULTANT EVALUATION AND SELECTION**

The technical qualifications will be evaluated by the Town's Manager and Director of Operations. The evaluation criteria, with corresponding weight factors, are the following:

- Qualifications of the firm and personnel to be assigned to this project and their experience completing similar projects. (35 Pts.)
- Clarity of the proposal, skills available, and expertise with specific skills. (25 Pts.)
- Demonstration of overall project understanding and knowledge of the local area. (15 Pts.)
- Completeness of submitted proposal with all elements required by the RFP (5 Pts.)
- Cost (20 Pts.)

Following the technical qualifications evaluation, the cost proposal will next be reviewed for consistency and in light of the evaluation of the technical qualifications. The Town reserves the right to seek clarification of any proposal submitted.

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**VII. TOWN CONTACT**

Questions regarding this RFP should be directed in writing to:

Mr. Corey Parent, Director of Operations & Special Projects  
St. Albans Town Offices  
P.O. Box 37  
St. Albans Bay, VT. 05481  
802-524-7589  
c.parent@stalbanstown.com

**VIII. GENERAL TERMS AND CONDITIONS**

The Town serves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any or all qualified proposers, to waive any formality and any technicalities, to solicit new proposals, or to cancel in part or in its entirety this RFP if it is in the best interests of the Town. This solicitation of qualifications in no way obligates the Town to award a contract.

Any proposal received after the time specified will be considered a late proposal.

Following evaluation of all proposals, the Town may do one or more of the following:

1. Conduct interviews with representatives of one or more of the respondents
2. Select an apparent successful respondent and enter into contract negotiations
3. Establish a competitive range that shall include all respondents that have a reasonable chance of being selected for award based on the proposals, select those proposals that are in the competitive range, and commence negotiations with those respondents, and then invite those respondents to submit best and final offers
4. Reject all proposals if it is determined to be in the best interests of the Town.

Should the Town be unable to negotiate a satisfactory form of contract with the selected finalist(s), then the next highest ranked finalists may be selected, and the negotiation process may be repeated.

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**X. TIME AND PLACE FOR SUBMISSION OF PROPOSALS**

Submissions must be received by **2:00 P.M. Friday, January 15<sup>th</sup>, 2021**, by email to:

Mr. Corey Parent  
Director of Operations & Special Projects  
c.parent@stalbanstown.com

Late submissions may not be accepted. If any of the above requirements are not met, the proposal may be rejected.

**Key Dates**

RFP Issued:	Monday, December 28th, 2020
Proposals Due:	Friday, January 15 <sup>th</sup> , 2021 at 2:00 PM
Contract Negotiations:	Following receipt of proposals
Selection:	Friday, January 22nd, 2021

These dates are subject to change at the sole discretion of the Town with reasonable notice given to respondents.