



## REQUEST FOR QUALIFICATIONS: GRAPHIC DESIGN SERVICES

The Philadelphia City Planning Commission (PCPC) seeks graphic design services for its newly formed Citizens Planning Institute (CPI). These services will help to develop a graphic identity for the CPI, and to develop templates, interim, and final print and electronic products for use by the CPI. Additionally, similar products are required for the PCPC's comprehensive plan effort entitled *Philadelphia2035: The Comprehensive Plan*, which is already in progress. Although the primary focus of the graphic design services is on the CPI, we believe assistance with our *Philadelphia2035* initiative is in order and can take advantage of the synergy of working on both simultaneously.

The PCPC received a grant from the William Penn Foundation to develop a pilot program of the CPI over a nine-month period beginning April 2010. Up to \$24,500 of these funds are dedicated to graphic design services. The Fund for Philadelphia will administer the grant on behalf of the PCPC. Payment will be made based upon approved invoices.

### Background

The Citizens Planning Institute is a key component of the PCPC and Zoning Code Commission's "integrated planning and zoning process," which also includes preparing a comprehensive plan and reforming the City's Zoning Code. The CPI will be the educational and public outreach arm of the PCPC. It will provide a formal structure to engage citizens and inform them about planning principles. The Institute will provide an accessible forum to discuss planning issues and increase the capacity of citizens and civic organizations to participate in planning their communities and the city. The CPI is based upon models researched from other cities, metropolitan regions, and states in the United States.

The CPI will assist with the PCPC's *Philadelphia2035* comprehensive planning efforts by conducting outreach and providing education and training. In particular, the CPI will reach out to under-represented communities that do not have stable civic associations or experience in helping to manage the physical development of their neighborhoods. By engaging residents at the "front end" of the planning process, the CPI will provide citizens with an understanding of the nature of the input that they will have when zoning code reform is approved and more projects are built "as of right" than today (when many projects require variances and public hearings). The PCPC anticipates that the potential outputs and outcomes of this effort will be:

- The formulation and piloting of an Institute core curriculum;
- Better-informed citizenry; increased planning and development capacity at the community level;
- Reinforced role of PCPC as the leader of planning activities for the City;

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- Expanded relationship between PCPC and community residents and organizations;
- A more even playing field, citywide, for incorporating community input on planning and development issues;
- Increased capacity of PCPC to educate citizens on current planning trends and initiatives; and
- Citizen and City Council support for passage of the reformed zoning code.

### **Proposed Scope of Services**

The firm or individual selected to perform the graphic-design services will be directed by a project manager at the PCPC. As part of developing final products, the service provider will be expected to prepare several draft products for review by the project managers and others at PCPC. We expect the process of developing a graphic identity and collateral materials will be iterative and collaborative. The anticipated scope of services includes:

- Develop a graphic identity for the Citizens Planning Institute that relates to the existing Philadelphia City Planning Commission graphic identity and that of *Philadelphia2035*. Over the long term, the CPI is intended to be the “educational and outreach arm of the PCPC.” The identity would likely include a symbol, custom typography, and color appropriate for a variety of print and electronic media.
- Refine existing and/or develop a new graphic identity for the *Philadelphia2035* effort that relates closely to the existing PCPC identity and that developed for the CPI.
- Prepare templates for print materials used by the CPI. These may include report layout, course advertisements, outlines, reading lists, binder covers, letterhead, media releases, etc.
- Develop similar templates for the *Philadelphia2035* effort.
- Using the technological framework of the existing PCPC website and following City standards, develop the organizational structure and prepare mock ups of a CPI web home page and several linked pages. Actual execution of the website will be by others.
- Develop similar organizational structure and prepare web page mock ups for the *Philadelphia2035* effort.
- Meet with PCPC project manager and staff to review draft and interim products approximately five times during the course of the work.
- Provide other graphic-design services as needed.

All printed work is to be prepared using Adobe CS4 software.

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All interim and final work products, in electronic and print form, become the property of the Philadelphia City Planning Commission.

### **Application Process**

Please submit six copies of a Statement of Qualifications including:

- One-page cover letter, including statement of availability to perform the work in the prescribed time frame;
- Narrative of firm's (or individual's) approach to the project, including staffing and organization (two pages max);
- Resumes of staff expected to perform the work;
- Narrative of firm's (or individual's) relevant project experience (three pages max);
- Examples of relevant work (in print and electron form, as appropriate);
- Billing rates; and
- Contact information for three references.

Applications will be accepted until **5:00 p.m., Friday, March 19, 2010.**

The PCPC strongly encourages minority-, women-, and disabled-owned businesses to apply.

Submit Statement of Qualifications to:

Gary J. Jastrzab  
Deputy Executive Director  
Philadelphia City Planning Commission  
1515 Arch Street, 13<sup>th</sup> Floor  
Philadelphia, PA 19102

The PCPC will review submitted qualifications and likely interview a short list of candidates in late March. Work is expected to commence in April 2010 upon contract execution between selected candidate and the Fund for Philadelphia.