



JEFFERSON COUNTY

OFFICE OF THE COUNTY ADMINISTRATOR

320 S. Main Street · Room 111 · Jefferson, WI 53549
(920) 674-7101 · www.jeffersoncountywi.gov

GARY R. PETRE
County Administrator

TAMMIE J. JAEGER
Administrative Assistant
Confidential

PAULA SUMPTER
Management Analyst

August 5, 2008

Dear Consulting Professional,

Jefferson County is seeking Proposals for professional services in the development of a county identity package. We would like to extend an opportunity for your firm to provide these services to the County.

We would appreciate if you would consider submitting a Proposal for the provision of these services, based on the enclosed Request for Proposal (RFP). Please feel free to contact Paula Sumpter, Management Analyst (920-674-7101) if you have any questions relative to this RFP. Thank you, in advance, for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Gary R. Petre".

Gary R. Petre
County Administrator



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Request for Proposal

Jefferson County Identity Project

I. Point of Contact:

Paula Sumpter
Management Analyst
320 S. Main Street, Room 111
Jefferson, WI 53549
(920) 674-7101
paulas@jeffersoncountywi.gov

- II. Proposal Due Date:** Original, eight (8) copies, and an electronic copy of the proposal in PDF format on CD must be received and date stamped no later than 4:30 p.m. on Friday, August 29, 2008. Proposal must be accompanied by one (1) set of samples that showcase the respondent's identity package design work. (Samples will be returned.)
- III.** All proposals must be addressed to the point of contact listed above.
- IV.** The words "**Jefferson County Identity Project**" must be marked on the delivery parcel.

Section A – Introduction and General Information

I. Introduction

This document constitutes a request for competitive proposals from qualified firms to serve as consultant(s) to provide quantifiable, data-driven research, analysis and development of a county identity package for the government of Jefferson County, WI.

II. Request Content

This document, referred to as the Request for Proposal (RFP), has been divided into the following sections:

- Section A – Introduction and General Information
- Section B – Scope of Work
- Section C – Proposal Information
- Section D – General Requirements/Terms

III. Definitions

For the purpose of this RFP, the vendor will be referred to as Contractor and Jefferson County will be referred to as County.

IV. Background Information

Jefferson County is one of 72 units of county government in the State of Wisconsin and is a municipal corporation existing pursuant to the authority of Chapter 59 of the Wisconsin Statutes. The County encompasses 583 square miles including 16 towns, 5 villages, and 6 cities. The County has an estimated population of 80,000. County operations include, but are not limited to, a skilled nursing facility, human services and health departments, a law enforcement agency, a state circuit court system, a highway department and other government-related functions. More information can be found at www.co.jefferson.wi.us.

Section B – Scope of Work

I. Specifications and Services to be Provided

The County is seeking a firm to provide a quantifiable, data-driven approach to the research, analysis, and development of a county identity package for the Jefferson County government.

It is the intent of the County to include the following stakeholders in the process:

- A. County departments
(Administration; Central Services; Child Support; Corporation Counsel; Countryside Home; Economic Development; Fair Park; Health; Highway; Human Resources; Human Services; Land & Water Conservation; Land Information; MIS; Parks; University of WI Extension; Veterans Services; Zoning & Planning.)
- B. Jefferson County elected officials
(Circuit Court Judges; Clerk of Circuit Court; Coroner; County Clerk; County Treasurer; District Attorney; Family Court Commissioner; Register in Probate; Register of Deeds; Sheriff.)
- C. The Jefferson County Board of Supervisors (30 members) as represented by the Administration & Rules Committee (5 members)

II. Deliverables

- A. Jefferson County government identity design, including logo and targeted defining taglines, and its adaptation for use by County departments and elected officials.
- B. Vector-based EPS files appropriate for small and large-scale renderings
- C. Style guide describing color usage, typeface selection and placement guidelines for development of various promotional and educational materials. (Note: "Various promotional and educational materials" include Web pages, print and television ads, brochures, letterhead, invitations, schedules, programs, outdoor and indoor signage, vehicle signage, banners, T-shirts, and buttons.)

Section C – Proposal Information

I. Project Costs

Provide a not-to-exceed project cost, including hourly rates of participating staff and all other related costs including reimbursable expenses.

II. Staff Backgrounds

Include a listing of names and background information on staff to be assigned to this project.

III. Subcontractors

Include a listing of any subcontractors along with what role they will perform in the analysis. Include a listing of names and background information on staff to be assigned to this project. Also include three (3) references from similar projects completed by any subcontractors in the last five (5) years along with their progress to date.

IV. References

Provide three (3) references from similar projects completed in the last five (5) years, including company name, contact, phone numbers, date of project and timeline.

V. Project Timeline

Provide the project timeline broken out into phases, with a cost associated to each phase.

VI. Request for Clarification

Jefferson County reserves the right to request additional information or clarification of the information submitted.

VII. Proposal Acceptance

Jefferson County reserves the right to accept or reject any or all proposals.

VIII. Proposal Evaluation

A. Demonstrated work with County/Municipal clients	10%
B. Demonstrated application of research and analysis	20%
C. Review of submitted samples	30%
D. Report format of analysis, findings and recommendations	20%
E. Cost	10%
F. References and interview	10%

Section D – General Contract Requirements/Terms

I. Terms of Payment

Net 30 days from date of receipt of invoice which must be submitted upon completion and acceptance of each phase of work.

II. Project Completion/Cancellation

It is anticipated that the project will be completed and submitted to the County no later than December 19, 2008. Jefferson County reserves the right to cancel this project upon completion and acceptance of each phase.

III. Presentations and Final Deliverables

- A. A minimum of three (3) presentations to the County may be required.
- B. A proposal presentation may also be required prior to vendor selection. This presentation will be at the Contractor's cost.
- C. Digital copy of raw survey/research data.
- D. Original, fifteen (15) copies of the final report, an electronic copy of the report and style guide in MS Word format on CD, and a copy of the EPS files must be received and date stamped no later than 4:30 p.m. on Friday, December 19, 2008.
- E. All deliverables are to be submitted to:

Gary R. Petre
Jefferson County Administrator
320 S. Main Street, Room 111
Jefferson, WI 53549

- F. Inquiries may be directed to Paula Sumpter, Management Analyst at (920) 674-7101.