HACLA

Build HOPE: Investing in People and Place

June 23, 2026

RE: ADDENDUM NO. 2 TO QUOTE FOR SMALL PURCHASE FOR GRAPHIC DESIGN AND GIS MAPPING ("QSP")

Dear Interested Proposers:

This letter serves as Addendum No. 2 to the subject QSP and is made a part of the solicitation.

This addendum provides: 1) revisions to Exhibit A "QSP Quote Form and Scope of Services"; and 2) responses to questions received regarding this QSP.

The following are the questions and answers:

Q1. **For the GIS mapping component, is HACLA primarily looking for static maps for reports and grant materials, interactive dashboards, geospatial analysis, or some combination of these?**

A1. The work will consist of some combination of these types of projects.

Q2. **Are there specific GIS platforms, file formats, datasets, or mapping standards HACLA expects the selected provider to use?**

A2. HACLA uses ESRI and Excel file exports. File formats, data sets, etc. will vary by project.

Q3. **Do you have examples of past reports, maps, dashboards, grant materials, or presentation materials that reflect the level of finish HACLA is looking for?**

A3. Examples of past reports will be provided to the selected vendor(s.)

Q4. **What is the anticipated volume of work over the initial contract term? Will work be assigned through individual task orders or requests as needs arise?**

A4. Volume will vary and work will be assigned through task orders as needs arise.

Q5. **Are there existing HACLA brand guidelines, report templates, accessibility standards, or design requirements that the selected provider should follow?**

A5 Yes, and that will be provided to the selected vendor(s.)

Q6. <u>Are subcontractors permitted for specialized GIS, video, photography, copywriting, or dashboard development support, provided they are identified in the quote?</u>

A6. Subcontractors will need to be specified and qualifications/experience, etc. included in the proposal.

Q7. <u>Can HACLA share how price will be weighed relative to qualifications, staffing, and technical approach?</u>

A7. Per our policy, a breakdown of the evaluation criteria is not required; however, HACLA will select the vendor(s) with the best value.

Q8. <u>For the hourly rate table, should vendors only provide the role categories listed in the QSP, or may we include additional specialized roles if relevant?</u>

A8. At very least, we are seeking rates for the listed positions, vendors can add additional specialized roles if relevant.

Q9. <u>Will HACLA accept rate ranges for staff for positions with multiple staff members?</u>

A9. HACLA is seeking a set rate per position.

Q10. <u>What specific GIS hardware/software is the client looking for?</u>

A10. HACLA is currently using ESRI as our platform. HACLA is seeking vendors who do ArcGIS and geospatial mapping for potential additional project support and who might provide technical expertise to enhance our mapping capabilities including recommendations for improvement via integrations, etc.

Q11. <u>Does this work require the use of ArcGIS Enterprise or ArcGIS Online?</u>

A11. HACLA currently uses ArcGIS Online for now.

Q12. <u>How would the contracted firm share GIS information, mapping, etc. with the client (i.e. viaArcGIS Online Organization or via DropBox)?</u>

A12. This will depend on the volume and sensitivity of the data to be analyzed within the project. It could be via the online organization, SharePoint, or other secure file transfers that are in compliance with HACLA's IT Policy.

Q13. <u>Will the GIS work involve creating interactive maps?</u>

A13. Yes, GIS work will involve interactive maps.

Q14. <u>Regarding "…to create visually digestible dashboards and materials" – Is the consultant expected to host dashboards on readily available platforms?</u>

A14. HACLA has an existing dashboard and are using the ESRI platform. We are not seeking dashboard hosting as part of this scope of work.

Q15. <u>Are custom dashboards preferred? Is HACLA looking for an "off the shelf" dashboard (i.e., ESRI)</u>?

A15. HACLA uses ESRI and PowerBI and has several dashboards created so far. HACLA anticipates any additional dashboards will use these same platforms for additional ArcGIS projects and anticipate adding overlays by integrating Canva or other compatible platforms.

Q16. <u>What kind of reports using spatial analysis procedures or GIS technology is the client looking for?</u>

A16. Report types will vary. To date HACLA has incorporated resident demographics and housing program data with a few census related comparisons at the City and State level. Additional projects will very likely follow the same type of internal and program data but there could be a desire to begin to incorporate more census and other data sets. HACLA is looking to do more complex geospatial analysis utilizing proprietary and publicly available data.

Q17. <u>Is there an estimated volume of work that will be delivered? How much notice will we receive for each initiative?</u>

A17. No, there is not an estimated volume of work. The process will involve Task Orders sent to the selected vendor(s) to offer a quote for project services on an as needed basis – notice and project turnaround will vary.

Q18. <u>Under 'creating marketing materials (i.e. email marketing…)', will the vendor be responsible for wireframing/mocking up the emails only? Will HACLA need support in sending?</u>

A18. It's possible HACLA could need support in sending in addition to the design, wireframe and mockup.

Q19. <u>Does HACLA require HTML?</u>

A19. If it is for an online dashboard, then yes, but at base HACLA will need to be able to access the shape files, attribute tables, spreadsheets and all analysis, so format will need to be readable and editable. All data will need to be safeguarded appropriately to ensure privacy and confidentiality.

Q20. <u>What email platform do you use?</u>

Q20. HACLA uses Outlook

Q21. <u>Do you have pre-defined/curated databases?</u>

A21. Yes, HACLA uses ESRI and PowerBI mainly. As we build the program, HACLA may add additional platforms.

Q22. Please define 'testing video and graphics across various media'. Is this technical testing on various platforms? If so, which ones? Do you require audience/market testing?

A22. Yes, technical testing to ensure graphics/video run and display well across device types and operating systems (e.g. android, iOS, Linux, etc.)

Q23. Does the HACLA have established branding guidelines that we will be expected to adhere to?

A23. Yes, branding guidelines will be provided to the awarded vendor(s)

Q24. Will the selected Creative Team develop new guidelines and styles for the products under this contract? Will each deliverable have unique branding?

A24. No. HACLA already has an established brand.

Q25. Will materials be branded and in the voice of HACLA or a subdivision/partner/other entity?

A25. Yes, vendors must use HACLA brand and voice.

Q26. Who will provide final approval on materials?

A26. The project lead at HACLA for the individual project – this contact will be made known as part of the Task Order request for services.

Q27. Is the strategy of the whole project a part of our deliverables? What is HACLA's communication strategy?

A27. This solicitation is not a request for new branding or to develop a new communication strategy but the desire to obtain vendor services for projects that support our existing communication, fundraising, policy priorities, etc.

Q28. Does HACLA have available creative/marketing team to support?

A28. HACLA has internal marketing staff, but they will unlikely be available to support – this will depend entirely upon what additional internal support is needed for any given project. This is one reason why HACLA is seeking to add external capacity for graphic design and ArcGIS services.

Q29. How many grants does HACLA expect to propose for over one year?

A29. The number of grants is unknown. HACLA tends to pursue 30+ grants annually, but not all require vendor support for graphic design/ArcGIS. We pursue grants via internal staff as well as existing grant services contractors.

Q30. Does HACLA have a current contract with a design/communications firm?

A30. Yes.

Q31. <u>Does HACLA have a library of HACLA-specific imagery and photography? Does HACLA need photography as part of this initiative?</u>

A31. Yes, HACLA has a library of HACLA-specific imagery and photography, and additional photography may be required as part of this Scope of Services.

Q32. <u>Does HACLA have access to stock imagery, and what is the internal review process for approval of stock imagery?</u>

A32. HACLA has made limited stock image purchases in the past and relies more heavily on our photo library and photos taken at our various sites and events. Stock imagery will need to be recommended to HACLA by the selected vendor(s) and HACLA will retain final approval of purchase/usage of stock images.

Q33. <u>For social media deliverables, are we expected to develop platform-specific content strategies, or provide visual assets only?</u>

A33. Currently unknown – it is possible HACLA will need strategies and assets, but HACLA has a separate strategic communications plan and contractors. Work under this element of the contract would be to augment both existing internal staff as well as our current communications vendors.

Q34. <u>Is there an anticipated volume or frequency of social-related design requests?</u>

A34. No, this would be to augment existing capacity and will be as needed.

Q35. <u>For Scope Item D (GIS Mapping), can HACLA clarify the expected level of GIS support? Specifically, is HACLA seeking full technical GIS services (e.g., spatial analysis, GIS data layer development, GIS systems expertise, and integration recommendations), or is the requirement primarily focused on visual design/presentation of GIS-based maps, dashboards, and related communication materials using data provided by HACLA?</u>

A35. It will be both – volume to be determined. HACLA has already started developing geospatial mapping of our data within the ESRI platform, HACLA is seeking to continue to build-out capacity, visual overlays, etc. to expand our work in this area.

Q36. <u>Can HACLA confirm whether vendors are expected to provide both the full graphic design and GIS mapping scope described in the solicitation, or whether HACLA would consider quotes from firms proposing only the graphic design / visual communications portion of the scope?</u>

A36. We prefer vendors provide both graphic design and ArcGIS services whether in house or sub-contractor arrangement (with the sub-contractor information fully incorporated into the qualifications/experience, etc. within the proposal), but if vendors would like to provide a proposal for graphic design or ArcGIS as standalone services for consideration, that will need to explicitly specified this as part of the submittal.

Q37. <u>How will work be authorized (task orders/purchase orders/etc.)?</u>
A37. HACLA's department will issue and review task orders from awarded service providers. Once the review is complete, a purchase order will be issued to the service provider awarded the work.

Q38. <u>What is the anticipated award timeline?</u>
A38. HACLA anticipates contracts to be awarded prior to the end of 2026 (ideally before Fall).

Q39. <u>Can HACLA provide examples of the types of deliverables expected (reports, campaigns, grant visuals, dashboards, etc.)?</u>
A39. This solicitation is to establish a panel of graphic design and ArcGIS services for as needed projects which will vary in complexity and deliverables. We will provide the parameters including supporting documentation, data, previous examples of similar work, etc. to support the vendor in completing the Task Order.

Q40. <u>Which GIS software platforms and formats does HACLA use?</u>
A40. ESRI, PowerBI , and HACLA is starting to explore visual overlays in Canva.

Q41. <u>What performance criteria will be used to determine option-year renewals?</u>
A41. Service Provider's performance in accordance with the contract terms.

Q42. <u>Are translation or multilingual formatting services anticipated?</u>
A42. Yes, but it will depend on the project. HACLA has translation services providers and we anticipate providing the translated content for insertion into the graphic design format developed for the project

Q43. <u>Will HACLA provide GIS datasets and shapefiles?</u>
A43. Yes, for HACLA specific data. Service provider(s) may need to support obtaining additional/third-partydatasets and development of shapefiles.

Q44. <u>Is spatial analysis required, or primarily map visualization/cartography?</u>
A44. Analysis could be needed in addition to visualization/cartography – will depend on the project and HACLA need.

Q45. <u>Are there existing GIS dashboards or integrations vendors will need to support?</u>
A45. Yes, HACLA has some existing dashboards and integrations that the service provider(s) may need to support

Q46. <u>What are HACLA's typical turnaround expectations for standard versus urgent requests?</u>
A46. Turnaround time will be expressed in each individual task order

Q47. <u>How many concurrent projects are typically active?</u>
A47. Recently, HACLA has one to two projects working concurrently; however, projects will be issued based on need. The depth and complexity of the projects will also vary.

Q48. <u>Beyond the stated 3 revision rounds, how are additional revisions handled?</u>
A48. HACLA will work with the vendor regarding additional revisions needed. Vendors can include a pricing proposal in accordance with additional revision rounds.

Q49. <u>Will final deliverables require ADA/Section 508 accessibility compliance?</u>
A49. Yes, deliverables will require ADA/Section 508 accessibility compliance

Q50. <u>Are editable/native files required for all deliverables?</u>
A50. Yes. HACLA needs the ability to edit over time.

Q51. <u>Should vendors include software licensing costs within hourly rates?</u>
A51. No. Vendors should not include software licensing costs within their hourly rates.

Q52. <u>What are HACLA's standard payment terms?</u>
A52. Net-30

Q53. <u>Are invoices submitted monthly or per task order/project?</u>
A53. These are as-needed services. Invoice frequency will depend on the specific Task Order and project parameters.

Q54. <u>Is detailed timesheet backup required with invoices?</u>
A54. Yes. All invoiced rates/costs will need supportive back up documentation and HACLA will work with the selected vendor(s) on the level of detail required.

Q55. <u>What federal compliance requirements apply due to mixed federal funding?</u>
A55. Compliance requirements could vary by task order project and will be provided to the selected vendor(s).

Q56. <u>Will HUD-related reporting or certifications be required during contract performance?</u>
A56. Yes, particularly for our grants-related projects, but it is not clear to what degree this will be a factor. It will depend entirely on the individual project HACLA requests supportive services to complete.

Q57. <u>Are there data privacy or confidentiality requirements for grant-related materials?</u>
A57. Yes – the data safeguards needed will depend on the project, data to be utilized, and nature of geospatial or graphic design needs. Additional information regarding special conditions for the protection of information can be found attached to this addendum as the Revised Scope of Services.

Q58. **Can HACLA clarify the types of GIS integration recommendations anticipated under this contract, including whether services may involve integrating GIS with existing databases, dashboards, web applications, internal systems, or other agency platforms?**

A58. This still needs to be determined. HACLA is just starting to build its geospatial capacity and data warehouse repository and may need consulting support regarding integrations and platforms.

Q59. **For dashboard and web-based GIS applications, can HACLA clarify whether consultants are expected to provide configuration, hosting, deployment, and ongoing maintenance services, or whether applications will be deployed and managed within HACLA's existing GIS cloud systems?**

A59. HACLA is not seeking hosting/maintenance services at this time.

Q60. **Has HACLA recently engaged the services of any third-party firms for graphic design or GIS mapping services required in this QSP (e.g., within the last 3 years)?**

A60 Yes.

Q61. **Does HACLA have any specific projects in the short term that will require these services?**

A61. Yes.

Q62. **Are video production services expected to be performed on-site at HACLA facilities, or remotely?**

A62. Clarification: HACLA has many offices and residential property locations. It is anticipated that on an as- needed basis video will primarily be performed at the offices/properties. However, HACLA may also need to utilize a separate remote location. That will depend on the type of project HACLA requests a vendor to support.

Q63. **What is the anticipated average turnaround time for typical deliverables, and how are rush requests communicated and prioritized?**

A63. This will vary based on project. Rush requests will be provided in writing and project parameters and deadlines will be communicated as part of establishing the Task Order.

Q64. **Please confirm there are no formatting preferences or requirements for proposals, other than the file size is not to exceed 15mbs in size.**

A64. Please refer to Section D Submittal Requirements of the QSP.

Q65. **How many Service Providers do you estimate?**

A65. HACLA anticipates selecting more than one vendor, contingent on the pool of qualified firms who meet the selection criteria.

Q66. **What types of GIS work does HACLA anticipate needing most often, such as affordable housing site analysis, grant support mapping, property mapping, demographic analysis, community outreach maps, dashboards, or executive reporting?**

A66. This has yet to be determined. HACLA recently started expanding its GIS projects over the last year, so it is unclear which would be needed most.

Q67. **The Quote Form (Exhibit A) mandates fully burdened hourly rates across five standard classifications. Given the potential five-year duration of this small purchase agreement (one base year plus four option years), will HACLA permit contractors to submit separate, escalating hourly rate matrices for each individual option year to account for cost-of-living and standard inflation adjustments? Alternatively, must the proposed hourly rates remain entirely flat and unchanged across the full five-year term?**

A67. Please refer to the attached Revised Quote Form.

Q68. **What is the expected turnaround time window for typical, non-emergency requests? Are there specific peak periods throughout the fiscal year the vendor should anticipate (e.g., federal grant cycles or year-end reporting)?**

A68. Both turnaround need and peak periods vary. HACLA follows the calendar fiscal year.

Q69. **What are the exact expected response and turnaround time windows for emergency requests received after standard business hours (e.g., evenings, Fridays after 5:00 PM, weekends, or holidays)? Is there an expectation for true 24/7 on-call labor availability to execute design and mapping assets over weekends, or is emergency coverage limited to an established escalation and acknowledgment procedure with execution on the next business day?**

A69. Most projects will have deadlines that follow standard business hours. However, if the vendor has a hard deadline (e.g. grant deadline) or an emergency/rapid response project Task Order is initiated, HACLA's expectation is that the responsive vendor will provide the necessary coverage to meet the deadline.

Q70. **Should emergency, weekend, or after-hours work be built entirely into our baseline, standard "fully burdened" hourly rates, or will HACLA permit an accelerated emergency rate line item under "Other Charges" on Exhibit A?**

A70. HACLA is seeking fully burdened rates.

Q71 **How should the vendor prioritize unexpected emergency requests relative to ongoing, pre-scheduled contract work? Are there limits on concurrent emergency requests the vendor should anticipate?**

A71. HACLA will work with the vendor to prioritize any overlapping projects to help ensure multiple deadlines are met. This is one reason we anticipate selecting multiple vendors.

Q72. **Section 5 of the General Conditions dictates that corrections to deficient work must be turned around within seven (7) calendar days at no additional charge. For highly technical deliverables—such as interactive GIS dashboards or multi-page annual grant reports, does this seven-day turnaround apply to complex structural or data adjustments, or is it intended strictly for minor formatting edits?**

A72. This will depend on the individual project and issue. For example, if there is a hard turnaround deadline involved (e.g. grant work) then yes, it will apply to those more complex deliverables.

Q73. **How much creative autonomy does the vendor have in concept development, and are we expected to present multiple distinct creative concepts per individual request or single optimized drafts?**

A73. Creative designs will need to fall within HACLA's established branding guidelines, the number of distinct creative concepts needed will depend on the parameters/needs of the individual project Task Order.

Q74. **Will the vendor have access to existing editable native design files (e.g., InDesign, Figma, Canva) for reuse, or must all projects start entirely from scratch?**

A74. Projects will likely lean more heavily to new or "from scratch" design, but as applicable, HACLA could provide existing material for updating/reuse. It will all depend on the parameters/needs of the individual project Task Order.

Q75. **Who is responsible for original copywriting, copyediting, data cleaning, and data analysis for formal reports, grant applications, maps, and dashboards? Is the vendor responsible for defining the core narrative and data visualization strategy, or is our scope limited strictly to visual layout and graphic execution of pre-vetted content?**

A75. HACLA will work closely with the vendor to help ensure data quality and as part of this solicitation, HACLA is seeking the potential added capacity of copywriting/editing and data analysis. HACLA does, however, anticipate some portion of projects under Task Order will just need visual layout and graphic execution for pre-vetted content.

Q76. **Who provides and validates the absolute technical accuracy of the underlying spatial data layers used for GIS mapping? If regional or third-party proprietary databases are integrated at HACLA's direction, does HACLA assume responsibility for the underlying data licensing and accuracy validation?**

A76. HACLA will assume responsibility for HACLA sourced data, with vendor potentially flagging areas where additional validation is needed. HACLA's assumption is that the selected vendor would analyze all datasets for the project and support notations regarding any limitations to the data particularly for any third-party data sources.

Q77. <u>Can HACLA define what constitutes a "general marketing campaign" within this scope, and provide examples of past campaigns or typical use cases?</u>

A77. We may have need for a topic specific marketing campaign – could be a policy issue, event or other type of project engagement that requires visual media and communication support. It will vary. We currently have a strategic communications consultant and the work under this solicitation would be to increase capacity and augment those services.

Q78. <u>Are marketing campaigns completely predefined by HACLA for design execution only, or is the vendor expected to support campaign strategy, audience targeting, channel selection, concept development, and messaging direction?</u>

A78. Task Orders will generally be predefined by HACLA but there could be some strategy advice needed to fit into our current communications plan.

Q79. <u>Approximately what percentage of the total work volume involves video and motion design versus static graphics? Are campaign videos expected to be end-to-end productions (including original scriptwriting, recording/filming, equipment, and talent sourcing) or primarily template-based layouts using pre-existing media?</u>

A79. Video projects to date have been mixed – some video motion capture as well as static graphics. We may need end-to-end production support, but we currently anticipate that component of the work will not be very high volume in terms of total projects requested over the term of the contract.

Q80. <u>Does HACLA maintain a library of raw footage and high-resolution photography, or is the vendor responsible for capturing new visual media? What are the primary destination platforms for these video assets (e.g., social media, website embedding, or presentations)?</u>

A80. HACLA does have a small library of footage and photography (various resolutions) and may need new visual media created as part of this scope of services. Destination platforms will also vary.

Q81. <u>The scope mentions platforms like Canva and Microsoft Suite. What is the primary design ecosystem expected for this contract (e.g., Adobe Creative Cloud, Figma, Canva, Microsoft, or a hybrid environment)?</u>

A81. HACLA needs to be able to use/edit the work product delivered under this scope of services, so HACLA would need to utilize agreed upon platforms like ESRI, Canva, Adobe, Microsoft Suite, etc. On a case-by-case basis, HACLA may elect to expand to other platforms.

Q82. <u>Is the vendor expected to design, deliver, and maintain active, editable templates in multiple software platforms simultaneously (e.g., creating a layout in Adobe and replicating it in Canva for reuse by non-design staff)?</u>

A82 Yes. Vendors are expected to design, deliver, and maintain editable templates in multiple software platforms simultaneously.

Q83. File Ownership & Portfolio Usage Rights: What are HACLA's specific expectations regarding final native file ownership and asset hosting during and after the contract term? Given that all contract deliverables are classified as "Works for Hire," will HACLA grant the selected vendor explicit permission to showcase final, public-facing deliverables (such as published annual reports or public map dashboards) within the agency's professional case studies and digital portfolios once officially released?

A83. All work produced within the scope of services (including source/creative files) become the property of HACLA. Depending on the nature of the finished project, HACLA may provide explicit permission in writing to the vendor to showcase examples of our work product, but we reserve the right to both grant and relinquish display/disclosure permissions. Lastly, HACLA reserves the right to negotiate and finalize the contract terms with the selected awardee(s).

Q84. Accessibility & Language Compliance: What specific digital accessibility compliance thresholds must the design and video deliverables meet (e.g., WCAG 2.1, Section 508 compliance, or specific multilingual/translation design requirements)?

A84. All deliverables shall comply with applicable regulations.

We thank you for your interest in doing business with HACLA. We look forward to receiving your quote.

Bidder: _____

Signature:_____Date:_____

Please include this signed Acknowledgement in your Submittal

Revised Exhibit A
QSP QUOTE FORM AND SCOPE OF SERVICES

Company Name:
_____
(Legal name for contracting purposes)

Company Address:
_____

Point of Contact Name: _____ Title:
_____

Phone: ( )_____ Email:
_____

Insurance. ☐ The undersigned acknowledges the business carries the insurance coverages identified in the solicitation.

SAM Registration: ☐ Business certifies they have completed registration on SAM.gov

Subcontractors. ☐ No subcontractors will be employed on the project.
☐ All subcontractors proposed for the project are identified in the Quote submitted for this project. You are responsible for investigating the eligibility of all listed subcontractors to ensure that none is debarred, suspended or otherwise ineligible to be awarded contracts by any agency of the United States Government or to participate in programs of the U.S. Department of Housing and Urban Development.

Los Angeles Business Tax Registration Certificate:
☐ The business has a valid Los Angeles Business Tax Registration Certificate #_____.

☐ The business does not currently hold a valid Los Angeles Business Tax Registration Certificate. If awarded the contract, the undersigned certifies the business will immediately register for a Business Tax Registration Certificate, if said Certificate is required to perform the Work. (Contractors are encouraged to contact the City of Los Angeles, Office of Finance, to determine whether a Business Tax Registration Certificate is required.)

The undersigned, being familiar with local conditions affecting the cost of the Services described in the Scope of Services herein, hereby proposes and agrees to furnish all labor, materials and services necessary to complete the Services as described in the Scope of Services at the price(s) listed herein.

This quote is valid for the Minimum Acceptance Period set forth in the QSP request. If selected, the undersigned agrees to timely furnish all documents required by the request.

By: _____ Title _____

Must be signed by an individual who has authority to bind the business

Attachment:

- **Revised Pricing and Scope of Services**

REVISED PRICING AND SCOPE OF SERVICES

PRICING: All prices quoted must be fully burdened (i.e., direct labor + overhead + profit) and all-inclusive of all items, services and costs that the provider needs to complete the Services (e.g., tools, equipment, materials, insurance, licensing, bonding, etc.). Quoted prices will be evaluated to determine whether they are necessary and reasonable for the conduct of the proposed contract, reflect a clear understanding of the requirements, and are consistent with the methods of performance described in the proposal.

NOTE: For comparison's sake, HACLA prefers the Titles/Positions to remain as-is and if your staffing has a different title, please attempt to place them in the appropriate classification provided by HACLA.

Year 1 Proposed Hourly Rates by Position/Title	
Position/Title	**Rate per Hour**
Principal/Partner (Project Director)	$
Senior Manager	$
Manager	$
Associate	$
Support Staff (Administration)	$

Year 2 Proposed Hourly Rates by Position/Title	
Position/Title	**Rate per Hour**
Principal/Partner (Project Director)	$
Senior Manager	$
Manager	$
Associate	$
Support Staff (Administration)	$

Year 3 Proposed Hourly Rates by Position/Title	
Position/Title	**Rate per Hour**
Principal/Partner (Project Director)	$
Senior Manager	$
Manager	$
Associate	$
Support Staff (Administration)	$

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Year 4 Proposed Hourly Rates by Position/Title	
Position/Title	**Rate per Hour**
Principal/Partner (Project Director)	**$**
Senior Manager	**$**
Manager	**$**
Associate	**$**
Support Staff (Administration)	**$**

Year 5 Proposed Hourly Rates by Position/Title	
Position/Title	**Rate per Hour**
Principal/Partner (Project Director)	**$**
Senior Manager	**$**
Manager	**$**
Associate	**$**
Support Staff (Administration)	**$**

OTHER CHARGES

Describe any other fees/costs:

#	DESCRIPTION	PRICE
1.		**$**
2.		**$**
3.		**$**

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REIMBURSED EXPENSES

Reimbursable expenses are in addition to compensation for any costs not identified above and shall be billed at actual net cost, without any "mark ups" or surcharges. All expenses must be supported by back up documentation (e.g., receipts, invoices, or proof of expenditure). Expenses that exceed $500.00 must be approved by HACLA, in writing and in advance of incurring the cost.

- Renderings, models, mock-ups, professional photography, and presentation materials requested by HACLA: These specialized items are reimbursed at the business's actual cost, provided the costs are approved in advance and are supported by appropriate receipts, invoices or proof of expenditure.

- Photocopying: If copied in-house, photocopying charges are reimbursed at the rate of Design Professional's actual cost or $0.10 per page, whichever is less. If copied using an outside vendor, photocopying charges are reimbursed at the business's actual cost. When appropriate and more economical, large and/or complex copying jobs should be sent to a capable outside copy service.

- Messenger and Delivery: Messenger and delivery services are reimbursed at the rate of business' actual cost, except that rush charges will only be reimbursed if the business is not responsible for the rush. Messenger services and express mail shall only be used under extraordinary circumstances, and requests for reimbursements for such services should be accompanied by an explanation that justifies their use.

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SCOPE OF SERVICES FOR GRAPHIC DESIGN

Provide as needed graphic design services for grants and independent projects (such as event materials, formal reports, etc.) that will vary in complexity.

Work may include participating in the process of defining requirements; translating client needs and branding strategies into design strategies; selecting colors, fonts, photographs, layouts, and other design elements that are in harmony with existing or desired branding schemes to communicate creative concepts; developing content, visualizations, videos (including creating, recording, and editing video clips) and creating graphics, maps, editable templates, materials and presentations; designing digital and printed reports; creating marketing materials (i.e. email marketing, flyers, brochures, infographics, press packets, campaign videos); developing visual concepts using illustrations, logos, layouts, film, photos, digital platforms, and other media and designs using technology, software or by hand. Projects may also include conceptualizing visuals and data dashboards using the appropriate colors, fonts, images and layouts for each graphic; utilizing supportive copywriters and creative directors (hopefully already in-house or subcontracted into your network) to produce a final design; testing video and graphics across various media; amending designs after feedback, ensuring final graphics are visually appealing and on-brand as applicable; and supporting other projects as requested.

Produced drafts will be reviewed by HACLA and the Service Provider will be responsible for making revisions based on feedback, which may include up to three (3) rounds of edits. The Service Provider will also review final productions of materials for errors and ensure the final product reflects HACLA's specifications which could include time-sensitive design requests (e.g. emergency communications, grant-related graphics to meet set submittal deadlines, etc.)

Deliverables for these services include the following:

A. Grant Support. Providing visual design and supportive materials related to grant proposals and fund development efforts. Work may include developing GIS maps, graphics, logos, video, illustrations and other visuals to support proposal development and grant implementation projects. Such supportive tasks might include developing presentations/slide decks, branding concepts; marketing materials (brochures, flyers, report templates, project/partner profiles); data dashboards and infographics; and other digital or print materials to support grant submittal and implementation.

B. Formal Presentations, Dashboards, and Reports. Provide visual design and supportive materials including but not limited to slide decks, dashboards, infographics, photos, video, and other digital and publication related visuals for annual reports, marketing and fundraising campaigns, board meetings and community outreach efforts.

C. Develop Editable Design Templates. Create and provide visual design in editable formats

for one-pagers, fact sheets, social media, event programs, etc. in HACLA preferred platforms (e.g. Canva, Microsoft suite.)

D. Graphic Information Systems (GIS) Mapping. Provide geographic information systems maps for various projects. Work may include producing data layers, maps, tables, or reports using spatial analysis procedures or Geographic Information Systems (GIS) technology, equipment or systems; design or prepare graphic representations of Geographic Information Systems (GIS) data, using GIS hardware or software and other integrated software to create visually digestible dashboards and materials. Additional support may include providing technical expertise in Geographic Information Systems (GIS) technology, mapping capabilities and integrations recommendations to clients or users.

E. General Marketing Campaigns & Other Supportive Tasks. Provide advice and ongoing direction on the design as well as design and materials development support across all graphics and visual media formats for other HACLA projects as requested.

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ATTACHMENT I
SPECIAL CONDITIONS FOR THE PROTECTION OF INFORMATION

(Attached)

ATTACHMENT I

SPECIAL CONDITIONS FOR THE PROTECTION OF INFORMATION

The following conditions are imposed for the protection of information that will be collected, stored and/or disseminated by Service Provider and its employees, agents and subcontractors in the performance of the Services.

A. Defined Terms

1. Personally Identifiable Information (PII). For purposes of this Contract, "Personally Identifiable Information" or "PII" means any information collected, stored and/or disseminated in the performance of the Contract that permits the identity of an individual to be directly or indirectly inferred, including (i) any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records; and (ii) any other information that is linked or linkable to an individual, such as medical, educational, financial, and employment information. Examples of PII include, but are not limited to:

- Name, such as full name, maiden name, mother's maiden name, or alias
- Personal identification number, such as social security number (SSN), passport number, driver's license number, taxpayer identification number, or financial account or credit card number
- Address information, such as street address or email address
- Personal characteristics, including photographic images (especially of face or other identifying characteristic)

2. "Sensitive Information" means any information (not including PII) the loss, misuse, or unauthorized access to or modification of which could adversely affect the interest or the conduct of HACLA's programs, or the privacy to which individuals are entitled under state and federal privacy laws and regulations.

B. Mitigation of Risks

Service Provider is required to take all reasonable and prudent business measures to mitigate the risks of loss, misuse, or unauthorized access to or modification of PII and Sensitive Information that is collected, stored and/or disseminated by its employees, agents and subcontractors in the performance of the Services. Service Provider specifically agrees to comply with all of the following:

1. PII and Sensitive Information shall be collected, maintained and disseminated in a manner that protects the confidentiality of the information and prevents unauthorized persons from retrieving such information by computer, remote terminal or any other means.

2. PII and Sensitive Information shall only be downloaded to, or maintained on, mobile or portable devices if the data is encrypted or secured in another equally effective manner to prevent unauthorized use or access.

3. Access to PII and Sensitive Information shall be restricted to only those employees, agents and subcontractors who need such access to perform official duties in

connection with delivery of the Services to be provided hereunder. Employees, agents and subcontractors who have access to PII and Sensitive Information shall (i) be informed of the confidential nature of such information and of the safeguards required to protect such information, and (ii) acknowledge their understanding of the confidential nature of PII and Sensitive Information, and the requirements with which they are required to comply when collecting, storing and/or disseminating PII and Sensitive Information.

4. PII and Sensitive Information provided by HACLA or any persons shall not be extracted or used for any purposes other than those authorized under this Contract.

5. When not in use, records containing PII and Sensitive Information shall be stored in a manner that safeguards the records from loss, misuse, unauthorized access or modification.

6. Service Provider shall immediately notify HACLA upon learning of the loss, misuse, unauthorized use or modification, or possible compromise of PII and/or Sensitive Information.

7. PII and Sensitive Information shall be retained only for the period of time required to use it for the purposes stated in this Contract and any applicable retention periods. Thereafter, unless otherwise directed by HACLA, all PII and Sensitive Information maintained by Service Provider electronically, in hardcopy or otherwise, shall be destroyed using appropriate destruction methods.