

NORTHERN VIRGINIA TRANSPORTATION AUTHORITY

MEMORANDUM

FOR: Chairman Martin E. Nohe, and Members
Northern Virginia Transportation Authority

FROM: Mayor Parrish, Chair, NVTAFinance Committee

DATE: October 6, 2017

SUBJECT: Graphic Design and Printing Service Agreement

1. **Purpose:** To seek Northern Virginia Transportation Authority (NVTAF) approval of the proposed Graphic Design and Printing Service Agreement.
2. **Suggested Motion:** *I move Authority approval of the proposed Graphic Design and Printing Service Agreement and authorize the Chief Financial Officer to sign acceptance of the cost proposal from HBP, Inc.*
3. **Background:**
 - a. As part of the FY2018 Operating Budget, the Authority approved a supplement to the Annual Report.
 - b. The supplement and existing production costs of the Annual Report are now anticipated to be at a level which requires a formal procurement for these services.
 - c. NVTAF staff have identified a Fairfax County graphic design and printing contract (Fairfax County Contract Number 4400004536) which contains cooperative procurement conditions for the use of their contract by other public bodies (Page 9, Section 28 and Page 23 Section 75 of RFP 2000000830).
 - d. The cooperative procurement conditions permit the Authority to obtain these services in compliance with Commonwealth and NVTAF procurement requirements.
 - e. The Fairfax County contract noted above is with the same firm which has produced the Authority's Annual Report since 2014, Balmar Inc. dba HBP, Inc. (HBP).
 - f. HBP has agreed to the terms of the cooperative procurement and has presented a cost proposal consistent with contract 4400004536.
 - g. The term of this agreement will expire on March 31, 2018 unless Fairfax County exercises annual renewal options. Fairfax County has three annual renewal options to extend the term of this agreement until March 31, 2021.
 - h. The supplement to the Annual Report and potential extension of the agreement to March 2021, elevate the value of the agreement to above \$30,000; thus requiring Authority action for approval.

Attachment: HBP, Inc Cost Proposal Dated August 14, 2017

Coordination:
NVTAFinance Committee

design estimate

VII. ATTACHMENT



job number:

initiated: 8/23/17

updated: 8/23/2017

account number: 89981

company name:

Northern Virginia Transportation
Authority: NVTA

contact name:

Camela Speer

address:

3060 Williams Drive, Suite 530

city: state: zip:

Fairfax VA 22031

phone: 703 642 4651

fax:

email: Camela.Speer@thenovaauthority.
org

sales rep: Eric Oakes / Karen Mitchell

three step process

RESEARCH: Meet with client to determine and refine strategy based on marketing objectives, competition, audience and budget.

CONCEPT & DESIGN: Present design solutions to client to ensure desired concept is on target strategically. The approved comp will serve as template in the next step.

DESIGN PRODUCTION & SUPERVISION: Digital artwork will be prepared clearly and accurately from approved comp. Proofs are delivered to client for review and final approval.

additional

Purchasing royalty-free images: \$75/ea.

Note: transfer or release of original digital files may incur additional cost, depending on project scope.

Your signature authorizes Ellipse and HBP to use your final design on our website portfolio, as a printed sample in our library or in our printed collateral. Ellipse and HBP will advise you when and how the design would be featured.

project name

2017 Annual Report: 24 pages plus cover, plus back pocket and fold-out map

description

Annual Report: Design and layout 24 page plus cover Annual Report with die-cut, glued back pocket on cover 3. Finished size is 8.5" x 11".

Fold-out Map: 16 panels, folded size: 10.5" x 7", flat size: 21" x 27.75. Client to provide final maps

Cover: three (3) cover designs with matching sample spreads provided for client review on art boards. All should adhere to existing branding standards. Covers should be abstract and provide a sense of motion. Do not use images of transportation modes.

Objective: Inform Northern VA taxpayers, Authority members and financial markets how their dollars are improving transportation, land use trends, project success stories and future actions.

Tone: Conservative, serious, easy to read with good use of white space and facts presented in an engaging manner.

NVTA to provide final text, images and maps.

Previous #200099, 158775, #143846 / Previous Maestro #174682

Additional not included: Developing complex charts/graphs/maps (\$75/hr),
Client revisions (\$75/hr), Royalty-free images: \$75/ea

services

Design three (3) cover designs and three sample spreads	2,520.00
Layout 24 page plus cover Annual Report	3,400.00
Provide Flip PDF of Report	75.00
Estimated client revisions	1,150.00
Layout fold-out map	2,040.00

Estimated Budget: **\$9,185.00**

authorized signature: _____

date: _____



2818 Fallfax Drive, Falls Church, VA 22042 ph 888.219.5131

design estimate



job number:

initiated: 8/23/17

updated: 8/23/2017

account number: 89981

company name:

Northern Virginia Transportation
Authority: NVTA

contact name:

Camela Speer

address:

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city: state: zip:
Fairfax VA 22031

phone: 703 642 4651

fax:

email: Camela.Speer@thenovaauthority.
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project name

2017 Annual Report: 20 pages plus cover, plus back pocket and fold-out map

description

Annual Report: Design and layout 20 page plus cover Annual Report with die-cut, glued back pocket on cover 3. Finished size is 8.5" x 11".

Fold-out Map: 16 panels, folded size: 10.5" x 7", flat size: 21" x 27.75. Client to provide final maps

Cover: three (3) cover designs with matching sample spreads provided for client review on art boards. All should adhere to existing branding standards. Covers should be abstract and provide a sense of motion. Do not use images of transportation modes.

Objective: Inform Northern VA taxpayers, Authority members and financial markets how their dollars are improving transportation, land use trends, project success stories and future actions.

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NVTA to provide final text, images and maps.

Previous #200099, 158775, #143846 / Previous Maestro #174682

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Client revisions (\$75/hr), Royalty-free images: \$75/ea

services

Design three (3) cover designs and three sample spreads	2,520.00
Layout 24 page plus cover Annual Report	3,060.00
Provide Flip PDF of Report	75.00
Estimated client revisions	1,150.00
Layout fold-out map	2,040.00

Estimated Budget: **\$8,845.00**



2818 Fairfax Drive, Falls Church, VA 22042 ph 888.219.5131

authorized signature: _____

date: _____

design estimate

**job number:**

initiated: 8/25/17

updated: 8/25/2017

account number: 89981

company name:

Northern Virginia Transportation
Authority: NVTa

contact name:

Sarah Camille Hipp, Camela Speer

address:

3060 Williams Drive, Suite 530

city: **state:** **zip:**

Fairfax VA 22031

phone: 703 642 4651

fax:

email: SarahCamille.
Hipp@thenovaauthority.org,

sales rep: Eric Oakes / Karen Mitchell

three step process

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CONCEPT & DESIGN: Present design solutions to client to ensure desired concept is on target strategically. The approved comp will serve as template in the next step.

DESIGN PRODUCTION & SUPERVISION: Digital artwork will be prepared clearly and accurately from approved comp. Proofs are delivered to client for review and final approval.

additional

Purchasing royalty-free images: \$75/ea.

Note: transfer or release of original digital files may incur additional cost, depending on project scope.

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project name**2017 Annual Report Supplement****description**

Layout 40 page plus cover supplement to the 2017 Annual Report.
Finished size is 8" x 10". 4-color throughout.

Cover: Minor modifications to approved 2017 Annual Report cover

Text: Consistent layout to 2017 Annual Report

Background: This supplement will provide an overview of transportation trends.

Tone: Conservative, serious, easy to read with good use of white space and facts presented in an engaging manner.

NVTa to provide final text, images and maps.

Previous #200099, 158775, #143846

Additional not included: Developing complex charts/graphs/maps (\$75/hr),
Client revisions (\$75/hr), Royalty-free images: \$75/ea

services

Layout 40 page plus cover Supplement	3,740.00
Provide Flip PDF of Report	75.00
Estimated client revisions up to 8 hours	680.00

Estimated Budget: **\$4,495.00**



2818 Fairfax Drive, Falls Church, VA 22042 ph 888.219.5131

authorized signature: _____

date: _____



2818 Fallfax Drive
Falls Church, VA 22042

703-289-9000
888-219-5131
Fax: 703-876-9657
www.hbp.com

Northern Virginia Transportation Authority
3040 Williams Drive
Suite 200
Fairfax, VA 22031

Attn: Camela Speer

Date: August 30, 2017

Quotation No: 25528001-1

Account Executive: Eric Oakes

Project Manager: Theresa Conrad

Customer No: 89981

We are pleased to submit this quotation pursuant to these specifications:

Description: 2018 Annual Report - 24 Pg + Cover W Pocket

Quantities: 500 750 1,000

Pages: Pocket Cover + 24 Pages Text

Finished Size: 8.5 x 11 (Cover & Text)

Prep: Supplied RIP Ready Files, Digital Blueline

Stock: Pocket Cover: 100# Moorim NeoStar Silk Cover, White
Text: 80# Moorim NeoStar Silk Text

Ink Color: Pocket Cover: 5/5, 4C Process + Flood Satin Aqueous Coating, Medium Coverage
Text: 4/4, 4C Process, Medium Coverage

Bindery: Diecut Pocket Cover, Score, Fold & Glue w/1- 4" Std Pocket on Cover 3, Trim, Fold Text,
Gather & Saddle Stitch: Carton Pack

F.O.B.: Local Delivery

Price:	500	750	1,000
	\$2,810.00	\$2,975.00	\$3,188.00

Additional Cost for High Res-Epson Proofs: \$20/Per Page

PLEASE NOTE: Price(s) and specifications are subject to review by HBP Falls Church at the time your order is placed. This quotation is valid for thirty (30) days from the date shown above and will be subject to update thereafter. Price(s) is based on current material costs. Volatility in the market may affect paper price(s). If market conditions result in increased paper cost, you will be billed for that amount as a separate item on your final invoice.

89981 - xR-



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Falls Church, VA 22042

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888-219-5131
Fax: 703-876-9657
www.hbp.com

N VA Trans Auth
3040 Williams Drive
Suite 200
Fairfax, VA 22031

Attn: Sarah Camille Hipp

Date: August 30, 2017

Quotation No: 42486000-1

Account Executive: Eric Oakes

Project Manager: Theresa Conrad

Customer No: 89981

We are pleased to submit this quotation pursuant to these specifications:

Description: Supplement Report 40 Text Pages + Cover

Quantities: 500 750 1,000

Pages: 4 Cover + 40 Text Pages

Finished Size: 8 x 10

Design: CF Disk

Prep: Supplied RIP Ready Files, Digital Blueline

Stock: Cover - 100# Moorim NeoStar Silk Cover
Text - 80# Moorim NeoStar Silk Text

Ink Color: Cover - 5/5, 4C Process + Flood Satin Aqueous Coating
Text - 5/5, 4C Process + Flood Satin Aqueous Coating

Bindery: Trim, Fold, Saddle Stitch, Carton Pack

F.O.B.: Local Delivery

Price:	500	750	1,000
	\$3,524.00	\$3,756.00	\$3,971.00

PLEASE NOTE: Price(s) and specifications are subject to review by HBP Falls Church at the time your order is placed. This quotation is valid for thirty (30) days from the date shown above and will be subject to update thereafter. Price(s) is based on current material costs. Volatility in the market may affect paper price(s). If market conditions result in increased paper cost, you will be billed for that amount as a separate item on your final invoice.

89981 - AA-



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Fax: 703-876-9657
www.hbp.com

Northern Virginia Transportation Authority
3040 Williams Drive
Suite 200
Fairfax, VA 22031

Attn: Camela Speer

Date: August 30, 2017

Quotation No: 25564000-3

Account Executive: Eric Oakes

Project Manager: Theresa Conrad

Customer No: 89981

We are pleased to submit this quotation pursuant to these specifications:

Description: 2018 Annual Report Map

Quantities:	600	750	850	1,100	1,250
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Pages: 16 Panels Map

Finished Size: 27.75 x 21 Fold to 10.5 x 7

Prep: Supplied RIP Ready Files, Digital Blueline

Stock: 100# Moorim NeoStar Gloss Text, White

Ink Color: 4/4, 4C Process, Medium Coverage w/ Bleed

Bindery: Trim & Fold: Carton Pack

F.O.B.: Local Delivery

Price:	600	750	850	1,100	1,250
	\$1,164.00	\$1,213.00	\$1,241.00	\$1,321.00	\$1,368.00

Additional Cost for High Res-Epson Proof: \$160

Insert into Report: Additional Cost to Adhere Folded Map to Back Cover with 2 Fugitive Glue Dots:

600 Qty (+):	\$204
750 Qty (+):	\$241
850 Qty (+):	\$266
1,100 Qty (+):	\$329
1,250 Qty (+):	\$366

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89981 - JM-