

Graphic Design Consultant SCOPE OF WORK

The Transportation Agency for Monterey County (TAMC), Monterey County's Regional Transportation Planning Agency, is a state designated agency responsible for planning and financial programming of transportation projects. The Transportation Agency has a responsibility to provide information on its projects, plans and activities to the public, invite participation and foster public understanding of its function.

The Transportation Agency is seeking a consultant to provide creative development of marketing collateral and support material to be used on multiple Agency platforms. The Agency is seeking a consultant with graphic design, social media, photography & video experience, to provide, as directed through Task Orders by TAMC, tasks which could include the following:

- 1) Annual Report: The first conceptual meeting for the annual report occurs in December, followed by the design, production, printing and mailing of the report during the months of December – May of each year.
- 2) Project & Program flyers, brochures, postcards, one-page summary sheets and other collateral materials
- 3) Coordination of production services for marketing collateral and support materials
- 4) Coordination of print services
- 5) Logo Designs
- 6) Project specific graphics designs
- 7) Project Photos
- 8) Development for content for Agency's website/social media platforms and other website expertise as needed
- 9) Development of short videos of Agency's projects/programs

A scope of work will be provided to the selected consultant(s) for each particular project, which could entail marketing assistance for branding of transportation projects, logo design, and graphic design for flyers, pamphlets, and mailers.

The consultant will, in turn, provide a not-to-exceed cost estimate based upon the fixed rate schedule included in their submittal and then execute a task order with the Transportation Agency. The scope of each project will include obtaining approvals and completing all paperwork necessary to comply with all local, state, and federal requirements.

TAMC intends to recommend budgeting approximately \$90,000 dollars toward the cost of these graphic design and production services for the three-year period of the Agreement.