



San Joaquin Valley
Air Pollution
Control District

Request for Quotes

August 18, 2003

The San Joaquin Valley Air Pollution Control District (hereinafter, "District,") seeks a qualified advertising, graphic arts or public relations agency to create a title and graphic for an upcoming wood-burning curtailment program.

Background

The District recently amended its rule on indoor wood burning to include both voluntary and mandatory curtailments. The District has had a voluntary no-light program in place for 10 years. On winter nights when air quality is forecast to be unhealthy, the District asks the public to refrain from burning wood until conditions improve and wood smoke can dissipate.

The newly amended rule adds a mandatory component to the program. Beginning in November, the voluntary curtailments will be in effect when air quality is forecast to be unhealthy for sensitive groups (an Air Quality Index forecast between 100 and 150.) Mandatory curtailments will be in effect when air quality is forecast to be unhealthy for everyone (an Air Quality Index higher than 150). When air quality is good (below 100), no curtailments will be in effect, but the District will continue urging residents to use non-polluting methods such as natural gas, or to burn wood as cleanly as possible.

Air quality forecasts are localized and the curtailments -- whether voluntary or mandatory -- will be issued based on local air quality. Residents are required to comply with any mandatory curtailments in their forecast areas and may be subject to fines if found to be in violation of the curtailment order.

Project Specifications

To help effectively communicate daily wood-burning status to residents in localized regions throughout the Valley, the District seeks a company to create a title for the program, as well as to design a graphic that will clearly demonstrate the curtailment status.

The graphic will:

- Be reproduced in two and four colors.
- Need incorporated or accompanying text describing the curtailment levels.
- Be used in several mediums, including newspaper, television, the Internet and news releases.

The scope of work for this project will include:

- Researching the program and creating a title and graphic concept
- Submitting two distinct titles and graphic designs
- Making a reasonable number of edits and changes based upon District feedback
- Providing the graphic to the District in .jpg, .gif, and .bmp formats on CD.

Schedule and Payment

The deadline to submit quotes is 5 p.m. Monday, August 25, 2003. Postmarks aren't accepted; a quote must be received by fax or mail by the deadline. The quote must be signed by an authorized company representative and should be on company letterhead. The quote must include a contingency for all phases of producing and proofing the work, including but not limited to research, reasonable changes as described below and applicable taxes. Additional charges will not be allowed without the express, advanced consent of the District Finance Office.

If awarded the project, the company will receive a purchase order from the District. Within five business days of receiving the purchase order, two distinct titles and graphic designs must be submitted to the District. The District will then provide feedback. Within three business days of receiving District edits and changes, second drafts of the title and design reflecting District feedback must be submitted to the District. The District will then provide final feedback. Within another five business days, delivery of the final title and design must be made to the District in .jpg, .gif and .bmp formats on CD.

Payment will be made upon submittal of an invoice following delivery of the final product.

Submit quotes no later than 5 p.m. Monday, August 25, 2003 to:

Kelly Hogan Malay
Valley Air District
2700 M Street, Suite 275
Bakersfield, CA 93301
Fax: (661) 326-6985

For more information, contact Kelly Malay at (661) 326-6981 or kelly.malay@valleyair.org.