



Conservation and Sustainable Living  
Office

# Memorandum

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DATE: 1/10/12  
TO: Prospective Illustrators  
FROM: Joanne Toms – City of Glendale Conservation and Sustainable Living Office  
SUBJECT: Request for Quotation – Illustrations for Glendale Tree Trail

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The City of Glendale invites sealed quotations from firms or individuals to develop illustrations for interpretive signage along the newly installed “Tree Trail” at the Glendale Xeriscape Demonstration Garden.

For questions regarding RFQ, please contact:

Joanne Toms

Conservation Specialist

623-930-3535

[jtoms@glendaleaz.com](mailto:jtoms@glendaleaz.com)

## **INTRODUCTION**

The City of Glendale invites sealed quotations from firms or individuals to develop illustrations for interpretive signage along the newly installed “Tree Trail” at the Glendale Xeriscape Demonstration Garden. The purpose of the trail is to educate and motivate homeowners, landscape professionals, and students to reduce water and energy consumption by using sustainable landscape practices.

Desert-adapted trees are a central part of the 10,000 square foot “Tree Trail.” The Trail demonstrates the latest in irrigation technologies and displays plants using rain water harvesting strategies such as basin-style planting.

The city’s Conservation and Sustainable Living Office will use the “Tree Trail” as a teaching tool in their existing outreach programs. The Trail will provide a location for local and regional educational opportunities and will continue to provide a self-guided educational experience for thousands of visitors.

The RFQ is designed to provide interested offerors with sufficient basic information to submit offerors meeting minimum requirements, but is not intended to limit an offeror’s content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the scope of service to evidence service capability under any agreement.

## **SCOPE OF SERVICES**

- The illustrator will develop five full color illustrations that can be printed on and compatible with the interpretive signage displayed used outdoors along the “Tree Trail” at the Glendale Xeriscape Demonstration Garden.
- The illustrator will provide one full color “Tree Trail” graphic design “logo” and two additional illustrations that will be used in print and digital media (e.g. brochures and web site).
- The illustrations will depict sustainable landscape management practices such as: tree selection, tree planting, tree care, tree pruning, rainwater harvesting, landscape irrigation, etc.

## **PROJECT TASKS PROVIDED BY THE ILLUSTRATOR**

- Meet with Conservation and Sustainable Living staff to discuss and determine signage and illustration themes.
- Provide Conservation and Sustainable Living staff with proposed illustrations in a vector digital file format. Meet with Conservation and Sustainable Living staff and Signage Advisory Committee and present proposed illustrations.
- Modify proposed illustrations and obtain approval from Conservation and Sustainable Living staff and Signage Advisory Committee.
- Provide Conservation and Sustainable Living staff with final illustrations: 1. hard copy of original artwork and 2. vector digital file format.
- Provide signage vendor, to be determined by Conservation and Sustainable Living staff, with illustrations in a format that is compatible to their graphics software.

## **PROJECT TASKS PROVIDED BY THE CITY**

- Provide text that will accompany the illustrations on the interpretive signage.
- Meet with Illustrator to give guidance on the project.
- Meet with the Illustrator to finalize the illustrations.
- Ownership of all illustrations (hard copies and vector files) belongs to the City.

## **PROPOSAL REQUIREMENTS**

Firms are responsible to provide sufficient detail and supporting documentation, where applicable, to demonstrate why it would be most advantageous for the City to hire your firm.

## **PROJECT SUMMARY**

Provide a project summary to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It should also indicate the requirements that cannot be met by the offeror. The evaluation committee should be able to determine the essence of the proposal by reading the executive summary. The summary should include the following:

- **Qualifications.** Describe your experience to undertake the tasks described in this RFQ. Include information about past experience, training, qualifications, staff expertise, examples of previous work, etc. Provide names and resumes of artist(s) that will be assigned this project. Identify and describe the services of any outside firms, subcontractors, etc. that may be needed to complete the project.
- **Scope.** Describe your understanding of the tasks and desired results as described in this document. Provide a complete narrative of your assessment of the work to be performed, your ability and approach, and the resources necessary to fulfill the requirements of this RFQ. This should demonstrate the offeror's understanding of the desired overall performance expectations. Clearly indicate any options or alternatives proposed.
- **Timeline / scope.** Provide a timeline of events to occur and the number of days for each task.
- **Cost.** Include cost of full scope of work outlined in this RFQ.
- **Deadline.** Please send proposal to Joanne Toms, [jtoms@glendaleaz.com](mailto:jtoms@glendaleaz.com), or mail to Joanne Toms, 5959 W. Brown St. Glendale AZ 85302 by **Tuesday, January 17, 2012.**

## **REFERENCES**

Please provide contacts of at least three companies for whom you have provided similar services in the last five years. Include company name, address, telephone number and contact person, a description of services provided with a description of any major variation to the requirements of this RFQ.

## **ATTACHMENT I.**

Additional information for offerors:

### **PROJECT TASKS**

Step 1 Illustrator meets with Glendale staff to receive written details for each sign

- An example of a written sign detail is attached (see ATTACHMENT II).

Step 2 Illustrator meets with Glendale staff to present first draft illustrations

- Illustrations are for interpretive signs (approximate dimensions: 24" H x 36" W)

Step 3 Illustrator meets with Glendale staff to present revised illustrations

- Any revisions past this step would be on hourly rate. Please include hourly rate in your quotation.

## **ATTACHMENT II.**

### **INTERPRETIVE SIGN EXAMPLE CONTENT**

#### **Sign Title: Right Tree, Right Place, Right Start**

Trees are an important investment in your property and neighborhood. By choosing the right tree for the right place, you will save money, time, and effort.

- Find trees that will fit inside your landscape:
  - Do not plant large-maturing trees near power lines, buildings, or right-of-ways
- Select desert-adapted trees that are acclimated to our arid climate
- Look for healthy trees at the nursery:
  - The biggest tree is not necessarily the best tree - younger trees in 15-gallon containers often establish easier and faster than those in 24" boxes
  - Avoid trees with roots that are crowded, spiraling inside the pot, or growing out of the drain holes of the container
  - Look for good leaf color and new growth
  - Purchase trees that will stand without stakes

Learn more at [www.glendaleaz.com/green/trees](http://www.glendaleaz.com/green/trees)