

Request for Proposals

The Population Reference Bureau (PRB) is soliciting proposals for graphic design and editorial services. Proposals are due **April 30, 2025**.

Context

Population Reference Bureau (PRB) promotes and supports evidence-based policies, practices, and decisionmaking to improve the health and well-being of people throughout the world. PRB seeks graphic design and editorial services to support a proposal for the Southern California Association of Governments (SCAG).

Requirements and Scope of Work (SOW)

Responsive proposals should address the following requirements and proposed scope of work (SOW). Proposals may offer graphic design services, editorial services, or both.

Graphic Design Services

- **Requirements**
 - Ability to design technical reports and presentations in alignment with PRB's brand guidelines.
 - Strong creative skills.
 - In-depth knowledge of graphic design software, including:
 - Adobe Creative Suite.
 - Microsoft Office.
 - Canva.
 - Ensuring documents meet accessibility (e.g., Section 508) standards.
 - Excellent collaboration and communication skills.
 - Ability to resolve complex design and communication issues.
 - Ability to meet tight deadlines.¹
- **SOW**
 - The Graphic Design Vendor will be responsible for providing specified graphic design products and services for a TBD Regional Forecasting project that is expected to begin in July 2025 and conclude in July 2028.
 - The work will involve designing and producing visual products intended to be shared with project committees, working groups, and other project stakeholders. This will include preparing layout for technical reports and presentations using project or PRB templates and design guidelines, including meeting accessibility (Section 508 compliance) standards, for up to six technical documents (typically 5-15 pages) and two slide decks.
 - The work is expected to maintain the highest standards of quality and must ensure compliance with client and donor regulations.

¹ Note: For Disadvantaged Business Enterprises (DBEs), PRB will make every effort to establish flexible timeframes for performance and delivery schedules.

Editorial Services

- **Requirements**
 - Ability to review/edit technical reports and presentations in alignment with PRB’s editorial guidelines.
 - Strong writing and editing skills, with experience editing technical documentation (experience with regional planning, demography, housing, or economic analysis preferred).
 - Strong analytical skills and the ability to pay close attention to details.
 - Excellent collaboration and communication skills.
 - Ability to resolve complex editorial and communication issues.
 - Ability to meet tight deadlines.²

- **SOW:**
 - Editor will be responsible for editing, copyediting and/or proofreading communications products from initial draft to final layout when and as requested. PRB expects 6-8 deliverables (anticipated to be technical memoranda and/or slide decks) from July 2025 to July 2028. Specific deliverables and due dates will be determined in mutual agreement for each product. Products may include technical reports and presentations.
 - For each product, the editor will:
 - Work with the PRB team throughout the entire production process to ensure that products meet the highest standards and that relevant editorial/formatting comments are addressed and finalized.
 - Review content and refer to PRB’s style guide to ensure style rules are followed and consistent (includes checking that capitalization, hyphenation, abbreviations, punctuation, numbers, specific phrases and terms, and references are correctly cited per our style guide).
 - Edit graphics and photo captions for clarity and relevance. Due dates may be modified by mutual email agreement between the consultant and the PRB.
 - The work is expected to maintain the highest standards of quality.

Selection Criteria

Consultants must be incorporated in California. Location in Southern California preferred.

Small businesses certified as DBEs through the California Unified Certification Program (CUCP) are strongly encouraged to apply.

PRB will evaluate vendors and proposals based on the following criteria:

- Range of services provided, and extent to which they address PRB’s requirements.
- Completeness of response.
- Demonstrated ability to provide high quality services.

² Note: For Disadvantaged Business Enterprises (DBEs), PRB will make every effort to establish flexible timeframes for performance and delivery schedules.

- Feedback from current and past clients via reference checks and PRB's independent research.
- Price.
- DBE certification through the California Unified Certification Program (CUCP).

Proposal Instructions

Contract

PRB intends to award a contract to the responsible vendor whose proposal provides best value to PRB, provided PRB receives a contract from SCAG.

We reserve the right to make multiple awards based on this solicitation. We also reserve the right not to award a contract to any offeror, or to award the contract to other than the lowest-price offeror.

Any contract issued pursuant to this RFP is subject to approval by SCAG.

Any contract issued will be subject to terms materially similar to those provided by SCAG in its vendor contract template, available at <https://scag.ca.gov/get-involved-contract-vendor-opportunities>. Note the required subcontract flowdowns in Section 35.

Process

Interested vendors should submit questions and proposals via email to bjarosz@prb.org by the following dates and times. Questions and proposals received after those dates and times will not be considered.

- Questions due by 5:00pm Eastern / 2:00pm Pacific on **April 28, 2025**
- Proposals due by 5:00pm Eastern / 2:00pm Pacific on **April 30, 2025**

Responses will only be shared with vendors who submitted questions or indicated their interest to bid by the deadline for questions. Responses will not be posted publicly.

On May 1, 2025, PRB expects to notify the most promising offeror(s) and may schedule a brief interview to give the offeror(s) the opportunity to present their proposal and clarify any open questions. Offer(s) must be available to meet on May 5 or May 6.

- PRB will contact offeror(s) to schedule a brief interview on **May 1, 2025**
- Offeror interviews will be conducted between **May 5-6, 2025**
- Next steps/selection confirmed on **May 6, 2025**

Requirements

We strongly encourage interested vendors to write specific, clear, and concise proposals that directly address our requirements. We value content over presentation.

Proposals **must include** the following information. Incomplete proposals will not be considered.

1. Required documents

- a. Debarment and suspension certification (refer to [SCAG RFP attachment 5](#))
- b. SCAG Conflict of Interest Form (refer to [SCAG RFP attachment 6](#))

- c. Vendor information form (refer to [SCAG RFP attachment 8](#))
- d. Notice Regarding California Public Records Act (refer to [SCAG RFP attachment 9](#))

2. **Completed version of the following table:**

Full legal name of the organization	
Physical address	
US state in which the organization submitting the proposal is incorporated	
Date on which the organization was incorporated	
Names, titles, and email addresses of all company officers (CEO, CFO, COO, or similar)	
Status of California DBE Certification, if any	
If applicable, DBE Certification Number	

- 3. **Brief company profile** explaining relevant experience, e.g. experience with graphic design and/or editorial support for regional planning technical documentation and presentations.
- 4. **Description of proposed services.**
 - a. Describe what services will be offered and note the extent to which those proposed services meet, do not meet, or exceed PRB’s requirements.
 - b. Include any assumptions you are making.
- 5. **Management approach.** Briefly describe your management approach.
- 6. **Key individuals.** Names and resumes/CVs of key individuals who would support this contract, if applicable.
- 7. **Line-item budget in Excel format.** Please complete the [template provided by SCAG \(link downloads .xlsx file\)](#).
- 8. **Cost narrative.** Please explain the assumptions underlying the line-item budget.
- 9. **Two or more references from current or past clients.** If you want us to check with you before reaching out to references, please indicate that in the proposal.
- 10. **California DBE Certification,** if available.
- 11. **For DBEs only: An outline of any assistance needed.** For any DBEs who apply, PRB may be able to assist with obtaining insurance, necessary equipment, supplies, materials, or related assistance or service. Pending our due diligence, PRB may also be able to provide cash advances.