



Request for Qualifications: Graphic artist or firm to complete work for the Tribal Transportation Decarbonization Project

The Washington State University Energy Program (WSU EP) is seeking qualifications from individual Native American graphic artists or Native-owned firms that produce graphic art, marketing materials or websites, to produce art and materials for our Tribal Transportation Decarbonization program funded by the U.S. Department of Energy (DOE).

The project logo will be featured on all outreach and engagement materials prepared for this project, including handouts, display tables, and a website for members of Tribal communities in Washington, Oregon, Idaho, and Montana. In a separate request, respondents may propose to complete production of collateral materials, display materials, and a project website.

Project Background

The DOE selected the WSU EP to implement the project, *“Assuring Equitable Access and Building Technical Capacity for Transportation Decarbonization among Native Nations in Washington, Oregon, Idaho, and Montana.”*

To ensure that this program is firmly rooted in, and respectful of, the preferences and culture of Native Nations, the WSU EP has teamed with Donald Williams, senior energy consultant and owner of From the Light Consulting (FTL), a member of the Umatilla Tribe with extensive energy expertise. Mr. Williams is leading many technical education and outreach activities that are developed to achieve the program goals.

The project is also guided by an Advisory Committee of Native members with interest in achieving the project goals.

Transportation Decarbonization is Accelerating

West Coast states are leaders in adopting zero emission vehicles (ZEVs) and deploying necessary ZEV charging equipment. But rural residents do not have the same access to ZEVs as their urban counterparts.

Rural residents include people who live on Native lands who often have to drive more miles than their urban counterparts. This can create social and economic hardships and contribute more greenhouse gases.

This project aims to achieve more widespread and equitable adoption of ZEV technology and charging equipment in Native nations in coordination with rural utilities in Washington, Oregon, Idaho, and Montana.

This project provides many wins. By including Tribal leaders on the team and using a Tribal-led Advisory Committee, we are focused on hearing from and consulting with Native people throughout the project.

The project identity (logo) as well as educational materials, displays, and website information will be developed with attention to Native values and culture.





Project Goals

- **Eliminate barriers to Tribal access to zero-emission vehicles (ZEVs).** Identify concerns, needs, and opportunities through community-directed engagement. Facilitate active participation and direction from Native communities, ZEV and utility experts, and our Clean Cities partners.
- **Generate greater awareness of ZEVs.** The project team will do this by providing information at popular Tribal-sponsored events, including technical energy and climate events, and support Tribal participation in green transportation programs.
- **Build ZEV technical capacity.** Support creation of community-directed ZEV transition plans in cooperation with the serving electric utility, and provide site-specific technical assistance and workforce training to build Tribal and utility capacity for future progress.
- **Support long-term pollution reduction by expanding the adoption of ZEVs and charging equipment in Tribal communities.**

What You Need to Know Before Applying

Qualifications for Graphic Artist or Firm

We are seeking an independent graphic artist or graphics/marketing firm specializing in development of art and materials for marketing and promotion of Native American projects. The contractor will work with the WSU EP and FTL staff to apply a Native American perspective to educational and promotional materials that will be used in various phases of this project.

The logo will include appropriate imagery and include a tagline that reflects Native American culture and an understanding of the Tribal Transportation Decarbonization project (electrify transportation, clean energy, clean air, sustainability, good jobs, etc.). This project identity or brand will be used on all public-facing materials developed for technical education and outreach, and for workforce development efforts over the duration of this and any subsequent or extended project activities. Graphic artists or firms with specific expertise and experience working with Tribal communities in Washington, Oregon, Idaho, and/or Montana are encouraged to apply.

Project Deliverables

There are potentially two parts of work that may be contracted through this request. You may bid on just the first or on both.

- **Element 1:** Development of the project identity – logo and tagline, used in multiple ways.
- **Element 2:** Creation and production of related marketing and promotion items for the project, such as educational collateral materials, publication formats, educational displays, and a project website.

The selected independent contractor should be prepared to describe their approach to completing the work with the project staff and advisors. We will suggest the following as steps to consider in completing the work in either or both phases:



Phase 1: Project Identity

- Collaborate with WSU EP and FTL staff to develop the design concept (multiple discussions).
- Develop at least three different concepts of Native-centered logos and taglines that illustrate the decarbonization of transportation (clean energy, electric vehicles, sustainability, benefits to nature, etc.).
- Develop the final design after getting feedback from WSU EP and FTL staff.
- Deliver the final logo in jpg format that can be copied, cut, and pasted into printed materials, emails, and project webpages.

Washington State University will hold rights for any future use and distribution of materials using any illustrations and/or graphic designs produced from this contract.

Phase 2: Education and Promotional Elements

- Collaborate with WSU EP and FTL staff to develop a list of additional materials or elements to be prepared (multiple discussions).
- Follow a similar process to draft, review, finalize, and produce each additional element.
- Create a website that is easy to use and edit, and in a format consistent with the identity and project goals that the project team can update as the project develops. The website should include pages such as Home, About the Project and Team, What is Transportation Decarbonization, Native Project Activities, Project Accomplishments, etc., as mutually agreed to.

Period of Performance

This position is anticipated to begin on or about March 31, 2024. This agreement will be in effect for services rendered between the agreement date and August 31, 2024, unless renewed, extended, or amended in writing by WSU and the contractor.

The identity created under this project will be delivered as a high-resolution jpeg file to the WSU EP project manager at greentransportation@energy.wsu.edu on or before May 15, 2024. Deadlines for other elements will be mutually agreed to.

Payment Terms

The selected contractor will be authorized to proceed with the scope of work and budget upon execution of an agreement. Contractor may submit invoices on a monthly basis.

Budgets

The budget for Phase 1 – logo/project identity – is estimated not to exceed \$7,500.

The budget for Phase 2 – educational collateral, educational displays, project website template – is estimated to be \$25,000, subject to negotiation with the contractor.

We reserve the right to contract for each element separately or together. The agreed-upon fees will not be exceeded unless the scope of work is changed. Should such circumstances arise, the selected artist will discuss the matter with the WSU EP project manager, and acquire written approval for an altered scope of work and compensation.



Submit Your Proposal

Deadline: Monday, March 18

Please submit the following materials to illustrate your qualifications as an artist or firm and your passion for this project:

1. **Cover letter** (2-page limit) that describes your background and experience producing graphic designs, especially those reflective of your experience as a Native American. Tell us if you are interested in Phase 1, 2, or both. Describe who will work on each element and your contact information.
2. **Technical approach** (3-page limit) that describes your preferred approach when working with clients to achieve the outcomes described in this request.
3. **Staff qualifications:** Describe the project manager and other team members with key roles.
4. **Budget/costs:** For each element, describe projected costs and include professional hourly rates for all team members.
5. **Three professional references** with contact information.
6. **Portfolio of work** and/or examples of similar deliverables. For each portfolio piece you submit, please include who you created it for, how the piece is being used, and estimated costs to produce similar work under this contract.

Final submissions should be sent as a single document (pdf preferred) by 11:59 p.m. on Monday, March 18, 2024.

Please send any questions about this request and final submissions to Jim Jensen, project manager, WSU Energy Program, greentransportation@energy.wsu.edu.