

Request for Quotes
Graphic Design, Writing and Printing
Lawn Conversion User Guide

The City of Hailey is seeking price quotes for graphic design, writing and printing of a user guide about how to convert lawn landscapes to low water use, or no water use, landscapes. The booklet is being produced as part of the City of Hailey's "Water Smarty" water conservation program. **Quotes must be received by Monday, August 21, 2017.**

Project Overview

Water Smarty provides rebates to participants who remove lawn and replace it with low water demand, or no water demand, alternatives. Low water demand alternatives include drought-tolerant plant material on drip irrigation. No water demand alternatives include permeable hardscape such as pavers, gravel, artificial turf, decomposed granite, etc. The rebates are calculated on a square-footage basis, with a higher rebate rate given for permeable hardscape alternatives.

The first season of Water Smarty (2016) was funded by an Idaho Water Resource Board grant and City water funds. 25 projects were completed in 2016.

For 2017 and 2018, the City secured two grants: one from the Idaho Water Resource Board and one from the U.S. Bureau of Reclamation. Combined with a small amount of City water funding, more than \$90,000 is available specifically for rebates. The program budget also includes funding for a user guide about how to convert lawn landscapes to low water use, or no water use, landscapes. After 2017 and 2018, there is no guarantee of continued rebate funding for Water Smarty. So the City desires to create a user guide that will be useful and helpful once rebate funds are no longer available.

The City is seeking graphic design, writing and printing services for the user guide. A digital copy suitable for posting on the Water Smarty web page is also required. The purpose of the user guide is to describe how to convert an existing lawn landscape to one that uses less water. Ideally, a do-it-yourself homeowner would be able to use the guide to plan and implement a project at their home. The user guide will need to include enough detail for this purpose, but not so much detail that it is overwhelming. Balance will be key.

Specifications

Print version

Size: 7" x 8 ½" (a legal size sheet folded in half)

Pages: Approximately 12 pages, plus cover (16 pages)

80# Matte paper, self cover, saddle-stitched

Full color

Qty: 250

Digital version suitable for posting on Water Smarty web page.

Schedule

The City anticipates selecting a vendor by August 28, and would like the user guide completed by November 3.

Submission Information

Please use the above information in preparing your quote, and include any other applicable charges necessary to provide a complete price quote, inclusive of all costs. **Quotes must be received by Monday, August 21, 2017.** Quotes may be sent via email to tracy.anderson@haileycityhall.org. Questions may be directed to the same email address or (208) 788-9830 x20.

Minority and women-owned businesses are encouraged to respond.