

**REQUEST FOR QUOTE AND LETTER OF INTENT**  
**CITY OF PITTSBURGH MBRO DESIGN GUIDELINES**

The City of Pittsburgh (the "City") is seeking the services of a qualified consultant with expertise in graphic design for public spaces/property and the public realm to assist it in the creation of design guidelines for its Market Based Revenue Opportunities Program (MBRO) (the "Project"). The MBRO permits advertising and sponsorship opportunities to be displayed on designated City assets. The scope of work for this Project will include illustrating and/or modifying existing manufacturer's cut sheets for City assets such as (but not limited to) street furniture, trash receptacles, vehicles, uniforms, etc, and defining the appearance of advertising and/or sponsorship opportunities for each asset through design guideline renderings. The deliverable for this Project will be a document in 8.5 x 11 inch pdf format in printing resolution (300 dpi) and web use.

The final document will be organized with sections to correspond to the assets that will support MBRO sponsorship and advertisement opportunities. The consultant will be asked to utilize his/her expertise to identify the most aesthetically pleasing and appropriate placement and sizing of these ad or sponsorship areas upon City assets and to create renderings with dimensions for each. Some of the dimensional parameters for ad spaces and sponsorship recognition have been considered within the MBRO Policy, while others have not yet been established. All design guidelines would be flexible at this point, allowing the ability of the consultant to provide guidance. The final document will need to be drafted and presented in accordance with the MBRO Policy and City Code provisions (including zoning law) and will be reviewed and approved by City staff, Art Commission, and City Council as applicable. The consultant will not be responsible for presenting the document for approval to City commissions. Rather, City staff will handle this function and will correspond with the consultant as to any revisions that are required as a result. Once a consultant is selected and under contract with the City pursuant to required legislative and legal processes, the anticipated work flow for the project is as follows:

- Consultant meets with MBRO team/City staff
- Consultant gathers available cut sheets from City staff and vendors
- Draft MBRO Design Guidelines is created
- Draft is reviewed by staff
- Contingency: Consultant makes revisions to draft /staff approves
- City staff present draft to City's Art Commission for approval
- Contingency: Consultant makes revisions to draft /staff and AC approves
- City Council is presented with MBRO Design Guidelines document
- Contingency: Consultant makes final revisions to document
- NOTE: It is possible that additional legislation will be required to implement the MBRO Policy. Any changes made to the City Code/Policy that may affect design guidelines during the Project will be conveyed expeditiously to the Consultant.

There are currently an estimated thirty (30) City assets contemplated under the MBRO Program that are in need of design guidelines. Please see enclosed a spreadsheet that details the MBRO Policy, applicable legislation (thus far), list of assets, available notes and cut sheets on design guidelines needed. **It is intended that this scope of work be completed by August 28, 2013.** Interested and qualified respondents should please submit the following:

- A cover letter on company letterhead with a proposed timeline for completion
- A price quote for services on company letterhead
- Relevant work samples (can be links to a website)

**All proposals are due at the City Department of Finance by June 28, 2013 at 4 PM. (email, or disc with digital file in pdf format is preferred, however hardcopies are also acceptable).** Response to queries will be issued by June 21, 2013. Contact person for all queries and for receipt of proposals:

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