

# Requesting Graphic Design Services

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## WHAT IS THE VALUE OF GRAPHIC DESIGN?

Why does it cost so much? These questions often pop up in forums on LinkedIn and other media. Clients often don't understand the value of what they are getting from their designers.

Popular misconceptions are that design is easy, designers sit and doodle all day, or that they simply push a button and out comes a ready design – hence why do they charge so much? Nothing could be farther from the truth.

## **Office of Graphic Communications: We Create, Manage and Produce.**

Established in the 1980' s

Reviewed and regulated (JLARC)

100% self-funded, break-even operation

Mandatory source

Customer satisfaction

## Working with OGC Simplifies the Process

- Experienced design staff
- Complete project management
- Wide range of services
- Cost saving recommendations
- No need to write a scope of work
- No need for competitive bids
- Understands state procurement policies
- Registered eVA vendor
- \$75 per hour flat fee for all services
- Detailed billing system
- Works with eVA registered and certified SWaM vendors
- Archives on all projects

## Services

Project management from concept through delivery

Concept and copywriting

Creative graphic design solutions

Web site design, consultation and web graphics

Illustrations, graphs, charts and maps

Photography concept, procurement and art direction

Print specifications and production management



Virginia Department of Environmental Quality

Customer: Virginia Department of Environmental Quality

Project: 20th Anniversary Materials

Purpose: To recognize the DEQ accomplishments and incorporate an updated brand identity that includes a revised logo, summary report, PowerPoint presentation, timeline banner, exhibit display panels and general brochure.

2 Virginia Department of Environmental Quality 20th Anniversary Report
3 Virginia Department of Environmental Quality 20th Anniversary Report

### Water Quality and Supply

To ensure safe recreation and a diversity of aquatic life, DEQ sets water quality standards and monitors the types and amounts of pollutants that may be discharged into Virginia's waters. As of 2012, 51 watersheds, 264 miles of rivers and streams, 2.7 million acres of lakes and reservoirs, and 4 square miles of estuary have been classified as "fully restored." In addition, 29 streams around the state are now classified as "exceptional waters." Because these waters are protected against new and increased pollution discharges, they are able to sustain flourishing aquatic habitats, and also serve as ideal recreational areas.

To ensure wise use of our finite water supply, DEQ works in partnership with affected stakeholders to identify sources of surface and ground water, monitor availability, document current levels of water use, and plan for meeting future expectations for these water sources. Such responsibilities have become increasingly necessary as all Virginia localities now use water supply plans. To balance these sometimes competing, ever-increasing uses of the state's water supplies, DEQ relies on active, ongoing scientific research, effective stakeholder engagement and collaborative modeling.

### Waste Management

DEQ works to uphold the regulations that govern solid waste management, including reuse, recycling, storage, treatment and disposal. For example, since the founding of the agency in 1993, the number of landfills has gone down considerably, thanks to our aggressive cleanup effort. Abandoned sites, which once numbered more than 1,300 statewide, have declined to less than 130, all of which are actively managed.

The quality and quantity of landfill has been an issue for concern over the last 20 years. Older landfills do not meet modern design standards, while many landfilled contaminants into the land and ground water. Landfill production standards have since been heightened and designs have been improved, making waste management facilities safer and more protective. In addition, 85 percent of hazardous waste facilities (103 out of 120) now meet all human health standards, and more than 30,000 leaky petroleum sites have been cleaned.




### Coastal Zone Management

Over the last 20 years, the Coastal Zone Management Program (CZMP) has demonstrated how partnerships can overcome great challenges and result in significant successes that benefit Virginia's coastal resources and economy.

Alongside other natural resource agencies and local governments, DEQ takes a leading role in a valuable partnership that finds innovative and resourceful ways to preserve the Commonwealth's abundant yet fragile coastal resources. The cornerstone of the CZMP program are ongoing work to use the unique characteristics and ecological health of Virginia's coast. Over its 20-year history, the program has fostered a dramatic 5,000-acre increase in seagrass habitat and hundreds of acres of oyster reef habitat on Virginia's Eastern Shore. The CZMP program is also responsible for creating dozens of new and enhanced public sites, and the acquisition of over 3,500 acres of coastal land for habitat protection.




### The Chesapeake Bay

As one of the most challenged waters in Virginia, the Chesapeake Bay is the focus of an inter-agency cleanup effort.

Virginia's Chesapeake Bay water quality standards drive DEQ in its restoration efforts to reduce nitrogen and phosphorus. Lower levels of these nutrients in the bay mean higher oxygen levels, increased production of bay grasses and reduced levels of algae in shell oysters. Decreased levels of pollution are making the Bay and its tributaries hospitable to a variety of living resources. Restoring natural habitats is equally important and has helped restore the populations of a number of species including blue crabs, striped bass, blue and oysters.



**1996**

DEQ launches its site on the World Wide Web, focusing on providing environmental information requested by the public.

**1997**

Virginia creates the Water Quality Improvement Fund, awarding grants for nutrient removal at publicly owned treatment plants in the Chesapeake Bay watershed.

**1998**

DEQ begins "Air Check Virginia," an enhanced vehicle emissions inspection program for Northern Virginia.

**1999**

The Virginia Coastal Zone Management Program brings together government and private-sector partners to focus on Chesapeake Bay oyster restoration.

**2000**

The General Assembly authorizes DEQ to regulate activities in wetland watersheds, helping ensure no net loss of wetlands and increasing impact on Virginia wetlands.

**2001**

DEQ develops a schedule for closing unlicensed landfills by 2020. These closures ensure that active landfills protect human health and the environment.

## Typical Products

Informational and educational campaigns

Logos and identity systems

Web sites

Annual reports and strategic plans

Economic development publications

Magazines and newsletters

Advertisements

Displays and banner stands

Training and conference materials

PowerPoint presentations

Calendars and posters

Books and brochures

epubs and interactive pdfs

## 2005

Judith Tappan was Attorney General of Virginia from January 1, 2005, through January 14, 2006.

During fiscal year 2005-2006, the MFCU grew to 40 staff members. The MFCU location relocated onto the newly created Virginia Policy Review from which is responsible for reviewing funding issue orders in the Commonwealth to determine if investigations and assessments are appropriate in cases of apparent patient abuse or neglect.

In June 2005, the MFCU was transferred by the Department of Health and Human Services, Office of Inspector General, Office of Evaluation and Inspection, Medicaid Fraud Control Unit, Oversight Division and was found to be in full compliance and commended for excellent performance in three areas.

In 2005, the OIG recognized that approximately \$12 for every \$100 in total expended was recovered by the Virginia MFCU.



## ANNUAL CASE ACTIVITY SUMMARY CONTINUED

### FIVE-YEAR RECOVERY STATISTICS PER FILLED MFCU POSITION

MFCU recovered an average of \$223,790,962.42 per year over the past five years. The MFCU has averaged 60 staff members per year over the past five years. The recovery average per filled MFCU position for the past five years is \$3,169,843.66 per person.

### FIVE-YEAR\* AVERAGE RECOVERED

Per Number of Staff (per year)

Reporting Period:	Total Number of Employees (each year)
July 1, 2008-June 30, 2009	49
July 1, 2009-June 30, 2010	52
July 1, 2010-June 30, 2011	80
July 1, 2011-June 30, 2012	76
July 1, 2012-June 30, 2013	96

Number of MFCU Staff - Five Year Average  
79.6

The five year (2008-2013) recovery average for the Virginia MFCU is  
\$223,790,962.42 per year.

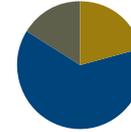
Five-Year Average Recovered Per Position (Per Year)  
\$3,169,843.66.

\* Since a typical health care fraud case takes two to three years to complete, a fair and accurate performance measure of recoveries for a state MFCU would be to conduct a three-year statistical analysis of recoveries. Since a typical case has multiple cost claim files open for completion, a fair and accurate performance measure of those five state MFCUs that investigate and prosecute litigation those cases would be to conduct a five-year statistical analysis of recoveries. Since the Virginia MFCU consistently conducts those large cases, a five-year statistical analysis is provided.

## 2012-2013 EXPENDITURES

JULY 1, 2012 - JUNE 30, 2013

Non-General Fund*	\$ 2,061,122.08
Federal Grant	\$ 6,178,229.06
Indirect Costs	\$ 1,579,799.90
<b>Total</b>	<b>\$ 9,819,151.05</b>



\* Funds provided as a result of criminal convictions.



Customer: Office of the Attorney General  
Medicaid Fraud Control Unit

Project: 30th Anniversary Annual Report

Purpose: Financial report to stakeholders, partners, state legislators and Federal government about the MFCU significant cases, unit projections and personnel training.

## Basic Steps in the Design Process

Consultation and recommendations  
Estimated costs and approval  
Production schedule  
Market Research and concept development  
Copywriting or final approved copy from the agency  
Presentation of design options  
Revisions and agency approval of the final design  
Photography and/or illustrations  
Design and layout drafts for review  
Revisions and edits to layout and content  
Printing specifications and bids  
Final drafts for agency proofreading and approval  
Preparation of materials for awarded vendor  
Inspection of vendor production proofs  
Agency approval of vendor proofs  
Inspection of finished product  
Approval and processing of invoices



## **Approval Process**

Good project management is essential to cost savings

How many people are involved?

Who approves costs?

Who approves steps in the process?

Who approves content?

Who will be responsible for proofreading?

Who will sign off on final proofs?

## **Distribution**

How are you going to reach your audience?

Direct Mail

Newspaper or Magazine

PSA's

Outdoor Advertising

Web

Social media

Video

Personal Contact

**Vehicle Management Control Center**  
(VMCC Program)

Office of Fleet Management  
Department of General Services

Reports	Repairs	Roadside Assistance
<p><b>Providing detailed Fleet Information</b></p> <ul style="list-style-type: none"> <li>• Vehicle repair histories</li> <li>• Maintenance cost/vehicle</li> <li>• Operating cost/vehicle and total miles driven, with Voyager fuel card</li> <li>• Repair reason, frequency reporting</li> <li>• Work order details</li> </ul> <p><b>Customized and "At a Glance"</b></p> <ul style="list-style-type: none"> <li>• Summarized vehicle data for your planning and budgeting</li> <li>• Available quarterly, annually and upon request reporting</li> </ul>	<p><b>Drivers call one toll-free number for all vehicle issues</b></p> <ul style="list-style-type: none"> <li>• Drivers speak with experienced VMCC staff.</li> <li>• Drivers are responsible for vehicle drop off and pick up only.</li> <li>• Drivers do not authorize repairs or pay invoices.</li> <li>• Drivers receive emails to schedule oil changes and state inspections</li> </ul> <p><b>VMCC coordinates general repairs, accident repairs and preventive maintenance</b></p> <ul style="list-style-type: none"> <li>• Reviews vehicle repair history and advises to repair or remarket</li> <li>• Schedules necessary repairs at approved shops within a statewide network</li> <li>• Monitors repair progress to reduce vehicle downtime</li> <li>• Utilizes fleet discounts, negotiates costs and performs quality control on invoices</li> </ul>	<p><b>Emergency and breakdown services available 24/7</b></p> <ul style="list-style-type: none"> <li>• One call assistance, toll free</li> <li>• Drivers speak with a VMCC rep until help arrives</li> <li>• Towing provided both in and out of state</li> </ul> <p><b>Accident reporting</b></p> <ul style="list-style-type: none"> <li>• Administrative duties related to accident reporting provided at no extra cost</li> <li>• Ensure driver safety and reduce administrative hours</li> </ul>

Office of Fleet Management  
www.dgs.virginia.gov/fleet  
804-367-6862

Customer: Department of General Services  
Office of Fleet Management Services

Products: Vehicle Management Control Center (VMCC) and Motor Fuel Program Brochures

Purpose: To encourage managers of government fleet operations to partner with DGS to save time and money by streamlining services.

Bulk Fuel	Fuel Card	Consignment Fuel
<p><b>Achieving Group Buying Power</b></p> <p>Bulk fuel is gasoline or diesel that is delivered to above ground or underground storage tanks by transport or tank wagon trucks.</p> <p><b>Ease of Ordering</b> – Call a toll-free number to place your order.</p> <p><b>Streamlined Procurement</b> – You work with one company for ordering, delivery and invoicing.</p> <p><b>Fast Service</b> – Deliveries during normal business hours, usually within 24 hours. Automatic delivery is a no-cost option.</p> <p><b>Accountability</b> – All product pricing is OPIS-based, audited and posted daily to the DGS/OFMS website: <a href="http://www.dgs.virginia.gov/fleet">www.dgs.virginia.gov/fleet</a>.</p>	<p><b>Providing Flexibility and Savings</b></p> <p>The Voyager Fuel Card can be used at over 90% of retail fueling locations statewide and out of state. You pay the state-contracted, regional price for fuel (not retail) on the day it is pumped.</p> <p><b>Eliminate Tax Rebate Reports</b> – Federal excise and Virginia state taxes are taken off at the transaction level.</p> <p><b>Convenient Fill Ups</b> – Save time and money by fueling at the most convenient location for you.</p> <p><b>Manage your Account Online</b> – Easily add and delete cards and drivers. Use online tools to control excess spending and eliminate theft and fraud.</p> <p><b>Driver Accountability</b> – Transaction monitoring in real time. Authorization controls and purchase alerts provide account oversight.</p> <p><b>Online Reports</b> – Customize by site, vehicle, card, driver name and date.</p>	<p><b>Stretching the Bulk Fuel Budget</b></p> <p>With this option, the vendor pays the up-front cost of a bulk fuel delivery to a consigned storage tank. The government entity pays for the fuel, on a transaction basis, as it is pumped from the consigned tank into the vehicle.</p> <p><b>Increase Budget Flexibility</b> – Pay for fuel as you use it, so money is not left in the ground.</p> <p><b>Reduce Accounting Tasks</b> – Save administrative hours because the vendor provides all accounting services, including billing other agencies and/or localities that fuel from the same consigned tank.</p> <p><b>Leverage the State's Buying Power</b> – All product pricing is OPIS-based, audited by DGS/OFMS and posted daily to the website: <a href="http://www.dgs.virginia.gov/fleet">www.dgs.virginia.gov/fleet</a>.</p> <p><b>Rely on Vendor Support</b> – Supply, equipment and accounting expertise from a dedicated staff.</p>

Office of Fleet Management  
www.dgs.virginia.gov/fleet  
804-367-6862

**The State Motor Fuel Program**

Office of Fleet Management  
Department of General Services

## Results

How do you know you are reaching your audience? Getting results?

More calls to the 800 number

Increased sales

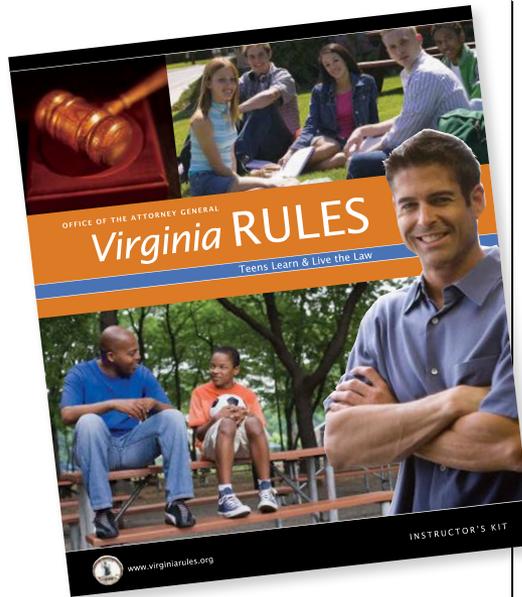
Web site traffic goes up

Increase in requests for information

More applications

Increased enrollment

Increase in number of people served



## Introduction to Laws

### Virginia RULES

**What is Virginia Rules?**  
Virginia Rules is about the rules we live by in Virginia. Designed especially for teens, Virginia Rules provides information about the laws in Virginia with particular emphasis on how they apply to teens in their day-to-day lives.

**Why do teens need to know about laws?**  
As citizens, laws are rules we live by. Not knowing about laws is like trying to play a game or a sport without knowing the rules. It would be difficult to win the game - or even be a good player - without knowing the rules. Knowing about the laws is especially important because our society is based on the "rule of law."

**What does "rule of law" mean?**  
"Rule of law" means everyone must respect and obey the law. Laws reflect what a society thinks is right or wrong. We expect the legal system that our society has established to protect basic rights, promote order, and punish wrongdoing. An important feature of the "rule of law" is that rules apply to everyone.

**Where do laws come from?**  
Laws come from several different sources.

"Constitutional law" comes from the United States Constitution and the Virginia Constitution that establish the structure of our federal and state governments.

Laws are also enacted by Congress and by the Virginia General Assembly. These laws, enacted by legislative bodies, are called "statutes" and are the primary source of laws in the United States.

Courts have an important role in interpreting laws when there are disputes. The principles and rules of law that courts set forth when they interpret the law establish what is referred to as "case law."

At the local level, your city council or county board of supervisors can enact rules that are referred to as city or county "ordinances."

Customer: Office of the Attorney General  
 Project: Virginia Rules Program Branding  
 Products: Visual identity, instructors kit, student hand-outs and website development  
 Purpose: The purpose of Virginia Rules is to educate young Virginians about Virginia laws and help them develop skills needed to make sound decisions, to avoid breaking laws, and to become active citizens of their schools and communities.



## Criteria for evaluation of an RFP for Creative Services

30 points Qualifications and experience staff assigned to perform the services

25 points Quality of examples of portfolio of similar projects

20 points Specific plans or methodology to be used to perform services

15 points Price

10 points Commitment to DMBE SWAM Utilization

Total Points 100 points

## Trends

Rapidly changing information

24/7 news cycle

Blogs and social media

Website simplicity, ease of navigation and interaction

Content marketing

Being Green: Responsible use of resources

Multi-medium campaigns

Print continues to be an important communication tool