City of Merced

Request for Proposal

FY 24/25 Printing Services

for Quarterly Newsletter

Request for Proposal Due Date:

March 28, 2024

Submit Written Proposals To:

Jennifer Flachman

678 W. 18th Street

Merced, CA 95340

Logo

Description automatically generated

www.cityofmerced.org

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1. **INTRODUCTION**

The City of Merced is seeking proposals from local printing companies to provide printing services for a quarterly newsletter that is included in the monthly water, sewer, and refuse bill.

1. **BACKGROUND & PURPOSE**

Each quarter, the Public Information Officer creates a quarterly newsletter for City of Merced residents highlighting important information.

1. **SCOPE OF SERVICES**

The newsletter is a black and white, two-sided, PDF publication, with English on one side and Spanish on the other side. Each month, approximately 20,000 newsletters are printed on 8-1/2” x 11” glossy stock photo paper, supplied by the printer, and folded in thirds. Semi-gloss photo paper is an alternate option.

Newsletters need to be printed and delivered to ABC Presort, Inc. at their Modesto office no later than the 22nd of each month to ensure timely inclusion with the monthly utility bills.

****City Staff is requesting two cost proposals: one for a one-year contract and a second for a three-year contract.

Services provided will be for the time frame of July 1, 2024 through June 30, 2025, unless the City decides on a three-year contract, then services will be for the term of July 1, 2024 to June 30, 2027.

**Request for Proposals are due by 5:00 p.m. (PST) on March 28, 2024**

1. **QUALIFICATIONS**

Proposer must have at least three years of experience conducting the specific type of services required herein and have experience with at least three other clients performing like services described herein or have performed satisfactory work for the City within the past three years.

Proposer must have and maintain a valid City of Merced business license through the life of the contract.

Proposer must have the staff and technical capability to provide the required bulk printing services and meet the required monthly deadline.

Proposer must have the financial stability and necessary financial resources to provide the required services.

Proposer must be able to complete the requirements of the attached contract.

1. **SUBMISSION REQUIREMENTS**
2. Introductory Letter
3. Provide cover letter with your company’s information, including company’s full legal name, address, phone number, email, and website.
4. Name(s) and title(s) of principal owner(s).
5. Person(s) authorized to make commitments for your company.
6. Previous Experience: company history and years in business.
7. Staffing and Qualifications: current number of employees and key personnel.
8. Note any exceptions to any part of the City’s scope of service.
9. Ability to meet contract requirements.
10. Work Samples
11. Provide samples of newsletters or other bulk work on glossy or semi-gloss paper
12. References
13. Provide the names of three companies, the point of contact for each company, and a telephone number for three references.
14. Fee Proposal
15. Submit fee proposal in a separate sealed envelope labeled “Fee Proposal”.
16. Provide cost for quarterly newsletter as described under Scope of Services.
17. Provide separate cost for gloss and semi-gloss photo paper.
18. Provide separate cost for one-year contract and three-year contract.
19. **APPLICATION REVIEW & SELECTION**

The City will review the Proposer’s qualifications to determine if the Proposer meets or exceeds the minimum requirements. Only those Proposers who meet or exceed the minimum requirements will have their proposals reviewed for consideration.

Proposals will be reviewed based on the following criteria.

1. Completeness of proposal.
2. Ability to perform required scope of work within the required timeframe.
3. Experience of company.
4. Reasonableness of the fee requested to perform printing services.
5. Demonstration of ability to execute required contract.
6. **NOTIFICATION**

Proposers will be notified of City’s decision within ten days of the RFP closure date. The City reserves the right to reject any and all proposals and to waive informalities and minor irregularities.

1. **AWARD OF CONTRACT FOR SUCCESSFUL PROPOSERS**

The successful Proposer will be required to enter into a performance based contractual agreement with the City of Merced, provide the necessary insurance certificates, and City of Merced business license. Services will be performed on either a one-year basis (July 1, 2024 to June 30, 2025) or a three-year basis (July 1, 2024 – June 30, 2027) depending on cost elements.

1. **SPECIAL MATTERS & REQUIREMENTS**

**Form and Execution of Contract**: The form of contract is Attachment A.

**Labor Code**: The Applicant shall comply with Sections 3700 et seq. of Labor Code of the State of California, requiring every employer to be insured against liability for worker’s compensation.

**Insurance**: The Applicant shall meet the insurance requirements in Section 9 of the contract, including liability insurance in the amount of $1,000,000, naming the City of Merced as additional insured.

**Conflict of Interest**: The Applicant must be aware of and comply with conflict of interest rules included in the California Political Reform Act, and Section 1090 et seq. of the Government Code. The Political Reform Act requires City/Agency officers and committee members to file statements of interest and abide by a Conflict of Interest Code. Section 1090 applies even where the office only reviews the contract for the approving body.

**Public Record**: Responses to this RFP become the exclusive property of the City of Meced. All proposals received in repsonse to this RFP becomes a matter of public record and shall be regarded as public records, with the exception of those elements in each proposal which are defined by the Proposer as business or trade secrets and plainly marked as “Confidential”, “Trade Secret”, or “Proprietary”. The City shall not in any way be liable or responsible for the disclosure of any such proposal or portions thereof, if they are not plainly marked as “Confidential”, “Trade Secret”, or “Proprietary” or if disclosure is required under the Public Records Act. Any proposal which contains language purporting to render all or significant portions of the proposal “Confidential”, “Trade Secret”, or “Proprietary” shall be regarded as non-responsive.

Although the California Public Records Act recogizes that certain confidential trade secret information may be protected from disclosure, the City of Merced may not accept or approve that the information that a Proposer submits is a trade secret. If a request is made for information marked “Confidential”, “Trade Secret”, or “Proprietary”, the City shall provided the Proposer who submitted the information with reasonable notice to allow the Proposer to seek protection from disclosure by a court of competent jursidiction.

**Withdrawals of Proposals:** The Applicant may withdraw its proposal at any time before the expiration of the time for submission of proposal as provided in the RFP by providing a written request (via email or mail) for withdrawal signed by, or on behalf of, the Proposer.

1. **QUESTIONS OR TECHNICAL ASSISTANCE**

General assistance is available upon request through Thursday, March 21, 2024 by 5:00 pm.

All questions and requests for technical assistance concerning this RFP are to be directed to the offical contact person via email or mail only.

Email: [flachmanj@cityofmerced.org](mailto:flachmanj@cityofmerced.org) Mail: City of Merced

Attn: Jennifer Flachman, PIO

678 W. 18th Street

Merced, CA 95340

1. **TIMELINE**

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| --- | --- | --- |
| Marketing with solid fill | 2/29/24 | Advertisement of RFP for Printing Services of Quarterly Newsletter |
| Question Mark with solid fill | 3/21/24 | Questions/technical assistance regarding RFP due by 5:00 pm |
| Clock with solid fill | 3/28/24 | Proposals due by 5:00 pm |
| Users with solid fill | 4/11/24 | City Staff’s evaluation of proposals |
| Gavel with solid fill | 5/6/24 | City Council to approve contract, if applicable |
| Contract with solid fill | 7/1/24 | Contract award and execution |