

Village of Pleasant Prairie

2017 Monthly Village Newsletter

(Request for Proposal)

November 2016

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

I. Introduction

A. Objective

The objective of this request is to identify the print vendor that can offer the highest quality and level of service at the lowest cost for printing and mailing services for the Village of Pleasant Prairie's monthly Village Newsletter.

B. Instructions

- 1. Sealed Proposals:** Responses to this Request must be submitted in a sealed envelope, clearly marked as **Proposal for 2017 Village Newsletter** and mailed or delivered to:
Chris Christenson
Village of Pleasant Prairie
9915 39th Avenue
Pleasant Prairie, WI 53158

Emailed or faxed proposals will not be considered.

- 2. Response:** Each respondent will submit only one proposal. The proposal must be completed on the standard forms provided (see **Exhibits**). Supporting material may be submitted, however, the decision in selecting the most responsive proposal will be based on the completion of the standard proposal forms provided. Each respondent must submit two copies of their proposal.

- 3. Questions and Additional Information:** Requests for clarification or additional information should be emailed to Chris Christenson at cchristenson@plprairiewi.com or made in writing to:
Chris Christenson
Village of Pleasant Prairie
9915 39th Avenue
Pleasant Prairie, WI 53158

Responses to requests will be furnished to all potential respondents.

- 4. Schedule:** Following is the schedule for this Request.
Thursday, November 3, 2016 Distribution of Request for Proposals;
Wednesday, November 23, 2016 Sealed proposals must be in the possession of Chris Christenson with the Village of Pleasant Prairie by 12:00 p.m. on this date;
Monday, December 5, 2016 Village Board to consider staff recommendation for selection; and

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

Wednesday, December 7, 2016 Notification of vendor selection to all respondents, and implementation of agreement beginning January 2017.

5. **Selection Criteria:** The following criteria will be used to evaluate the proposals and to select the successful respondent:
- a. Completed responses to all required response items on the standard form;
 - b. Total monthly cost per issue based on number of pages (4-, 8- and 12-page issues);
 - c. Ability to meet requested project timing on a consistent and reliable basis;
 - d. Ability to produce a high quality product and to perform the job according to the required specifications;
 - e. Ability to comply with U.S. Postal regulations (including being a full-service Intelligent Mail provider) to ensure efficient delivery of final piece;
 - f. Excellent customer service in regards to responding to project timing inquiries, project status, billing and resolution of any problems that may arise during completion of the project;
 - g. Timely notification of any potential problems during printing/mailing and satisfactory resolution of any potential problems; and
 - h. Maintenance of the monthly cost at the proposed rate throughout the duration of the year/contract.
 - i. Established track record of successfully completing projects of similar scope, including references upon request.
6. **Terms and Conditions:**
- a. The Village of Pleasant Prairie reserves the right to reject any or all proposals, to waive any irregularities or informalities in any proposal or in the proposal procedures, and to accept or reject any item or combination of items. The award will be presented to the respondent whose proposal complies with all of the requirements set forth in this RFP, and whose proposal, in the opinion of the Village of Pleasant Prairie, is the **lowest responsible** bid, taking into consideration all aspects of the respondent's response and any past experience with the vendor.

Exceptions to any specification must be placed on **Exhibit E** and will be evaluated in terms of expense and operational impact. Exception costs will be added or subtracted from the submitted proposal to arrive at a net cost to the Village. Failure to include an exception on **Exhibit E** will render the exception as invalid, and the respondent will be considered as being in compliance with the specification, regardless of intent. The respondent will provide a cost for four-page, eight-page and twelve-page issues for both

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

two-color and four-color printing and the Village will use this information while evaluating the proposal.

b. In the event that the respondent to whom the services are awarded does not execute a contract within ten (10) calendar days after the award of the bid, the Village may give notice to such respondent of the intent to award the contract to the next most qualified respondent or to call for new proposals and may proceed to act accordingly. The Village of Pleasant Prairie assumes no cost by the respondents in preparation of the proposal.

c. The standard proposal form reflects the estimated number of four-page, eight-page and twelve-page issues for the year. This number is the Village's best estimate of the number of four-, eight- and twelve-page issues and the Village does not guarantee that these numbers are a maximum or minimum number of pages per issue. Please be aware that the quantity required may also be modified within the year, in response to increases or decreases in mailing quantity. Mailing quantities will fluctuate from month to month based on ongoing updates made to the mailing list. Please also be aware that there may be times when the work will require four-color printing as opposed to two-color printing.

d. Respondents should thoroughly examine and be familiar with these specifications. The failure or omission of any respondents to receive or examine this document shall in no way relieve a respondent of obligations with respect to this proposal or the subsequent contract.

e. Either party may terminate the ultimate contract by providing written notice to the other party no later than thirty (30) calendar days before the proposed termination date. The vendor shall be entitled to just and equitable compensation for any satisfactory work completed to the termination date. Under no circumstances will any damages be paid as a result of termination of this contract.

f. Qualified proposing vendors must have appropriate equipment and capabilities to perform the work from file receipt through delivery of final pieces in an efficient manner according to the specifications and requirements of the USPS.

g. Proposals will be posted publicly as part of the December 5 2016 Village Board e-packet to be posted online at <http://www.pleasantprairieonline.com/boardsandcommissions/villageboard/Meetings/meetings2016.asp> and will be on file in the Administration Department, Village of Pleasant Prairie.

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

h. Failure to comply with the Selection Criteria and/or Terms and Conditions of the RFP by the successful respondent will be cause for termination of the Contract to be entered into.

i. Payment for the project will be made on a monthly basis upon successful completion of each issue. Vendor will invoice the Village following successful completion/delivery of the project according to the Contract.

The Village is operating under the reasonable expectation that the bill for each issue will reflect the same amount proposed by the successful vendor throughout the duration of the Contract, taking into consideration that there may be additional ***predisclosed*** charges for any changes requested by the Village. Variances from the proposed amount may lead to the termination of the Contract on the part of the Village.

II. Description of Project

A. General Description

The Village will provide the following files to the successful print vendor on a monthly basis via the Village FTP site: InDesign file, PDF of file, fonts folder, links folder, Excel file with mailing addresses and report.

The project includes the printing of 8,000 quantity of a monthly municipal newsletter, printed 2/2 on one 11 x 17 sheet (to yield a four-page newsletter), two 11 x 17 sheets (to yield an eight-page newsletter), or three 11 x 17 sheets (to yield a twelve-page newsletter) of 70# white offset, recycled paper and folded to a premailing size of 8.5 x 11. There may be times when we will request to have four-color printing and are requesting the estimate for four-color to be included in your response.

Approximately 7,700 pieces (this number fluctuates monthly based on additions and removals from the mailing list) will be additionally half-folded, tabbed and addressed (ink jetting directly onto piece) according to postal specifications. Half-folded, tabbed, addressed pieces are to be delivered to the Pleasant Prairie Post Office and the remaining quantity, folded to 8.5 x 11, are to be delivered to Chris Christenson at Pleasant Prairie Village Hall.

B. Project Detail

Please see **Exhibit A** for specific base specifications for a four-page issue. Please see **Exhibit B** for specific base specifications for an eight-page issue. Please see **Exhibit C** for specific base specifications for a twelve-page issue. During 2017, it is expected that the Monthly Village Newsletter Request for Proposal will

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

encompass twelve (12) total issues/months beginning in January of 2017 and ending in December of 2017. It is estimated that the majority of the issues will be eight-page 2/2 issues, however it is possible that there could be either four-page or twelve-page issues throughout the year as well. Due to unknown or unpredictable content, the number of twelve-, eight- and four-page issues is not possible to predict.

The project is relatively similar month after month, however, certain criteria fluctuate. The criteria that may fluctuate from month to month include:

- ***The quantity to be half-folded, ink jetted and mailed*** – based on new homeowners added to the mailing list and past homeowners being removed;
- ***The delivery date of the files to the printer*** – based on the timing of the receipt and/or confirmation of information relevant to content;
- ***The number of pages per issue*** – based on amount of content available for the issue; and
- ***The use of four-colors as opposed to black and a spot color within an issue*** – based on special circumstances requiring more detail that could occur throughout the year. We are requesting that you provide estimates for both two-color and four-color printing.

C. Timeline for monthly process

- Village to provide vendor with estimated file delivery date/time (one to two business days prior);
- Village to upload files to FTP site and email vendor with access information and number of address files on mailing list;
- Vendor to confirm receipt of files via email;
- Vendor to provide a proof of the issue either in-person or via email;
- Village to approve proof or request corrections;
- If corrections requested, Vendor to provide additional proof including corrections;
- Upon approval of proof, project to be completed;
- *Vendor to communicate/confirm delivery date (to the USPS) of project to Village via email;*
- Vendor to complete delivery of project to USPS and Village Hall;
- Vendor to email invoice for monthly issue; and
- Village to process invoice for payment upon receipt (on a monthly basis).

D. Payment

Payment shall be made to the vendor on a monthly basis following successful completion of each issue. The vendor shall provide an invoice following each issue, and the Village will process accordingly, in a timely manner.

**Request for Proposal
Village of Pleasant Prairie – 2017 Monthly Village Newsletter
November 2016**

III. Explanation of Proposal Form

Use of the Proposal Form (**Exhibits D and E**), or a copy thereof, is required of all respondents. No proposal will be considered without an amount being placed on this form. If the respondent is unable to meet or exceed the requirements specified, then the phrase “No Proposal” should be entered for that particular item.

Exhibit A is the listing of specifications on which respondents will base their proposed cost for a four-page issue.

Exhibit B is the listing of specifications on which respondents will base their proposed cost for an eight-page issue.

Exhibit C is the listing of specifications on which respondents will base their proposed cost for a twelve-page issue.

Exhibit D is required to be completed if a respondent would like to have their proposal considered.

Exhibit E is available in the event that the respondent is proposing an exception to any specification. Any exception proposed must be placed on **Exhibit E** and will be evaluated in terms of expense and operational impact. Exception costs will be added or subtracted from the submitted proposal to arrive at a net cost to the Village. Failure to include an exception on **Exhibit E** will render the exception as invalid, and the respondent will be considered as being in compliance with the specification, regardless of intent.

IV. Summary

All respondents are invited to submit a proposal for this annual project. Respondents are required to complete **Exhibit D and E** based upon the information provided in this Request and in **Exhibits A, B and C**. The Village intends to enter into a formal contract with the awarded Vendor that will incorporate the provisions of the Request for Proposal. Additional terms and conditions will not be included in the Contract unless mutually agreed upon by both parties.

REQUEST FOR PROPOSAL - EXHIBIT A



Date: November 2016
Contact Name: Chris Christenson
Organization Name: Village Of Pleasant Prairie
Address: 9915 39th Avenue
Pleasant Prairie, Wisconsin 53158

Phone: 262.925.6745
Fax: 262.694.4734
Email: cloupour@plprairiewi.com

Project Component: Village Newsletter 2017 - Four-page Issue

Project Description: 8,000 quantity of monthly, municipal newsletter printed 2/2 (and rarely 4/4) on 1 @ 11 x 17 (to yield a 4-page 8.5 x 11 newsletter), 70# white offset, recycled paper. Approximately 7,700 to be direct mailed. The remaining quantity to be delivered to Village Hall (*folded to 8.5 x 11*), attn: Chris Christenson at 9915 39th Avenue, Pleasant Prairie. Files to be delivered to printer monthly. Village will communicate with printer via email or telephone regarding estimated delivery date for files. Printer to deliver completed pieces to USPS and Village Hall on the fourth business day following delivery of files to printer.

Flat Sheet Size:	<u>11 x 17</u>	Quantity Needed:	<u>8,000</u>
Folding Required:	<u>yes</u>	Delivery Date:	<u>four business days following delivery of files</u>
Final Folded Size:	<u>5.5 x 8.5 (for mailing qty only)</u>	Delivery Information:	<u>Please deliver mailing quantity to USPS</u>
Type of Fold:	<u>right angle fold & half-fold</u>		<u>Remaining quantity to Chris at Village Hall</u>
Tabbing:	<u>yes - two tabs on mailing qty or to postal specs</u>		<u>Please fold Village Hall copies only to 8.5 x 11</u>
Bindery:	<u>none</u>		
Paper:	<u>70# white offset recycled</u>	Mailing Quantity:	<u>approx 7,700 - varies monthly</u>
Colors:	<u>2/2</u>	Mailing Information:	<u>List to be delivered with file.</u>
	<u>black and Pantone 354U green</u>		
	<u>grayscale & spot color only, no duotone</u>		
	<u>(please provide quote for 4/4 as well)</u>		
Bleeds:	<u>none</u>	Proof Requested:	<u>Yes, PDF proof via email OK</u>

PLEASE INCLUDE A BREAKDOWN OF THE FOLLOWING INFORMATION IN QUOTE IN ADDITION TO A TOTAL:

- | | |
|--|---|
| <input type="checkbox"/> Cost for printing | <input type="checkbox"/> Estimated postage amount needed |
| <input type="checkbox"/> Cost for folding/tabbing/mailing services | <input type="checkbox"/> Will you be able to meet the delivery date |

Notes: Files will be created in InDesign. PDF and all links/fonts will be included.

Submit Bill to: Village of Pleasant Prairie
Attn: Chris Christenson
9915 39th Avenue
Pleasant Prairie, WI 53158

or

cchristenson@plprairiewi.com

REQUEST FOR PROPOSAL - EXHIBIT B



Date: November 2016
Contact Name: Chris Christenson
Organization Name: Village Of Pleasant Prairie
Address: 9915 39th Avenue
Pleasant Prairie, Wisconsin 53158

Phone: 262.925.6745
Fax: 262.694.4734
Email: cchristenson@plprairiewi.com

Project Component: Village Newsletter 2017 - Eight-page Issue

Project Description: 8,000 quantity of monthly, municipal newsletter printed 2/2 (and rarely 4/4) on 2 @ 11 x 17 (to yield an 8-page 8.5 x 11 newsletter), 70# white offset, recycled paper. Approximately 7,700 to be direct mailed. The remaining quantity to be delivered to Village Hall (*folded to 8.5 x 11*), attn: Chris Christenson at 9915 39th Avenue, Pleasant Prairie. Files to be delivered to printer monthly. Village will communicate with printer via email or telephone regarding estimated delivery date for files. Printer to deliver completed pieces to USPS and Village Hall on the fourth business day following delivery of files to printer.

Flat Sheet Size:	11 x 17	Quantity Needed:	8,000
Folding Required:	yes	Delivery Date:	four business days following delivery of files
Final Folded Size:	5.5 x 8.5 (for mailing qty only)	Delivery Information:	Please deliver mailing quantity to USPS
Type of Fold:	right angle fold & half-fold		Remaining quantity to Chris at Village Hall
Tabbing:	<i>yes - two tabs on mailing qty or to postal specs</i>		<i>Please fold Village Hall copies only to 8.5 x 11</i>
Bindery:	none		
Paper:	70# white offset recycled	Mailing Quantity:	approx 7,700 - varies monthly
Colors:	2/2	Mailing Information:	List to be delivered with file.
	black and Pantone 354U green		
	<i>grayscale & spot color only, no duotone</i>		
	(please provide quote for 4/4 as well)		
Bleeds:	none	Proof Requested:	Yes, PDF proof via email OK

PLEASE INCLUDE A BREAKDOWN OF THE FOLLOWING INFORMATION IN QUOTE IN ADDITION TO A TOTAL:

- | | |
|--|---|
| <input type="checkbox"/> Cost for printing | <input type="checkbox"/> Estimated postage amount needed |
| <input type="checkbox"/> Cost for folding/tabbing/mailing services | <input type="checkbox"/> Will you be able to meet the delivery date |

Notes: Files will be created in InDesign. PDF and all links/fonts will be included.

Submit Bill to: Village of Pleasant Prairie
Attn: Chris Christenson
9915 39th Avenue
Pleasant Prairie, WI 53158

or christenson@plprairiewi.com

REQUEST FOR PROPOSAL - EXHIBIT C



Date: November 2016
Contact Name: Chris Christenson
Organization Name: Village Of Pleasant Prairie
Address: 9915 39th Avenue
Pleasant Prairie, Wisconsin 53158
Phone: 262.925.6745
Fax: 262.694.4734
Email: cchristenson@plprairiewi.com

Project Component: Village Newsletter 2017 - Twelve-page Issue

Project Description: 8,000 quantity of monthly, municipal newsletter printed 2/2 (and rarely 4/4) on 3 @ 11 x 17 (to yield a 12-page 8.5 x 11 newsletter), 70# white offset, recycled paper. Approximately 7,700 to be direct mailed. The remaining quantity to be delivered to Village Hall (*folded to 8.5 x 11*), attn: Chris Christenson at 9915 39th Avenue, Pleasant Prairie. Files to be delivered to printer monthly. Village will communicate with printer via email or telephone regarding estimated delivery date for files. Printer to deliver completed pieces to USPS and Village Hall on the fourth business day following delivery of files to printer.

Flat Sheet Size: 11 x 17	Quantity Needed: 8,000
Folding Required: yes	Delivery Date: four business days following delivery of files
Final Folded Size: 5.5 x 8.5 (for mailing qty only)	Delivery Information: Please deliver mailing quantity to USPS
Type of Fold: right angle fold & 1/2-fold (half & half)	Remaining quantity to Chris at Village Hall
Tabbing: <i>yes - three tabs on mailing qty or to postal specs</i>	<i>Please fold Village Hall copies only to 8.5 x 11</i>
Bindery: none	
Paper: 70# white offset recycled	Mailing Quantity: approx 7,700 - varies monthly
Colors: 2/2	Mailing Information: List to be delivered with file.
black and Pantone 354U green	
<i>grayscale & spot color only, no duotone</i>	
(please provide quote for 4/4 as well)	
Bleeds: none	Proof Requested: Yes, PDF proof via email OK

PLEASE INCLUDE A BREAKDOWN OF THE FOLLOWING INFORMATION IN QUOTE IN ADDITION TO A TOTAL:

- | | |
|---|---|
| <input type="checkbox"/> Cost for printing | <input type="checkbox"/> Estimated postage amount needed |
| <input type="checkbox"/> Cost for folding/tapping/mailling services | <input type="checkbox"/> Will you be able to meet the delivery date |

Notes: Files will be created in InDesign. PDF and all links/fonts will be included.

Submit Bill to: Village of Pleasant Prairie
Attn: Chris Christenson
9915 39th Avenue
Pleasant Prairie, WI 53158
or cchristenson@plprairiewi.com

EXHIBIT D
Village of Pleasant Prairie
2017 Monthly Village Newsletter - Request for Proposal

Proposal submitted by:

Vendor/Company Name: _____

Vendor/Company Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Based on the specifications provided in the Request for Proposal and Exhibits A, B and C, please provide the following information for consideration of your proposal:

1. Proposed cost for a twelve-page issue:

a. Total cost for a black and spot color

issue: _____

b. Cost for printing alone:

c. Total cost for a 4/4 color

issue: _____

d. Cost for printing alone:

e. Cost for folding, tabbing, mailing:

f. Any additional costs:

g. Estimated postage amount needed:

2. Proposed cost for an eight-page issue:

a. Total cost for a black and spot color

issue: _____

b. Cost for printing alone:

c. Total cost for a 4/4 color

issue:_____

d. Cost for printing alone:

e. Cost for folding, tabbing, mailing:

f. Any additional costs:

g. Estimated postage amount needed:

3. Proposed cost for a four-page issue:

a. Total cost for a black and spot color

issue:_____

b. Cost for printing alone:

c. Total cost for a 4/4 color

issue:_____

d. Cost for printing alone:

e. Cost for folding, tabbing, mailing: _____

f. Any additional costs:

g. Estimated postage amount needed:

4. **Will you be able to meet the delivery date (arrival at the Pleasant Prairie USPS) within four (4) business days of receipt of the files on a consistent basis?** *Additional channel delivery for the same information is timed to coincide with the print piece.*
5. **How do you intend to handle and/or bill for over-runs?**
6. **How do you intend to handle and/or bill for requested changes?**
7. **What is your process for handling any potential printing/mailing problems or errors that occur from proof through completion of the project?**
8. **Are you able to complete the project according to project specifications and to comply with U.S. Postal regulations for efficient delivery of the final mail piece? Are you specifically able to provide full-service mailing with Intelligent Mail barcoding?**
9. **Are you able to maintain the monthly per issue cost at your proposed rates throughout the duration of the year/contract?**
10. **Do you have established experience with projects of similar scope, and would you be able to provide valid references if asked?**

EXHIBIT E
Village of Pleasant Prairie
2017 Monthly Village Newsletter - Request for Proposal

Proposal submitted by

Vendor/Company Name: _____

Vendor/Company Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Based on the specifications provided in the Request for Proposal and Exhibits A, B and C, the vendor wishes to take exception to the following items: