

City of Lynwood



**REQUEST FOR PROPOSALS
FOR
PRINTING OF THE CITY NEWSLETTER
(LYNWOOD 'N PERSPECTIVE)**

**City Clerk's Office
Attn: City Clerk
11330 Bullis Road
Lynwood, CA 90262**

**Due Date for Proposals:
Thursday, April 20, 2017 by 5:00 p.m.**



City of Lynwood
Request for Proposals for
THE PRINTING OF
THE CITY NEWSLETTER, LYNWOOD 'N PERSPECTIVE (LNP)

The City of Lynwood is requesting sealed proposals for the printing services of the city newsletter. All proposals must be received by the Lynwood City Clerk's Office, 11330 Bullis Road, Lynwood, California, no later than 5:00 p.m. on Thursday, April 20, 2017. Proposals received after said time will not be considered. To guard against premature opening, each proposal shall be submitted to the City Clerk's Office in a sealed envelope plainly marked with the proposal title, bidder name, and time and date of the proposal opening.

BACKGROUND

The City of Lynwood provides its residents with current information about the City by way of the City's newsletter (Lynwood 'N Perspective). The City currently publishes 12 issues per year and is requesting pricing for 12 printed issues.

PURPOSE

The City of Lynwood is soliciting proposals from interested, highly qualified, and experienced printing companies that provide professional and competent printing services for the City's newsletter (Lynwood 'N Perspective).

The request for proposals does not obligate the City to award a contract or complete the project, and the City reserves the right to cancel the solicitation if it is considered to be in its best interest.

GENERAL DESCRIPTION

The printer shall provide the City with printing services of the city newsletter (Lynwood 'N Perspective) for all the residents and employees of the City of Lynwood. The printing of the newsletter must occur once every month for a total of 12 newsletters per year.

A proof must be provided before the printing of the newsletter. No additional fees for submitting additional proofs. No additional fees for making minor design, typesetting or image correction to final proof or additional proof. The final proof must be approved by the Director of Technology and Media Support Services. The final product must be

printed, folded, sorted for mailing, delivered to the Santa Fe Springs Post Office, and received by Lynwood residents within five (5) days after approval of the final proof.

SCOPE OF SERVICES (SPECIFICATIONS)

Term

The term of the contract will be from June 1, 2017 through June 1, 2019 with an option to renew for two additional years.

The contract will require that the printer provide printing services in the specifications specified in Exhibit A of this RFP.

DELIVERABLES

The Vendor shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that proposals contain the following information:

- A. A cover letter introducing the vendor and the individual who will be the primary contact person.
- B. On no more than one printed page, state your vendor understanding of the service to be performed and make a positive commitment to provide the service as indicated in the RFP.
- C. Specific qualifications regarding experience in providing highly qualified and competent printing services, including the names of clients with similar job specifications being requested by the City. A reference list should be attached to the proposals, with client names, contact persons, and phone numbers.
- D. **Mandatory insurance requirements.** The City requires Commercial Liability Insurance of no less than \$1,000,000, Professional Liability Insurance of no less than \$1,000,000, surety bond in the amount of \$50,000 and Workers Compensation Insurance as required by the State of California. The City reserves the right to verify that these insurance requirements have been completed prior to entering into any contractual agreement with Agency. Failure to comply could result in non-award of the contract.
- E. The signature of an authorized individual to bind the vendor. The proposal must be a firm offer for a sixty-day period.
- F. Submit one original and five copies of proposals and one copy in electronic copy on a CD or thumb drive. In Microsoft Word or PDF file format preferred.

SELECTION PROCESS

Each of the proposals received will be evaluated for compliance with the requirements stated in this RFP. Failure to meet these requirements will be cause for eliminating the Vendor for further consideration.

The City shall not be liable in any way for any cost incurred by an offer or in the preparation of a proposal in response to this RFP, nor for obtaining any insurance certificate and/or surety bond.

The City reserves the right to reject any and all proposals, to waive any technicalities, informalities and irregularities, to accept or reject all parts of this proposal, to be the sole judge of the suitability of the proposals offered, to negotiate directly with one or more vendors, award a contract to more than one vendor, to vary the terms of the approved proposal, and to award a contract to a qualified vendor, irrespective of whether such vendor provides the lowest bid.

Evaluation of the proposals will be made by a panel of appropriate management staff. In addition to evaluation of written proposals, oral interviews may be requested. The eventual recommendation will be made by the City Manager and the contract will be reviewed and approved by the City Council.

Proposals will be evaluated on the following criteria, which is neither weighted nor prioritized:

- A. Demonstrated understanding of the services requested
- B. Prior experience in performing similar work
- C. Qualifications of the firm and assigned individuals
- D. Fees charged and cost effectiveness of proposed services
- E. Ability to provide services within the requested timeframe.

PROPOSAL REVIEW AND AWARD SCHEDULE

1. Council Approval to Issue RFP	March 21, 2017
2. RFP Published (mail/website)	March 30, 2017
3. RFP Published (newspaper)	April 3, 2017
4. Proposals Due by 5p.m.	April 20, 2017
5. Proposals Evaluated by Staff	April 25, 2017
6. City Manager Recommendation to City Council	May 2, 2017
7. Anticipated Contract Start Date	June 1, 2017

INQUIRIES

You may direct all questions to Jamel Goodloe via email jgoodloe@lynwood.ca.us or fax to (310) 635-6832 until 5:00 p.m. on Monday, April 17, 2017.

SUBMISSION OF PROPOSAL

Proposals must be received by the City Clerk by 5:00 p.m. on Thursday, April 20, 2017. The proposing firm must submit one original and five copies of its proposal and one copy in Microsoft Word or PDF file format preferred on a CD or thumb drive in a sealed envelope to:

City Of Lynwood
Re: Proposal - Printing of the City's Newsletter, LNP
City Clerk's Office
11330 Bullis Road
Lynwood, CA 90262

The City reserves the right to reject any or all proposals. The City will not be liable for nor pay any costs incurred by responding printer relating to the preparation of proposals or the making of presentations.

Exhibit A Scope of Service (Specifications)

Provide pricing for the following printing specifications.

Prices must be fixed for a two year term with additional two year option.

PAGES	1 newsletter will contain 2- 4/4 printed pages (8 pages) 17,000 base, 10 issues per year, with an option to print 12 issues per year
FORMAT	Brochure, text printed in one signature
FREQUENCY	As required
TURN AROUND	5 DAYS
TRIM SIZE	(2)17"x 22" flat inches, fold to 8.5"x11" (8 pages)
PAPER, COVER	Self
PAPER, TEXT	70 lb. Dull Book, Mill Order Stock or Similar
INK, TEXT	Four-color process on all pages
ARTWORK, TEXT	CTP at 150-line screen from trouble free PDF files provided by the Customer per our specifications
PROOFS, TEXT	AS DETERMINED
PRESS, TEXT	Rotary offset sheet fed
BINDERY	Trim to (2) 17"x 22" (8 pages), fold to 8-1/2 X 11
MAILING	Simplified mailing
PACKAGING	Skid pack in convenient count
PICK UP/DELIVERY	Local pick-up (2) and delivery (1) of files and proofs included in the base price
SHIPPING	F.O.B. Santa Fe Springs, CA Post Office (one delivery to dock level- appointment must be made one (1) day prior)
OVERS	All extras and overs are to be delivered to City Hall (11330 Bullis Road Lynwood, CA. 90262). Overs are not to exceed 3% of the quantity ordered.
MAIL	Simplified mail (includes get-quantity and facing slips for pre- sorted bundles)