

**REQUEST FOR PROPOSAL
FOR
Professional Services for the Production and Distribution of
OUR VISTA, the City Newsletter/RecGuide for the
CITY OF VISTA**



Prepared in the

**COMMUNICATIONS OFFICE
200 Civic Center Drive
Vista, CA 92084**

October 2, 2017

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**REQUEST FOR PROPOSAL FOR
PROFESSIONAL SERVICES FOR THE PRODUCTION AND DISTRIBUTION OF THE CITY
NEWSLETTER/RECREATION GUIDE (“OUR VISTA”) FOR THE CITY OF VISTA**

I. INTRODUCTION

The City of Vista seeks proposals from qualified firms for professional services in the production and distribution of a tri-annual newsletter/Recreation Guide called “OUR VISTA”.

This Request for Proposal (RFP) describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal.

The City is still determining if the approved contract will be for a one year minimum or extend to a maximum of three years.

Failure to submit information in accordance with the RFP requirements and procedures may be cause for disqualification.

II. DESCRIPTION

Located just seven miles inland from the Pacific Ocean, Vista is a thriving community in northern San Diego County. Incorporated in 1963, this mid-sized city is 19 square miles with a population of over 98,000.

III. PROJECT OBJECTIVES

The City of Vista is requesting proposals from qualified firms for professional services in the production and distribution of a tri-annual newsletter/RecGuide. The production of the newsletter/RecGuide includes:

- 1) Print, collate, fold, and bundle the newsletter/RecGuide; and,
- 2) Delivery of the final product to the Post Office ready for bulk mail; and,
- 3) Delivery of the final product to the City of Vista.

Please prepare your bid based on these specifications:

- a) Magazine style
- b) 20 pages plus cover
- c) 60# gloss book cover
- d) 43# gloss book text with 4/4 four color process throughout
- e) Bleed style
- f) Page size 8.5” X 11”
- g) Distribution to all residences and businesses in the city of Vista (zip codes 92081, 92083, 92084, 92085) – 37,500 total mailed copies
- h) Distribution of 1,500 copies to the City of Vista

Please prepare an additional bid item based on this size specification:

a) Magazine style and all other specifications except the alternative page size 8 3/8" x 10.5" -

IV. SCOPE OF REQUIRED SERVICES

Following is the scope of required services the contractor shall perform.

1. **Content.** City will provide high resolution files to the contractor electronically.
2. **Schedule.** Newsletter/RecGuide will be produced three times a year, generally distributed the first weeks of April, July and November.
3. **Printing.** Print or cause to be printed, and fold or cause to be folded, a copy of the newsletter/recguide for each resident or business in Vista.
4. **Distribution/Mailing Service.** Prepare newsletter/RecGuide for distribution three times a year and cause to deliver guides, approximately 37,500, to all residents and businesses in Vista (zip codes 92081, 92083, 92084, 92085) and 1,500 copies for internal use by the City of Vista. DO NOT include postage in the proposal, as the City of Vista will use a bulk mail rate account. Contractor will represent the City of Vista's interests with the U.S. Postal Service or mail delivery personnel. Contractor will provide to the City of Vista 1,500 copies of the Our Vista publication to be delivered to the Vista Civic Center, 200 Civic Center Drive, Vista, 92084 between the hours of 7:30 am and 5:30 pm Monday through Thursday (excluding holidays). Mail Service to include all preparations for postal discounts for pre-sort mail and all data work, importing and data storage. Mailing Service to also include: sort, tray, tag, cage and paperwork.
5. All work shall comply with the provisions of law, including, without limitation, laws pertaining to mass mailings by public agencies.
6. **Extra Pages**
Newsletter/RecGuide pages that exceed the contract limit may be arranged at the City's discretion with 30 days' notice. Any additions would have to be made by adding one entire signature for the effected issue. The contractor shall provide a cost estimate for each additional signature.
7. **Project Schedule**
The City of Vista will provide electronically the high resolution files to the contractor a minimum of one week prior to each drop date.

V. PROPOSAL REQUIREMENTS

A. General

1. The proposal should demonstrate the proposer's qualifications and experience applicable to the project. The proposal shall be limited to ten (10) one-sided pages (8½ inches x 11 inches), with exception to the sample works provided.

B. Contents

Proposals submitted shall be in the following order and shall include:

1. Cover Letter
Outline the benefits to the City of Vista by the selection of your firm and the firm's experience specific to printing a newsletter type publication.
2. Identification of the Proposer
 - a. Legal name and address of company and if different – address of office that will work on this project.
 - b. Legal form of company (partnership, corporation, joint venture).
 - c. If company is wholly-owned subsidiary of "parent company."
 - d. Name, title, address, telephone number of contact person for this proposal.
3. References
List three (3) successfully completed or in process projects of a similar nature, with the name of the company and project manager, telephone number, and brief description of work performed.
4. Cost Estimate
Provide a bid to include the print and mail distribution of three (3) Recreation Guides beginning in April 2017. Bids SHALL NOT include postage expense. The City of Vista will utilize its own bulk mail account.
5. Previous Contracts with the City of Vista
The proposer shall submit a list of all prime contracts and/or amendments awarded to the proposer by the City of Vista for the last three (3) years. The list shall include a short description of the project, the completion date, and contract value.
6. Work Samples
The proposer shall include three (3) printed samples of newsletter type publications produced by proposer.
7. Exceptions to this Request for Proposal
The proposer shall certify that it takes no exception(s) to this RFP. If the proposer does take exception(s) to any portion of the RFP, the specific portion of the RFP to which exception(s) is taken shall be identified and explained in writing.

VI. PRE-SUBMITTAL ACTIVITIES

A. Questions Concerning the Request for Proposal

All questions related to the RFP should be presented to:

Fred Tracey, Marketing Specialist
City of Vista
200 Civic Center Drive
Vista, CA 92084

fracey@cityofvista.com or 760.643.5217

B. Revision(s) to the Request for Proposal

The City of Vista reserves the right to revise the RFP prior to the due date of proposals. Revisions to the RFP shall be posted to the City's website.

VII. SUBMITTAL REQUIREMENTS

- A. One (1) copy of the proposal shall be submitted. Proposals submitted by facsimile are not acceptable and will not be considered.
- B. The proposal shall be signed by an individual(s) authorized to execute legal documents on behalf of the proposer.
- C. The proposal must be received no later than 2:00 p.m., PST time, October 26 2017 addressed to:

City of Vista, City Clerk
200 Civic Center Drive
Vista, CA 92084

- D. Proposals are to be submitted in a sealed package with the following information clearly marked on the outside of each package:
 - 1. Name of proposer
 - 2. Project title: **City of Vista Production & Distribution of City newsletter/RecGuide ("OUR VISTA")**.
- E. Failure to comply with the requirements of the RFP may result in disqualification.
- F. Proposals and/or modifications received subsequent to the hour and date specified above will not be considered.

VIII. SELECTION PROCESS

- A. Based upon the proposals submitted, the City of Vista may select a short-list of qualified firms for this project. The City of Vista reserves the right to make final selection based solely upon evaluation of the written proposals, without short-listing firms or conducting oral interviews, should it find it to be in its best interest to do so.

- B. The City may interview the short-listed firms. Based upon the proposal and interview, the City will rank the finalists. The recommended firm will be forwarded to the City Manager. Upon approval, the City will begin contract development.
- C. The contract will include: scope of work, contract schedule, contract terms and conditions, technical specifications, and price. If the City staff and firm is unable to reach an acceptable contract, the staff will recommend to the City Manager the termination of contract negotiations. At that time the City will begin negotiations with the second ranked firm. The City Manager has authority to terminate negotiations and move to the next ranked firm.
- D. After development of a proposed agreement that is fair and reasonable, a recommendation will be made to the City Manager for final approval.

IX. EVALUATION CRITERIA

The City of Vista encourages cooperative, creative, innovative and efficient approaches in consultant responses. The importance of these characteristics will be formally recognized in the evaluation of consultant responses. Responses which propose modifications or alternatives to the tasks, products and schedules identified in the Scope of Required Services section that the consultant believes better accomplish the objectives of this project are welcome. Proposals from consultant teams are also encouraged, when cooperative work will improve the quality of results.

Consultants will be evaluated on the following criteria:

- Experience, credentials, and ability to meet project timelines
- Cost estimates submitted

X. SCHEDULE FOR SELECTION

The City of Vista anticipates the process for the selection of a consultant and award of the contract to follow the tentative schedule below:

- A. Issue RFP October 2, 2017
- B. **Proposal Due** **October 26, 2017 at 2:00 pm**
- C. Proposal Public Opening.....October 26, 2017 at 2:01 pm
- D. Oral Interviews To be scheduled if needed
- E. Selection and Notification.....Approximately November 6, 2017

XI. SPECIAL CONDITIONS

A. Reservations

This RFP does not commit the City of Vista to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work.

B. Public Records

All proposals submitted in response to this RFP become the property of the City of Vista and public records and, as such, may be subject to public review.

C. Right to Cancel

The City of Vista reserves the right to cancel, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements. If the City of Vista cancels or revises the RFP, all proposers with submissions will be notified in writing.

D. Additional Information

The City of Vista reserves the right to request additional information and/or clarification from any or all proposers to this RFP.

E. Conflict of Interest

The City of Vista has established a policy concerning potential conflict of interest in program management, design and construction. This policy includes all proposers and their proposed consultants/sub consultants.

F. Public Information

Consultants who wish to release information to the public regarding consultant selection, contract award or data provided by the City of Vista must receive prior written approval from the City of Vista before disclosing such information to the public.

G. Insurance Requirements

The City of Vista requires consultants with whom business is conducted to obtain insurance. The required insurance certificates must comply with all requirements of the standards as shown in the contract and must be provided within fifteen (15) days of notice of selection and prior to the commencement of any work on the project.

Thank you for your interest in an opportunity with the City of Vista.



October 2, 2017

RE: Request for proposal for print and distribution services for the City of Vista's Newsletter/Recreation Guide ("OUR VISTA")

Dear Company Representative:

The City of Vista is seeking a professional print and mail fulfillment firm for the production and distribution of the newsletter/recguide, ("OUR VISTA"). The attached request for proposal is provided for your consideration and outlines the scope of the project.

Responses to this request are due on **October 26, 2017 at 2:00 pm.**

We look forward to receiving your proposal. Please follow the submittal process and send all inquiries to the contact person listed in the RFP.

Sincerely,
Andrea McCullough
Vista Communications Officer