



COTTONWOOD HEIGHTS

1265 East Ft. Union Blvd., Suite 250
Cottonwood Heights, UT 84047

Request for Proposals

City Newsletter Print/Mail Services

1. **Introduction.** The city of Cottonwood Heights, Utah (the “City”) is a Utah municipality that is located in the southeast quadrant of Salt Lake County and is bounded by approximately 1300 East on the West, approximately 3800 East on the East, I-215 on the North and approximately 8200 South on the South. The City has about 33,500 residents residing in approximately separate 13,200 households (“households”).

The City provides community information to its citizens in various ways, including a monthly newsletter (the “newsletter”) delivered to each household. Since its inception, the newsletter has been included as a separate section in a local newspaper distributed (through hand-delivery or by U.S. mail) in the City and the adjoining municipality of Holladay. The City now is considering producing and delivering the newsletter by other means, and is requesting proposals from qualified parties to directly provide all of the printing, mailing and related services necessary to cause the City’s monthly newsletter to be received by each household, all as more fully explained below. Such work, together with all ancillary and additional services as may be reasonably required to accomplish the desired result in a competent, comprehensive and finished manner, is referred to herein as the “Services.”

The City desires to explore entering into a contract with a qualified and acceptable provider (the “Provider”) to supply all labor, supplies and materials necessary to successfully accomplish the Services. As more fully explained below, the selection of a Provider will be based on the bid received as well as on the City’s determination of the bidders’ respective expertise, experience and resources.

2. **Intent.** Although it is the intent of this Request for Proposals (this “Request”) to set forth the minimum acceptable requirements for responsive proposals, the scope of work in this Request is not comprehensive and all-inclusive, but rather is an attempt to generally describe the necessary characteristics. A mutually acceptable agreement (the “Agreement”) prepared by the City Attorney will be signed by the City and the selected Provider detailing the final scope and parameters of the Services.

3. **Detailed Description of Services.** The Services include, without limitation, the following:

(a) **Printing.** Providing all materials and labor to print, at Provider’s cost, 14,000 multi-page, color copies of the newsletter each month. The City will produce all text and

graphic/layout design in-house, uploading such to Provider monthly on a mutually-agreed, standardized timetable (the “*Schedule*”). The City shall have complete control over and ownership of all content of the newsletter, and third-party advertising or other content not specifically pre-approved by City’s manager in writing shall be prohibited. Proposals should include cost estimates for two different newsletter designs:

(i) 8½” x 11” finished size glossy booklet, beginning at four pages and expandable to up to 16 pages depending on the City’s needs each month.

(ii) 11” x 12” finished size short tab (half broadsheet) newsprint, beginning at eight pages and expandable to up to 20 pages depending on the City’s needs each month.

Proposals should include the most appropriate/cost effective mail prep strategies for each of those two formats.

(b) *Mailing and Delivery.*

(i) Mailing, at Provider’s cost, the newsletter via U.S. mail to all households in the City, together with all related actions such as mail prep, postage and delivery to the post office. Mailing must be accomplished in bulk according to carrier routes in the City, rather than to individual addresses or zip codes.

(ii) Delivering the balance of each monthly run of the newsletter in stacks to the City’s offices, to the Whitmore Library, and to the Cottonwood Heights Recreation Center.

(c) *Additional Related Services.* Performing such additional related services in connection with the monthly printing and mailing of the newsletter as the City reasonably may direct.

If the Provider chooses to subcontract to one or more third parties any part(s) of the Services, such subcontract shall be at Provider’s own risk, and Provider shall be fully responsible for the full, timely and proper performance of all of the Services. All Services are to be consistently performed in accordance with the Schedule, and Provider will be subject to financial penalties for nonperformance or late performance.

The City anticipates contracting with Provider to perform the Services for an initial term of two years, commencing on or about 1 July 2014, with additional annual renewals possible if so provided in the Agreement.

4. **Schedule.** The City anticipates the following schedule for the Services:

<u><i>Event</i></u>	<u><i>Date</i></u>
Request for Proposals Issued	26 March 2014

Proposal Deadline	9 April 2014, 5:00 p.m.
Interview Selected Proposers	16 April 2014
Select Provider	23 April 2014

5. **Proposal Requirements.** Responses to this Request are required to be submitted in triplicate to Kory Solorio, the City Recorder, on behalf of Linda W. Dunlavy, the Deputy City Manager, at the City’s address specified above no later than 5:00 p.m. (MST) on 9 April 2014. An electronic copy of each response also is due by the same deadline, emailed to ldunlavy@ch.utah.gov. No late responses will be accepted. Printed materials shall be 8 ½” x 11”, portrait format. Charts may be in 8 ½” x 14” landscape style format. Each responsive proposal must include the following:

(a) *Price.* The proposed all-inclusive fee for the Services contemplated herein, including all costs and expenses. The price must constitute the maximum dollar amount that will be charged to the City each month for the completed Services, as described herein.

(b) *Firm Qualification and Relevant Experience.* Describe, in sufficient detail, the proposer’s qualifications and experience with similar projects. Provide references and contact information concerning such similar projects.

(c) *Team.* Identify, in an organizational chart format, the personnel to be assigned to the Services. Submit resumes for key personnel. Include a statement of commitment for non-substitution of key personnel without the City’s prior written consent. Describe, in sufficient detail, local and home office support facilities and resources the proposer will provide to complete the Services. Response to this paragraph should emphasize personnel resources, in-house expertise, facilities and services.

(d) *Proposed Approach.* Describe, in sufficient detail, how the proposer plans to satisfy the requirements of the Services.

(e) *Schedule.* Outline the proposer’s schedule to complete the Services.

(f) *Actions.* Summarize any disciplinary actions, suits by or against the proposer or related entities during the past three years.

(g) *Clearly Marked.* Proposal must be clearly marked as: “Proposal for Newsletter Print/Mail Services for Cottonwood Heights.”

(h) *Length.* The proposal shall not exceed 15 pages.

All proposals shall become the property of the City. Any proprietary information contained in the proposal must be clearly marked and delineated. The City may release any information

contained in the proposal that is not marked and delineated as proprietary following execution of the Agreement.

6. **Identification of Anticipated Potential Problems.** The proposal also should identify and describe any potential problems or recommendations with respect to the Services.

7. **Evaluation Criteria and Selection Process.** Proposals submitted in response to this Request will be reviewed and ranked by a selection committee (consisting of the City's Deputy Manager and its Public Relations Specialist, with such assistance as may be requested by them from other City officers and employees) on the basis of the following factors, weighted as indicated below:

<u>Factor</u>	<u>Weight</u>
Bid amount	50%
Qualifications, relevant experience, proposed approach and ability to perform	30%
Team	5%
Schedule	10%
References	5%

One or more proposers may be invited to interview. The selection committee's recommendations will be forwarded to the City's Manager, who will make the final selection following consultation with the City's city council.

8. **Terms of Contract.** The successful applicant will be required to enter into a written Agreement with the City to provide the Services. The City Attorney's office, working with the selected proposer, will negotiate the agreement. All provisions of the Agreement will be in compliance with applicable laws, rules and regulations.

9. **Suspension of Process, Etc.** The City reserves the right to reject any and all responses to this Request, to waive any requirement set forth in this Request, and to accept any proposal deemed to be in the best interest of the City, subject to legal requirements. Response to this Request is at the proposer's sole risk and expense, and the City shall not be liable for any cost associated with preparation by any party of any proposal submitted in response to this Request. Although the City anticipates selecting one of the responding proposers, there is no guaranty that any responding proposer will be selected or that the City ultimately will contract for the Services. The City also reserves the right to cancel award of a contract for the Services at any time before execution of the Agreement if cancellation is deemed to be in the City's best interest. In no event shall the City have any liability for the cancellation of the award.

10. **Special Important Information.** The following information also is provided:

(a) Insurance Coverage. Insurance coverage will be required in accordance with the City's standard requirements (attached), except that the amount of liability insurance coverage under subsections A(1), (2) and (4) are reduced from \$2.5 Million to \$1.0 Million. Each proposer should thoroughly examine such insurance requirements and shall include appropriate proof of insurance certificates with its proposal. Failure to meet the insurance requirements may result in cancellation of the proposal acceptance.

(b) Contact Person. For further information, contact Stephanie Dickey, Public Relations Specialist, at (801) 944-7000.

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