



November 22, 2016

SUBJECT: Request for Proposals (RFP) for “Publication and Distribution of Recreation Brochures”

TO: ALL PROPOSERS

FROM: CITY OF LAGUNA NIGUEL

This letter shall serve as Addendum No. 2 to the subject RFP issued by the City of Laguna Niguel (“City”) November 7, 2016. Proposers are reminded that the proposal submittal date is at or before **2:00 p.m., Friday, December 2, 2016.**

Proposers are advised of the following:

1. Proposers are advised that Exhibit A – Scope of Work, has been revised to clarify items in the scope of work. The revised Exhibit A is presented as Attachment A to this Addendum No. 2.
2. Proposers are advised that Exhibit B – Price Summary Sheet, has been revised to clarify the page count for each brochure. The revised Exhibit B is presented as Attachment B to this Addendum No. 2.

Proposers are reminded to acknowledge receipt of this Addendum No. 2 in their proposal.

Sincerely,

Marvin Cruz
Purchasing Manager

RFP for Publication and Distribution of Recreation Brochures

November 7, 2016

EXHIBIT A

SCOPE OF WORK

The City of Laguna Niguel (City) publishes a Recreation Brochure four (4) times a year that is delivered to approximately 25,550 postal customers. The City is requesting proposals from qualified consultants to provide full production of the Recreation Brochures (i.e. graphic design, art direction, layout, typesetting, printing and mailing services) detailing available activities, classes, and special events in the City's Parks and Recreation Department.

Consultant shall:

- Have experience creating similar projects within the last three (3) years, providing the same or similar services requested in this RFP and provide a sample(s) of their work.
- Provide sufficient staff and/or sub-consultants available with experience in the disciplines required for this service.
- Provide a dedicated representative who can effectively communicate with City Staff and respond quickly throughout the workday.
- Incur any costs that result from errors in the typesetting, design or layout ~~of~~after the final approved version of the brochure was approved by City Staff.
- Be responsible for all design work, stock photo cost, color separation, set-up, cropping, etc. Photos for the front cover and inside pages may be provided by the City to be incorporated into design work.
- Have their printer located within twenty (20) miles from the City.
- Submit the final draft of the Recreation Brochure through a safe and secure file transfer site (FTS) service.
- Submit a copy of their Disaster Recovery Handbook and Protocol.

PROCESS

The City will provide the Consultant with all class and event information in a word document and the Consultant shall provide all of the services required to complete the publications.

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EXHIBIT A

FREQUENCY

The City requires one (1) issue per quarter for a total of four (4) issues per calendar year. Quarters include: Winter (December – February), Spring (March – May), Summer (June – August), Fall (September – November).

QUANTITY

28,000 brochures per quarter. (Quantity will vary as City population fluctuates)

PRINTING

Sheets fed offset only. Consultant shall also be capable of in-house digital printing.

PAYMENT

Consultant shall invoice the City for payments corresponding to the work actually completed for each brochure. The City will submit a check for payment within thirty (30) days from receipt of the invoice.

PAGES

Each brochure shall include no less than thirty-two (32) pages ~~including plus~~ cover with the exception of the Summer Brochure, ~~-. Summer Brochure~~ which shall ~~have include~~ no less than thirty-six (36) pages ~~including plus~~ cover. (Page quantity will vary for special additions)

PAPER STOCK

Seventy (70) pound Endurance Recycled Gloss Book or similar.

COVER STOCK

One-hundred (100) pound Endurance Recycled Gloss Book or similar.

BROCHURE SIZE

Shall be between 8 – 8.5 inches wide and between 10.5 – 11 inches high.

DRAFT PROCESS

Graphic Designer and City Staff will work closely to complete multiple working drafts (showing corrections) of the brochure. Graphic designer must be accessible Monday through Friday, from 8:00 am to 5:00 pm.

PROOFS

Consultant shall provide the City with one (1) high-resolution (blue-line) physical and digital proof of the entire brochure. Additional proofs are required within twenty-four (24) hours until approved corrections are made.

BINDERY

Consultant shall trim, fold, in-house saddle stitch, and prepare for mailing.

ARTWORK

In-house ~~full~~ 4-color throughout design, concept design, photos, and production art. Consultant shall provide design of front and back cover art work. City shall provide a Microsoft Word document of information and Consultant shall transfer the information to digital files (both InDesign and PDF Format). Consultant must also have access to stock photos (public domain and non-copyrighted material) that include images of people, recreation activities, special events, etc. Consultants in-house design team must be available Monday through Friday, 8:00 am to 5:00 pm.

MAILING

The selected printing company must have in-house mailing capabilities and cannot be sourced out. Consultant shall utilize Every Door Direct Mail (EDDM) to mail brochure to Postal Local Customers in the City. Consultant must also have access to residential mailing list/routes for zip code 92677.

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EXHIBIT A

POSTAGE

Consultant shall obtain precise postage pricing (for each issue) from the United States Postal Service (USPS), based on weight and exact quantities required for mailing to every resident and business address in the City. Consultant shall pay for all postage costs prior to brochures being mailed to City Residents. Such costs shall be added to invoices and paid as described in the above "Payment" section. Consultant shall also be responsible for picking up previously issued surplus brochures and recycle responsibly.

DELIVERY

Deliver the respective number of Recreation Brochures to USPS for delivery to City Residents which includes an approximate amount of +/- 25,550 brochures per issue (quantity will vary as City population fluctuates). All brochures shall meet the USPS standards for bulk rate mail. Consultant shall file the necessary paperwork with the USPS for receipt and delivery. Consultant shall also deliver +/- 2,500 brochures to various City facilities, per issue. Printing and delivery of the brochure should be ten (10) working days ~~no later than the tenth day~~ after getting final approval of the proof from the City. Proof of delivery to USPS is required.

PROJECT SCHEDULE

A calendar of deadlines will be provided to the Consultant annually. The approximate USPS delivery dates are:

- Winter – First week of November
- Spring – First week of February
- Summer – Last week of April
- Fall – First week of August

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EXHIBIT B

PRICE SUMMARY SHEET

Enter below the proposed price for the services described in the Scope of Work, Exhibit A. Prices shall include direct costs, indirect costs, tax and profits. The quantities provided below are for RFP evaluation purposes only. The City’s intention is to award a fixed unit-price type contract.

	QUARTER	UNIT PRICE (per brochure)	Quantity	Total
YEAR 1	Winter (32 pgs + cover)	\$	28,000	\$
	Spring (32 pgs + cover)	\$	28,000	\$
	Summer (36 pgs + cover)	\$	28,000	\$
	Fall (32 pgs + cover)	\$	28,000	\$
TOTAL=				\$

YEAR 2	Winter (32 pgs + cover)	\$	28,000	\$
	Spring (32 pgs + cover)	\$	28,000	\$
	Summer (36 pgs + cover)	\$	28,000	\$
	Fall (32 pgs + cover)	\$	28,000	\$
TOTAL=				\$

YEAR 3	Winter (32 pgs + cover)	\$	28,000	\$
	Spring (32 pgs + cover)	\$	28,000	\$
	Summer (36 pgs + cover)	\$	28,000	\$
	Fall (32 pgs + cover)	\$	28,000	\$
TOTAL=				\$

YEAR 4 (Option)	Winter (32 pgs + cover)	\$	28,000	\$
	Spring (32 pgs + cover)	\$	28,000	\$
	Summer (36 pgs + cover)	\$	28,000	\$
	Fall (32 pgs + cover)	\$	28,000	\$
TOTAL=				\$

YEAR 5 (Option)	Winter (32 pgs + cover)	\$	28,000	\$
	Spring (32 pgs + cover)	\$	28,000	\$
	Summer (36 pgs + cover)	\$	28,000	\$
	Fall (32 pgs + cover)	\$	28,000	\$
TOTAL=				\$