



CITY of NOVI CITY COUNCIL

Agenda Item 2
September 10, 2012

SUBJECT: Approval of contract award to Printwell, the low bidder, for printing of the Annual Calendar in the amount of \$16,245 and approval of a contract award to Accuform, the second low bidder, for design and printing of *Engage!* and *Enhance* in the amount of \$88,704 and \$6,570, respectively, for a total of \$111,519 for one year with the option for two renewals.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL: 

EXPENDITURE REQUIRED	\$ 111,519
AMOUNT BUDGETED	\$ 25,000, \$116,000, \$18,000 respectively
APPROPRIATION REQUIRED	N/A
LINE ITEM NUMBER	208-695.00-888.900 (\$6,570) 101-295.00-888.000 (\$16,245) 101-295.00-888.500 (\$88,704)

BACKGROUND INFORMATION:

In July 2012, a comprehensive Printing Bid Services request for proposals (RFP) was placed on BidNet for specialty publications (Annual Calendar, Engage!, and Enhance) as the Annual Report Calendar contract is expired and it has been decided not to renew the current contract with University Lithoprinters for the printing of *Engage!* and *Enhance*.

The current contract was based on a page count and quantity that included Novi Community Schools. With their recent decision to no longer participate in the Engage! publication, resulting in smaller document, coupled with concerns with inconsistent graphic artists assignments and additional charges it was decided to not renew with University Lithoprinters and advertise for proposals. Three qualified proposals were received in response to the RFP. After analyzing the bids, similar to printing awards in the past, it is financially advantageous to split the project contracts.

The first contract award consists of the printing of the Annual Calendar. Printwell is the low bidder of this item in the amount of \$16,245. Print samples provided are of the quality Novi is known for and a telephone interview with the organization's representative provided every indication the company will complete the project in a timely manner.

Per unit printing cost of Annual Report Calendar: $\$16,245/28,000$ copies = \$.58 each

The second contract award package consists of the printing and design of *Engage!* and *Enhance*. Accuform is the second low bidder of these items in the amount of \$95,274. The low bidder, Printwell, had a longer production and delivery time and did not supply samples of similar work. Given the significance of the timeliness of these publications and magnitude of layout and design of a 100-plus page publication, it is recommended the contract be awarded to Accuform. Past projects with Accuform have been completed on time, of superior quality, and delivered with exceptional customer service.

Per unit production cost of *Engage!*: \$29,568/28,000 copies = \$1.05 each
 Per unit production cost of *Enhance*: \$2,189.99/10,750 copies = \$.20 each

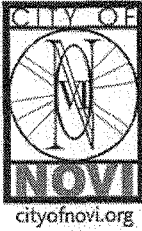
RECOMMENDED ACTION: Approval of contract award to Printwell, the low bidder, for printing of the Annual Calendar in the amount of \$16,245 and approval of a contract award to Accuform, the second low bidder, for design and printing of *Engage!* and *Enhance* in the amount of \$88,704 and \$6,570, respectively, for a total of \$111,519 for one year with the option for two renewals.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Fischer				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Wrobel				

CITY OF NOVI
RFP PRINTING SERVICES - COMMUNITY PUBLICATIONS BID TABULATION
RFP DUE 8/3/12

Company	Accuform	Printwell	University Litho
1. Annual Report Calendar			
Total cost of calendars (28,000)	21,000.00	17,584.00	20,720.00
Additional folded maps (500)	75.00	61.63	55.00
Total annual cost	21,075.00	17,645.30	20,755.00
Production/Delivery Time	7-10 bus. days	blank	11 days
2. ENGAGE			
Total cost (28,000)	29,568.00	28,772.68	36,960.00
Production/Delivery Time	7-10 bus. days	blank	14 days
3. ENHANCE			
Glue bind - Total Cost (10,750)	quantity too small to glue	NA	2,300.00
Cost for additional 4 pages	NA	NA	780.00
Saddle Stitch - Total Cost (10,750)	2,189.99	2,130.00	2,995.00
Cost for additional 4 pages	101.86	824.10	800.00
Production/Delivery Time	7-10 bus. days	blank	6 days
ALTERNATE #1 - ANNUAL REPORT CALENDAR PRINTING/DELIVERY ONLY			
Total cost of calendars (28,000)	19,999.56	16,184.00	19,600.00
Additional folded maps (500)	75.00	61.63	55.00
Total annual cost	20,074.00	16,245.00	19,655.00
Production/Delivery Time	7-10 bus. days	blank	11 days
RUSH CHARGES	for a very unrealistic delivery productions i.e. 3 days. Cost TBD	blank	if City is not able to adhere to agreed upon schedule
ADDITIONAL CHARGES/FEEES	NA	blank	page not included
EXCEPTIONS TO SPECIFICATIONS	NA	blank	page not included
Pricing includes FSC paper & soy ink?	Yes	yes	page not included



CITY OF NOVI
CONTRACTOR QUESTIONNAIRE
PRINTING SERVICES - COMMUNITY PUBLICATIONS

Failure to provide all information may result in rejection of your proposal.

Firm Name: Printwell Printing
Address: 26975 Northline RD
City/State/Zip Code: Taylor, MI 48180
Phone Number: 734-941-6300 Fax Number: 734-941-9129
Agents name (please print) Eric Phillip
E-mail Address: ePhillip@Printwell.com

1. Organizational structure: Corporation, Partnership, etc. Corporation
2. Firm established: 1982 Years in business: 30
3. Has your firm filed for Chapter 7 or Chapter 11 within the last ten (10) years?
No Yes Reason: _____
4. Under what other or former names has your organization operated?
Best Choice Printing
5. How many staff members does your company employ?

Full-time employees: 106 Part-time employees: 8

6. How many years has your company been providing printing services for specialty publications such as those in our specifications? _____ Provide historical narrative.

Printwell has been in the printing business since 1982. We have been printing Catalogs, Publications, and Magazines since 1987.

7. Location of local facility where publication will be printed.

Taylor, MI

14 days production

8. How many clients does your company currently serve with the type of services requested in this RFP? 3 Please provide a list as well as the services provided.

City of Taylor
MSU Football
MSU Basketball
MSU Hockey
Northwestern Football
Lions Football

9. Please provide three (3) client references for printing projects similar in scope to those in this RFP which have been completed within the last three years. Include name, address, phone number, contact person and briefly described scope of services performed.

Company City of Taylor
Address 23555 Goddard RD, Taylor MI 48180
Phone 734-374-1449 Contact name Eric Waidelech
Scope of Service Design Books, Sell ADS, Take content from City + Layout Book
Print + Distribute

Company CFW
Address 20600 Eureka RD Ste 42
Phone 313-218-7117 Contact name Mark Fisher
Scope of Service Laid out / Designed Sports Book: Print + Distribute

Company Department of The Army
Address _____
Phone 704-754-0369 Contact name Michael D Hamilton
Scope of Service Customer Provide Content: Designed / Layout
Print + Distribute

10. How many Graphic Designers do you have on staff? 3

11. What is the name of the Graphic Designer you propose to assign to the City account? Craig Wheeler

12. Please provide three (3) client references for design projects similar in scope to those in this RFP which were completed by the Graphic Designer to be assigned to the City account.

Company City of Taylor

Address 23555 Quddard RD Taylor, MI 48180

Phone 734-374-1449 Contact name Eric Wardelich

Scope of Service City provides text, we sell ADS, design
Book Print + distribute

Company CFW

Address 20600 Eureka RD Ste 42 Taylor, MI 48180

Phone 313-218-7117 Contact name Mark Fisher

Scope of Service Customer provides Text, Lay out/Design
Print Distributed.

Company Department of The Army

Address _____

Phone 704-754-0369 Contact name Michael D Hamilton

Scope of Service Customer Provided Content, Designed + Laid out
Print + Distributed Day Planner

13. Submit profiles of staff to be assigned to these projects and examples of similar work performed by each staff member, **including the Graphic Designer to be assigned to the City.**

Craig Wheeler - Graphic Designer - 20 yrs Experience

David Schact - Manager of Design + Prepress - 25 yrs

CSR - JIM HOPKINS - 25 yrs

Production Manager - John Feldpausch - 30 yrs

General Manager - John Sussell - 32 yrs

Account Rep - Eric Phillip

14. Do you intend to subcontract any part of this contract? If so, what and to whom?

No

15. Describe methods of communication with your clients.

Telephone

Cell Phone

Email

Text

In Person

16. Describe in detail your work plan or methodology for these projects.

Upon a discussion with the client on their vision for the publication, production begins by establishing the collection of raw materials. This is typically done electronically for both visual imagery + reference materials. It is expected that copy be provided via MS Word or other word processing software. Usually a concept is presented for approval. Upon concept approval production on full design commences. Once design is complete, a proof is sent to client, proofing and editing complete, sign off is granted and the piece is sent for printing and distribution.

17. Provide a complete list of your firms printing equipment.

Nexpress - Digital Full Color Press

Ducotech - Digital

Small Press - AB Dick

(2) 40" 6 color with a Coator Heidelberg CD Press
20" 1/2 web Heatset web press 6 color
26" 1/2 web Heatset web press 6 color
(2) 40" 6 color full web Heatset presses

Please attach additional sheets with any other information you believe the City could use to evaluate your firm.

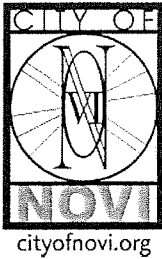
THE FOREGOING QUESTIONNAIRE IS A TRUE STATEMENT OF FACTS:

Signature of Authorized Company Representative: Eric Phillip

Representative's Name (please print) Eric Phillip

Date 8/02/12

Company Name Accuform Printing



**CITY OF NOVI
COST PROPOSAL FORM**

PRINTING SERVICES – COMMUNITY PUBLICATIONS

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof

1. ANNUAL REPORT CALENDAR (issued one time annually)

All Inclusive – Design/editing, all proofs/revisions, printing, mailing services, delivery to Post Offices and Novi Civic Center. Do not include postage.

Cost for 4 pages		Estimated 32 pages		Cost for cover (4 pages)		Total Unit Cost (per calendar)
\$.081694	X	8	+	\$.09642857	=	\$.75 cents each
						X 28,000
Total Cost of Calendars						\$ 21,000. ⁰⁰
+ Additional 500 folded maps						\$ 75. ⁰⁰
TOTAL ANNUAL COST						\$ 21,075. ⁰⁰

Production/delivery time 7-10 Business days after proof approval.

2. ENGAGE! (Community Program/Recreation Guide, issued three times/year)

All inclusive – Design/editing, up to 4 proofs/revisions, printing, mailing services, delivery to Post Offices and City facilities. Do not include postage.

Cover (4 pages)		Cost per 4 pages		Estimated 104 pages per book		Total Unit Cost (per book)
\$.042	+	\$.039 cents	X	26		\$ 1.056
						X 28,000
TOTAL COST						\$ 29,568. ⁰⁰

Production/delivery time 7-10 Business days after proof approval

3. ENHANCE (Senior Newsletter, issued three times/year)

ALL INCLUSIVE – Design/editing (up to 4 proofs/revisions), printing, mailing services (addressed, folded, tabbed), delivery to Post Offices and City facilities. Do not include postage.

	Unit Price (per 1000)		Est. Qty		Total Cost	Cost for additional 4 pages
Glue Bind	\$ 5.20 <i>5.00</i> <i>no glue</i>	X	10,750	=	\$ <i>na</i>	\$ <i>na</i>
Saddle Stitch	\$ 203.72	X	10,750	=	\$ 2,189.99	\$ 101.56

Production/delivery time *7-10 Business Days after proof approval*

ALTERNATE #1 - ANNUAL REPORT CALENDAR

No design services would be required. Contractor will be provided with a print-ready version of publication and will print, provide mailing services, delivery to Post Offices and City facilities. Do not include postage.

Cost for 4 pages		Estimated 32 pages		Cost for cover (4 pages)		Total Unit Cost (per calendar)
\$.071915	X	8	+	\$.05107	=	\$.71427 cents each
<i>cents</i>				<i>cents</i>		X 28,000
Total Cost of Calendars						\$ 19,999.56
+ Additional 500 folded maps						\$ 75
TOTAL ANNUAL COST						\$ 20,074.56

Production/delivery time *7-10-12 Business days after proof approval*

RUSH CHARGES

Define the circumstances that would result in rush charges and all costs.

*A very unrealistic delivery production example 3 Business days.
Investment T.B.D.*

ADDITIONAL CHARGES/FEES

Any and all potential additional charges & fees must be indicated here.

NA

EXCEPTIONS TO SPECIFICATIONS

All exceptions to specifications must be shown here. See Exceptions paragraph in Instructions to Proposers section.

NA

Does your proposal price include the use of Certified FSC recycled paper and soy inks?

Yes No

Are your labeled samples included?

Yes No

We acknowledge receipt of the following Addenda: no addenda
(please indicate addenda #)

Comments: _____

This proposal is submitted by:

Firm Name: Accuform Printing + Graphics, Inc
Address: 7231 Southfield Rd.
City/State/ZipCode: Detroit, MI 48228
Phone Number: 313-271-5600 Fax Number: 313-271-4579
Agents name (please print) Gail Johnson
Agent's Signature: Gail Johnson
E-mail Address: gailjohnson@accuform.net
Date: 8-1-12

Accufom



**NOTICE - CITY OF NOVI
REQUEST FOR PROPOSALS**

PRINTING SERVICES – COMMUNITY PUBLICATIONS

The City of Novi will receive sealed proposals for **Printing Services – Community Publications** according to the specifications of the City of Novi.

Sealed technical proposals, *with the cost proposal form in a separate sealed envelope*, will be received until **3:00 P.M.** prevailing Eastern Time, **Friday, August 3, 2012**, at which time proposals will be opened and names only will be read.

Proposals shall be addressed as follows and delivered to:

**CITY OF NOVI
CITY CLERK'S OFFICE
45175 W. Ten Mile Rd.
Novi, MI 48375-3024**

OUTSIDE OF MAILING ENVELOPES MUST BE PLAINLY MARKED "PRINTING SERVICES – COMMUNITY PUBLICATIONS RFP" AND MUST BEAR THE NAME OF THE PROPOSER.

The City reserves the right to accept any or all alternative proposals and award the contract to other than the lowest proposer, to waive any irregularities or informalities or both; to reject any or all proposals; and in general to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interest of the City of Novi.

Sue Moranti
Purchasing Manager

Notice dated: July 18, 2012

NOTICE TO PROPOSERS:

The City of Novi officially distributes RFP documents through the Michigan Intergovernmental Trade Network (MITN). **Copies of RFP documents obtained from any other source are not considered official copies.** The City of Novi cannot guarantee the accuracy of any information not obtained from the MITN website and is not responsible for any errors contained by any information received from alternate sources. Only those Contractors who obtain RFP documents from the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the source indicated, it is recommended that you register on the MITN site, www.mitn.info and obtain an official copy.



CITY OF NOVI

PRINTING SERVICES – COMMUNITY PUBLICATIONS

INSTRUCTIONS TO PROPOSERS

This RFP is issued by the Purchasing Office of the City of Novi.

IMPORTANT DATES

RFP Issue Date	July 18, 2012
Last Date for Questions	Thursday, July 26, 2012 by 12:00 P.M. Submit questions via email to: Sue Morianti, Purchasing Manager smorianti@cityofnovi.org
Response Due Date	Friday, August 3, 2012 by 3:00 p.m.
Anticipated Award Date	August 27, 2012

PROPOSAL SUBMITTALS

An **original and three (3) copies of each technical proposal, with the Cost Proposal Form sealed in a separate envelope**, must be submitted to the City Clerk's Office. The original may be clipped but should not be stapled or bound. The copies may be stapled/bound. The sealed envelope containing the Cost Proposal form may be mailed in the same package with the technical proposal.

The technical proposal will consist of Contractor Questionnaire, your samples, and any other documentation you would like to include to indicate your firm's qualifications. DO NOT INCLUDE ANY PRICING IN YOUR TECHNICAL PROPOSAL. ALL PRICING IS TO BE INCLUDED ON THE COST PROPOSAL FORM AND SEALED IN A SEPARATE ENVELOPE.

No other distribution of the proposals will be made by the Contractor. Proposals must be signed by an official authorized to bind the Contractor to its provisions.

FAILURE TO SUBMIT PRICING ON THE PROPOSAL FORM PROVIDED BY THE CITY OF NOVI MAY CAUSE THE BID TO BE CONSIDERED NON-RESPONSIVE AND INELIGIBLE FOR AWARD.

CHANGES TO THE RFP/ADDENDUM

Should any prospective Proposer be in doubt as to the true meaning of any portion of the Request for Proposal, or should the Proposer find any patent ambiguity, inconsistency, or omission therein, the Proposer shall make a written request (via email) for official interpretation or correction. Such request shall be submitted to the specified

person by the date listed above. The individual making the request shall be held responsible for its prompt delivery.

Such interpretation or correction, as well as any additional Bid provisions that the City may decide to include, will be made as an addendum, which will be posted on the MITN website at www.mitn.info. Any addendum issued by the City shall become part of the RFP and shall be taken into account by each proposer in preparing their proposal. Only written addenda are binding. It is the Proposer's responsibility to be sure they have obtained all addenda. Receipt of all addenda must be acknowledged on proposal form.

TYPE OF CONTRACT

If a contract is executed as a result of the bid, it stipulates a fixed price for products/ services. The contract period will be for one (1) year based on the number of issues to be produced in one year. Upon mutual consent of the City of Novi and the successful proposer, the contract may be renewed two (2) times in one (1) year increments at the same terms and conditions of the original contract.

SUBMISSION OF PROPOSALS

Proposals must be submitted in a sealed envelope. Outside of mailing envelope must be labeled with name of contractor and name of RFP. Failure to do so may result in a premature opening or failure to open such proposal.

To be considered, sealed proposals, with bid form/fee proposal in a separate sealed envelope, must arrive at City Clerk's Office, on or before the specified time and date. There will be no exceptions to this requirement. Proposal is considered received when in the possession of the City Clerk. Contractors mailing proposals should allow ample time to ensure the timely delivery of their proposal. Proposals received after the closing date and time will not be accepted or considered. Faxed, emailed, or telephone bids are not acceptable. The City of Novi shall not be held responsible for lost or misdirected proposals. The City reserves the right to postpone an RFP opening for its own convenience.

Proposals must be clearly prepared and legible and must be signed by an Authorized Representative of the submitting Company on the enclosed form. Proposals must show unit and total prices. **ANY CHANGES MADE ON PROPOSAL FORMS MUST BE INITIALED OR YOUR PROPOSAL MAY BE CONSIDERED NON-RESPONSIVE.**

A proposal may be withdrawn in person before the stated due date/closing time by giving written notice to the Purchasing Manager. After the stated closing time, the proposal may not be withdrawn or canceled for a period of One Hundred and Twenty (120) days from closing time. In case of error by the Proposer in making up a proposal, the Purchasing Manager may, by discretion, reject such a proposal upon presentation of a letter by the Proposer which sets forth the request to withdraw the proposal and specifying the error, the cause thereof, and sufficient evidence to substantiate the claim. Any Proposer who withdraws their proposal after the due date/closing time may be prohibited from bidding, proposing, or quoting on any other City projects, bids and/or RFP's for a period of three years.

Proposers are expected to examine all specifications and instructions. Failure to do so will be at the proposer's risk.

Failure to include in the proposal all information requested may be cause for rejection of the proposal.

No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrears or is in default to the City Novi upon any debt or contract, or that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the City.

USE OF THE CITY LOGO IN YOUR PROPOSAL IS PROHIBITED.

RESPONSIVE PROPOSALS

All pages and the information requested herein shall be furnished completely in compliance with instructions. The manner and format of submission is essential to permit prompt evaluation of all proposals on a fair and uniform basis. Unit prices shall be submitted if space is provided on proposal form. In cases of mistakes in extension, the unit price shall govern. Accordingly, the City reserves the right to declare as non-responsive, and reject an incomplete proposal if material information requested is not furnished, or where indirect or incomplete answers or information is not provided.

EXCEPTIONS

The City will not accept changes or exceptions to the RFP documents/specifications unless Contractor indicates the change or exception in the "Exceptions" section of the proposal form. If Contractor neglects to make the notation on the proposal form but writes it somewhere else within the RFP documents and is awarded the contract, the change or exception will not be included as part of the contract. The original terms, conditions and specifications of the RFP documents will be applicable during the term of the contract.

CONTRACT AWARD

The contract that will be entered into will be that which is most advantageous to the City of Novi, prices and other factors considered. The City reserves the right to accept any or all alternative proposals and to award the contract to other than the lowest proposer, waive any irregularities or informalities or both, to reject any or all proposals, and in general, to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interests of the City of Novi.

After contract award, a summary of total price information for all submissions will be posted on the MITN website at www.mitn.info.

GENERAL CONDITIONS

INSURANCE

A certificate of insurance naming the City of Novi as an additional insured must be provided by the successful proposer prior to commencement of work. A current certificate of insurance meeting the requirements in Attachment A is to be provided to the City and remain in force during the entire contract period.

TAX EXEMPT STATUS

It is understood that the City of Novi is a governmental unit, and as such, is exempt from the payment of all Michigan State Sales and Federal Excise taxes. Do not include such taxes in the bid prices. The City will furnish the successful proposer with tax exemption certificates when requested. The City's tax-exempt number is 38-6032551.

SHIPPING/HANDLING CHARGES

All bid/proposal pricing is to be F.O.B. destination.

DOWN-PAYMENTS OR PRE-PAYMENTS

Any bid proposal submitted which requires a down-payment or prepayment prior to delivery and full acceptance of the item(s) as being in conformance with specifications will not be considered for award.

INVOICING

Invoices must be mailed to: City of Novi, Attn: Finance Department, 45175 W. Ten Mile Road, Novi, MI 48375

CONTRACT TERMINATION

The City may terminate and/or cancel this contract (or any part thereof) at any time during the term, any renewal, or any extension of this contract, upon thirty days (30) days written notice to the Contractor, for any reason, including convenience without incurring obligation or penalty of any kind. The effective date for termination or cancellation shall be clearly stated in the written notice.

TRANSFER OF CONTRACT/SUBCONTRACTING

The successful proposer will be prohibited from assigning, transferring, converting or otherwise disposing of the contract agreement to any other person, company or corporation without the expressed written consent of the City of Novi. Such approval shall not constitute a basis for privity between the City and any subcontractor. Any subcontractor, so approved, shall be bound by the terms and conditions of the contract. The contractor shall be fully liable for all acts and omissions of its subcontractor(s) and shall indemnify the City of Novi for such acts or omissions.

NON-DISCRIMINATION

In the hiring of employees for the performance of work under this contract, neither the contractor, subcontractor, nor any person acting in their behalf shall by reason of religion, race, color, national origin, age, sex, height, weight, handicap, ancestry, place of birth, sexual preference or marital status discriminate against any person qualified to perform the work required in the execution of the contract.

ACCEPTANCE OF PROPOSAL CONTENT

Should a contract ensue, the contents of the proposal of the successful Proposer may become contractual obligations. Failure of a contractor to accept these obligations may result in cancellation of the award.

DISCLOSURE

All documents, specifications, and correspondence submitted to the City of Novi become the property of the City of Novi and are subject to disclosure under the provisions of Public Act No. 442 of 1976 known as the "Freedom of Information Act". This Act also provides for the complete disclosure of contracts and attachments hereto. This means that any informational material submitted as part of this RFP is available without redaction to any individual or organization upon request.

ECONOMY OF PREPARATION

Proposals should be prepared simply and economically, providing a straightforward and concise description of the contractor's ability to meet the requirements of the bid. Emphasis should be on completeness and clarity of content. Included in the response must be a point by point response to the Requirements and other sections of the bid. The City of Novi is not liable for any costs incurred by proposers prior to issuance of a contract.

INDEPENDENT PRICE DETERMINATION

By submission of a proposal, the offerer certifies, and in case of a joint proposal, each party hereto certifies as to its own organization, that in connection with the proposal:

- (a) The prices in the proposal have been arrived at independently without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offerer or with any other Competitor; and
- (b) No attempt has been made or will be made by the offerer to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

Each person signing the proposal certifies that:

- (c) He is the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal and that he has not participated and will not participate in any action contrary to (a) and (b) above; or
- (d) He is not the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal but that he has been authorized in writing to act as agent for the persons responsible for such decisions in verifying that such persons have not participated, and will not participate, in any action contrary to (a) and (b) above, and that as their agent, does hereby so certify; and that he has not participated, and will not participate in any action contrary to (a) and (b) above.

A proposal will not be considered for award if the sense of the statements required in the proposal has been altered so as to delete or modify the above.



CITY OF NOVI

PRINTING SERVICES – COMMUNITY PUBLICATIONS

SPECIFICATIONS

SCOPE OF WORK

The City of Novi is seeking qualified contractors to submit proposals to provide design, print, and mailing services for several community publications including the Annual Report Calendar, Engage! community program/recreation guide, and Enhance senior newsletter.

ANNUAL REPORT CALENDAR

Quantity: 28,000 (once annually) plus an additional 500 folded, pull-out maps

- 11 x 8.5 " finished size
- 32 pages, four-color process, 80# matte coated text #2 grade
- 4 page cover, four-color process, 80# gloss enamel cover, #2 grade
- 1 pull-out map (center), 17 x 22 inch, folded, four-color process, 80# gloss white text
- Postcard – 10" x 4", perforated at 5", 90# card stock, printed on 2 sides with black ink, stitched in
- Saddle stitched
- ¼" hole for hanging
- Unit price (per calendar) is to be "all inclusive" (from design to delivery to Post Offices & City).
- Pricing to include all necessary proofs/revisions.
- Carrier Route Distribution

Approximately 27,000 calendars are to be properly processed for mailing, route sorted & delivered to the appropriate Post Office (Novi and Northville Post Offices). Route data will be provided by the City. No addresses are necessary as calendars are sent to all residents and businesses in the City.

The contractor will also deliver approximately 1000 annual report calendars and the additional 500 maps to the Novi Civic Center.

ENGAGE! (Community Program/Recreation Guide)

Quantity: Approximately 28,000 per issue (three times annually)

- 104-page guide 8 ½ x 11, four-color process throughout
- Saddle Stitched
- Postcard – 10" x 4", perforated at 5", 90lb card stock, printed on sides, black ink, stitched or blown in
- 70# gloss text pages and 100lb gloss text cover
- Preferred Certified SFC recycled paper and soy inks

- Unit pricing (per book) is to be "all inclusive" (from design to delivery to Post Office)
- Pricing to include up to 4 proofs/revisions.
- Carrier route distribution.

Approximately 27,000 Engage! are to be properly processed for mailing, route sorted, and delivered to both the Novi and Northville post offices (or centralized Post Office distribution center as determined by the City of Novi.). Route data will be provided by the City. No addresses are necessary as Engage! is sent to all residents and businesses in the City.

Contractor will also deliver approximately 1,000 Engage! to the Novi Civic Center and Novi Public Library.

ENHANCE (Senior Newsletter)

Quantity: Approximately 10,750 per issue (three times annually)

- 8-page newsletter - 2 pages of 11 x 17 uncoated stock, folded to create 8 pages of 8 1/2 x 11.
- Self cover included in page count
- Two-color process throughout
- Saddle stitched or glue bind (contractor to provide pricing for both)
- 70lb gloss text
- Certified FSC recycled paper and soy inks preferred
- Soft fold
- Inkjet addressed, folded to 8-1/2" x 5-1/2", wafer tabbed/sealed per post office requirements.
- Addresses provided by City in an Excel spreadsheet
- Pricing is to be "all inclusive" (from design to delivery to Post Office)
- Price to include up to 4 proof/revisions

Approximately 10,350 newsletters will be addressed, properly processed for mailing, tabbed, sorted, and delivered to the appropriate Post Office (Novi and Northville Post Offices) by the contractor.

The contractor will deliver approximately 400 newsletters (flat with no folds or seals) to the Novi Senior Center.

PUBLICATION SAMPLES

The publications (in PDF format) may be found at the links below:

Engage! <http://cityofnovi.org/Services/ParksAndRec/Program.asp>

Enhance <http://cityofnovi.org/Services/ParksAndRec/Seniors/OverviewSeniors.asp>

Samples of the Annual Report Calendar and Engage! publications are available for pickup at the Information Desk at the Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI

48375. Please note that the paper used in the Engage! publication does not match the current specifications. We are unable to provide samples of the Enhance publication to take with you, however the Information Desk will have one for you to look at.

DESIGN

The City will provide all written content to the designer in Microsoft Word or print ready PDF. Some verbal edits of content may be required.

The City will provide all photos for the Annual Report Calendar. **Necessary stock imagery will be provided by designer/printer at no cost** to the City. Map art will be provided by the City.

The City will provide most photos for Engage! and Enhance. Designer/Printer may be required to provide some stock photos & imagery, which will be provided to the City at no additional cost.

The City will provide camera ready art for the advertisement sections and the City will collect the revenue for the ads.

Photos provided by City will be high resolution images.

The contractor will be provided an original InDesign file at beginning of contract for both Enhance and Engage! publications to use as a template.

Contractor will provide final InDesign file on disk for each publication within two (2) weeks of completion, at the City's request. Native files and font files become the property of the City of Novi.

Engage! and Enhance publications are posted on the City's website. A 12MB (or smaller) PDF must be provided to the City by 5 p.m. Eastern Time the next business day after final approval.

The contractor shall provide pre-press proofs or PDF proofs (as determined by the City) for the City's review and approval. Corrections will be returned to the contractor marked "OK," "OK with corrections," or "Revised Proof Required," and signed by the City. Pricing for Engage! and Enhance must include up to four (4) PDF proofs/revisions each. The pricing for the Annual Report Calendar must include all proofs/revisions.

Contractor shall designate the name of the Graphic Designer who will be assigned to the City of Novi's projects with their proposal. Failure to provide this name could result in rejection of your proposal.

Contractor is responsible for work of Graphic Designer. If Graphic Designer fails to provide contractor with the completed product which requires contractor to key in data or other work, the City is not responsible and will pay no additional charges.

PRODUCTION

The City reserves the right to reduce or increase the quantity of publications produced annually as well as eliminate a publication. Printed quantities are estimated.

Contractor must include production and delivery timeframe in proposal.

Contractor must provide costs for rush charges. Contractor will clearly specify/define the circumstances that determine rush charges on the proposal form and the associated costs.

Production services must be provided by the Contractor submitting the proposal. No subcontracting may be done without the written authorization by the City of Novi.

MAILING

All packing and crating, sorting, folding, tabs, and delivery to post offices (Novi and Northville), and the City of Novi/Novi Public Library will be included in proposal. No insurance or parcel post, UPS or Federal Express charges will be allowed unless authorized by the City. All materials are to be packed in a manner allowing their proper storage without damage through exposure.

POSTAGE

The City will be responsible for postage. Contractor will print publications with the City's permit number.

PROPOSAL SUBMISSION

Contractor will provide an "all inclusive" price for the design, printing, addressing, mailing services, and delivery to post office(s) and City of Novi/Novi Community Schools/Novi Public Library according to the specifications.

All pricing on proposal form will be assumed to meet the specifications. Any "Exceptions" to the specifications MUST be indicated on the proposal form.

All pricing for publications as specified should be submitted on the proposal form only. Please do not submit a separate Quotation on contractors form unless it deviates from the specification. Please mark these Quotations as an "Alternate Proposal".

SELECTION PROCESS

This document is a Request for Proposals. It differs from an Invitation to Bid in that the City is seeking a solution as described herein, and not a bid meeting firm specifications for the lowest price. As such the lowest price will not guarantee an award recommendation. Proposals will be evaluated based on criteria formulated around the most important features of the service, of which qualifications, experience, capacity and methodology, may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards that measure how well a contractor's approach meets the desired requirements of the city. Those criteria that will be used and considered in evaluation for award are set forth in this document. The City will thoroughly review all proposals

received. A contract will be awarded to a qualified contractor submitting the best proposal.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated and ranked using the following criteria. *Contractor should be sure they have provided sufficient information for each category:*

1. Qualifications & Experience
2. Comparable Projects and References
3. Capacity to Perform the Work
4. Methodology (Work Plan)
5. Cost (Cost proposal form will be opened only for the short list of firms who are determined to be the most qualified.)

An on-site visit of your plant to examine the equipment and facilities and to determine the ability of the contractor to perform the work in accordance with the requirements of the RFP may be part of the evaluation process.

SAMPLES REQUIRED

Failure to provide samples may result in rejection of your proposal. Samples will not be returned to contractor.

Print Samples

Three (3) samples of four-color projects (with at least one calendar). ***The name of the Respondent and Printer must be clearly attached to each sample.***

Design Samples

Three (3) samples of four-color projects (with at least one calendar) completed by the designer proposed for the Novi publications. ***The name of the Respondent and Designer must be clearly attached to each sample.***

REFERENCES

The contractor must provide the references as requested on the Contractor Questionnaire.