



# REQUEST FOR PROPOSALS

**PROJECT:** Printing and Mailing Services  
**PROJECT MANAGER:** [Tinny Chan](#), (626) 285-2171, ext. 4122  
**ISSUE DATE:** June 7, 2019  
**PROPOSALS DUE:** July 8, 2019, 5 p.m., City Hall

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The City of Temple City is soliciting proposals from qualified firms—in the greater Los Angeles area—to print and coordinate the mailing of its residential magazine and recreation guide; and to provide on-call printing services for a range of external communications media.

The successful firm will be awarded a three-year service contract with two one-year extensions.

## BACKGROUND

The City of Temple City is a contract city in the San Gabriel Valley, fourteen miles east of Los Angeles. As the community is characterized by a growing senior population and strong focus on family and civic engagement, the City's award-winning publications—CONNECT and RecCONNECT—serve as a key communications tool.

CONNECT, a 36-page residential magazine, is published and distributed twice a year in May and December to households in Temple City and adjacent unincorporated neighborhoods. RecCONNECT, the companion 28-page recreation guide, is published and distributed three times a year (May, August and December) to the same distribution area. These publications are available for review at [templecity.us/connect](http://templecity.us/connect).

### NOTES:

CONNECT is bundled and distributed with RecCONNECT, which is attached inside with a single staple.  
RecCONNECT is mailed as a standalone publication in August.

## SPECIFICATIONS

Please base your proposal on the following specifications:

### **CONNECT (Magazine)**

Size: 8 ½" x 11"  
Page Count: 36-page, self-cover  
Paper: 80# Pacesetter Opaque text (#100 for front and back cover)  
Printing: 4 color offset  
Finishing: Trim, fold, saddle stitched on the 11" side

### **RecCONNECT (Recreation Guide)**

Size: 5 ½" x 11"  
Page Count: 28-page, self-cover  
Paper: 80# Pacesetter Opaque text (#100 for front and back cover)  
Printing: 4 color offset  
Finishing: Trim, fold, saddle stitched on the 11" side

NOTE:

*The City is open to other options for attaching (or bundling) RecCONNECT to CONNECT.*

Additionally, the successful firm will provide on-call printing services to further evolve, execute and standardize the City's brand. Potential projects include:

- Event flyers
- Print advertisements
- Invitations
- Public meeting mailers

On-call services will be assigned at the City's discretion, each with a negotiated scope and not-to-exceed amount.

## **SCOPE**

The following provides the City's desired scope of work for graphic design services:

Content: The City will provide high-resolution digital files.

Schedule:  
May: CONNECT, RecCONNECT (bundled)  
August: RecCONNECT (standalone)  
December: CONNECT, RecCONNECT (bundled)

The City will provide content a minimum of 10 business days prior to each drop date.

Printing: Services to also include folding, binding and stitching.

Services will require one printed proof per production and up to two print checks to be completed by the City prior to full production.

As CONNECT and RecCONNECT are printed on uncoated paper, UV printing is preferred over traditional offset printing.

Distribution/Mailing:

Represent the City's interests with USPS and mail delivery personnel.

Mailing services shall include all preparations for postal discounts, pre-sort, tie and tray.

For each mailing, prepare CONNECT (bundled) or RecCONNECT for distribution to 13,800 household and businesses (13,000 copies for Temple City zip code 91780, and 800 copies for zip codes in unincorporated areas). These copies must be delivered for mail delivery to:

San Gabriel USPS  
120 S. Del Mar Ave.  
San Gabriel, CA 91778

Distribution must also include boxed copies to the following city facilities during normal business hours.

CONNECT (bundled):

200 copies (see note below)  
City Hall  
9701 Las Tunas Dr.  
Temple City, CA 91780

RecCONNECT:

150 copies (standalone)  
Live Oak Park Annex  
10144 Bogue St.  
Temple City, CA 91780

NOTES:

*Final zip codes and carrier route numbers to be provided upon contract award.  
Proposals should not include postage cost; City will use its bulk rate mail account.  
As RecCONNECT is delivered as a standalone guide in August, deliver 100 copies to City Hall.*

On-Call Services: Provide other requested print services. Projects will be assigned at the City's discretion, each with a negotiated scope and not-to-exceed amount.

## SUBMITTAL

Should you or your firm be interested in providing a proposal for this project, please provide a response to include the following:

- Professional qualifications of your firm with information on experience and capabilities of the proposed team, including any applicable certifications, licenses, etc.
- At minimum, a list of three representative projects undertaken by your firm in the last five years. Identify the client names and contact information of the project manager. Please provide printed copies of these projects, if available.
- A proposed and recommended project scope and schedule, including a fee schedule for on-call services (flyers, invitations, mailers, etc.); and, a not to exceed project cost for services related to each issue of CONNECT and RecCONNECT to remain in effect until June 30, 2021. Please include pricing for traditional offset and UV printing, as well as costs for additional drafts, if applicable.
- Acknowledgement of provisions in the [City's professional services agreement](#), including any necessary contractual revisions should your firm be selected for work.

Proposals are due Friday, July 8, 2019 by 5 p.m. to the project manager identified on the cover page. Three hard copies and one electronic PDF version of your proposal are requested; emailed or facsimile responses will not be accepted.

The City's acceptance of any proposal submitted to this solicitation shall not constitute any implied intent to enter into a contract for services. Furthermore, there is no expressed or implied obligation by the City to reimburse responding proposers for any expenses incurred in the preparation of proposals in response to this request, including travel and personnel costs. Finally, prospective firms shall not contact City Council members about this solicitation, as engaging with them may be grounds for disqualification.

Please note that for timing purposes, the City wishes to complete its consultant selection process no later than Monday, July 29, 2019. Interviews are anticipated the week of July 22, 2019 with a formal contract award scheduled for Aug. 20, 2019.

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