



City of
Temple City

REQUEST FOR PROPOSAL
Design and Print Services for
Quarterly Newsletter

Proposals Due

May 13, 2011 6:00 p.m.

City of Temple City
9701 Las Tunas Drive
Temple City, CA 91780
Attn: Cathy Burroughs

(626) 285-2171

DESIGN AND PRINT SERVICES FOR QUARTERLY NEWSLETTER

STATEMENT OF WORK

The City of Temple City (City) requests proposals for graphic design and print services specifically for the City's quarterly brochure.

SECTION I – SCOPE OF WORK

Contractor shall provide quality design, layout and print services for City's newsletter four times per year (summer, fall, winter, spring) that is both original and appropriate as follows:

1. Design layout of the newsletter based on direction from City.
2. Send initial draft of newsletter to City for review.
3. Provide graphic art and design elements and forward to City for review.
4. Print the approved newsletter copy as follows:
 - 15,000 copies
 - Full color
 - 8.5 x 11 - 20 pages
 - 60# – 80# gloss
 - Self cover
5. Deliver newsletter to the City, Post Office, and Mercury Mailing (or other mailing service as approved by the CITY).
6. Contractor shall provide all proofs and final document in the format specified by City and compatible with the City's system.

SECTION II – REQUIRED QUALIFICATIONS

The selected bidder must meet minimum qualifications including, but not limited to:

1. At least one employee, who shall be responsible for work under this proposal, should have a degree in art or design, and/or a combination of six (6) to eight (8) years of education and work experience in the field of graphic design.
2. The bidder shall have at its disposal and have an in-depth working knowledge of the following software: Adobe PageMaker, In Design, QuarkXPress, Adobe Illustrator, Adobe Photoshop and AutoCAD. All assigned staff will be well-versed in photo manipulation, color correction, illustration techniques and specifications.

3. The bidder must possess the capabilities to provide the product(s) in electronic format to the City, printers, website hosts, and other third parties. Capability of exchanging files via e-mails, compact disk and the internet is required.

SECTION III – LIABILITY AND INSURANCE

During the performance of the duties outlined in the specifications of this Request for Bids, the successful bidder shall procure the following insurance, which shall be full coverage insurance not subject to self-insurance provisions, except for vehicle collision insurance and comprehensive automobile coverage and shall not, of the contractor's initiative, cause such insurance to be cancelled or materially altered during the contract term:

- A. **COMPREHENSIVE GENERAL LIABILITY INSURANCE** to include premises, operations, contractual liability and personal injury liability with at least the following combined single limits of liability:
 1. Primary Bodily Injury Liability limits of at least \$1,000,000 per occurrence;
 2. Primary Property Damage Liability limits of at least \$1,000,000 per occurrence.
- B. **VEHICLE INSURANCE** to include owned, hired and non-owned vehicles with at least the following combined single limits of liability:
 1. Primary Bodily Injury Liability limits of at least \$1,000,000 per occurrence;
 2. Primary Property Damage Liability limits of at least \$1,000,000 per occurrence.
 3. Uninsured Motorists, Medical Payments, and Collision and Comprehensive Physical Damage Insurance covering the actual cash value of each vehicle.

Any deductible will be the responsibility of the Contractor. Insurance is to be placed with insurers which are "admitted" in the State of California and have a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.
- C. **WORKER'S COMPENSATION INSURANCE** shall be maintained by the Contractor as required by law.
- D. Prior to commencement thereof, and except for Worker's Compensation and Employer's Liability Insurance, the successful bidder shall furnish a complete copy of each insurance policy and a Certificate of Insurance thereof to the City of Temple City, which shall certify that the Contractor's insurance policy provides as follows:

1. The City of Temple City, its employees, agents, and officers shall be named as an additional insured on all insurance with respect to performance hereunder.
2. The coverage shall be primary as to any other insurance with respect to performance hereunder.
3. Such policies shall provide that they may not be cancelled without at least thirty (30) days written notice to the City of Temple City.

SECTION IV - INDEMNIFICATION

Contractor shall indemnify, protect, defend and hold harmless City, and any and all of its employees, officials and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, the performance of this Agreement by Consultant or by any individual or entity for which Consultant is legally liable, including but not limited to officers, agents, employees or sub-contractors of Consultant.

The Contractor shall, at his own expense and risk, defend any legal proceedings that may be brought against the City of Temple City, its Council, officers, agents or employees therein, within the provision of the above stated insurance.

SECTION IV - TERM OF AGREEMENT

The Agreement awarded to the successful bidder under this Request for Bids shall be for the period beginning July 1, 2011 and ending on June 30, 2013. The Agreement may be extended for an additional year up to two years upon the mutual consent of both parties.

TERMINATION

The City of Temple City, or the Contractor, may terminate this agreement at any time during its term, upon thirty (30) days prior written notice to the other party without further liability of any sort.

SECTION V - INDEPENDENT CONTRACTOR

While engaged in carrying out and complying with the terms and conditions of the duties outlined in this Request for Bids, the Contractor is an Independent Contractor not an Officer, Agent or Employee of the City of Temple City. The personnel performing services shall at all times be under the Contractor's exclusive direction and control and shall be employees of Contractor and not employees of the City of Temple City. The Contractor shall pay all wages, salaries, and other amounts due its employees in connection with this

contract and shall be responsible for all reports and obligations respecting them, including, but not limited to Social Security, income tax withholding, unemployment compensation, worker's compensation insurance, state disability insurance and similar matters.

All services to be rendered by the Contractor shall be subject to the control of the City. Contractor shall advise City of matters of importance and make recommendations when appropriate, however final authority shall rest with the City.

SECTION VI – SUBMITTAL REQUIREMENTS

Each proposal must include the following:

1. Cover Letter – Must include the name, address and telephone number of the company and be signed by the person(s) authorized to represent the bidder.
2. Table of Contents – Clearly identify material contained in the proposal by section and page number.
3. Introduction – Contents to be determined by bidder.
4. Methodology – Describe the methodology and techniques to be employed with respect to the services requested. Identify the maximum project turnaround times and how they would be determined.
5. Assigned Personnel – Identify a project manager who will be responsible for the work requested and who will act as the City's single point of contact. Identify the individuals most likely to be assigned to work on the City's brochure and provide their resumes.
6. Subconsultants – If subconsultants are to be used, identify each of them in the proposal. Describe their qualifications and the work to be performed.
7. Contractor Capabilities and References – Provide a summary of the bidder's relevant background experience. Include other governmental agencies and private clients as references and a contact person and phone number for those clients.
8. Additional Data – Provide samples for which bidder did design and layout work, and that best represents the capabilities of the bidder. The samples should demonstrate creativity, quality of imagery and quality of printed work. Do not submit samples that have been previously created for the City. Samples must be no larger than 11" x 17" folded final size. Samples will become the property of the City and will not be returned.
9. Cost Proposal – The cost proposal must include a firm annual fee for design and print services for four (4) issues of the newsletter for each fiscal year as specified on the attached Cost Proposal form. It is expected

that general, overhead, and administrative costs, as well as all required taxes and licenses are included in the fee. It will be assumed that all contingencies and or anticipated escalations are included.

Proposals must in a sealed envelope with "Temple City Design and Print Services" clearly marked on the outside and must be received by the City **no later than 6 p.m. on Friday, May 13, 2011**. Proposals shall be addressed to:

City of Temple City
9701 Las Tunas Drive
Temple City, CA 91780
Attn: Cathy Burroughs

SECTION VII – AWARD OF CONTRACT

All bids, once they are opened and declared, are subject to review, acceptance or rejection by the City Council for a period not to exceed 30 calendar days. The City reserves the right to reject any or all bids and waive any irregularities or informalities in any bid.

**DESIGN AND PRINT SERVICES FOR
QUARTERLY NEWSLETTER**

COST PROPOSAL

YEAR 1 (July 1, 2011 – June 30, 2012)

	Per Issue Cost	Total (4 issues)
Design Layout and Pre-Press	\$ _____	\$ _____
Printing <i>(please specify paper weight)</i>		
_____ # gloss	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

YEAR 2 (July 1, 2012 – June 30, 2013)

	Per Issue Cost	Total (4 issues)
Design Layout and Pre-Press	\$ _____	\$ _____
Printing <i>(please specify paper weight)</i>		
_____ # gloss	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____