

REQUEST FOR PROPOSALS FOR

Design of Full Color 2008 PTC Map and Travel Guide

ISSUING OFFICE

Pennsylvania Turnpike Commission

Communications and Public Relations

RFP NUMBER

08-141-3610

DATE OF ISSUANCE

April 17, 2008

REQUEST FOR PROPOSALS FOR

Design of Full Color 2008 PTC Map and Travel Guide

08-141-3610

TABLE OF CONTENTS

Part I	- GENERAL INFORMATION FOR PROPOSERS	3
Part II	- INFORMATION REQUIRED FROM PROPOSERS	7
Part III	- CRITERIA FOR SELECTION	9
Part IV	- WORK STATEMENT	10

PART I

GENERAL INFORMATION FOR PROPOSERS

I-1. Purpose. This request for proposals (RFP) provides interested Proposers with sufficient information to enable them to prepare and submit proposals for consideration by the Pennsylvania Turnpike Commission (Commission) to satisfy a need for the design, production and printing of the **Commission's Map and Travel Guide**.

I-2. Issuing Office. This RFP is issued for the Commission by the **Communications and Public Relations Department**. The Issuing Office is the sole point of contact in the Commission for this RFP.

Mailing Address:
Pennsylvania Turnpike Commission
Communications & Public Relations Department
P.O. Box 67676
Harrisburg, PA 17106-7676

Physical Address:
Pennsylvania Turnpike Commission
Communications & Public Relations Department
700 South Eisenhower Blvd.
Middletown, PA 17057

Contact:
Angelina McDade
Phone: (717) 939-9551, ext. 2933
Fax: (717) 986-9649
E-Mail: amcdade@paturnpike.com

The Issuing Office is the sole point of contact in the Commission for this RFP.

I-3. Scope. This RFP contains instructions governing the proposals to be submitted and the material to be included therein; a description of the service to be provided; requirements which must be met to be eligible for consideration; general evaluation criteria; and other requirements to be met by each proposal.

I-4. Problem Statement. The Commission is in need of a company to design, produce and print a map and travel guide that informs and provides motorists with pertinent information related to their travel within the Commonwealth. The Commission will also use this publication as a valuable marketing tool highlighting the services, programs and contributions of the Pennsylvania Turnpike system. A detailed work statement is provided in Part IV of this RFP.

I-5. Type of Contract. It is proposed that if a contract is entered into as a result of this RFP, it will be a fixed cost. The Commission may in its sole discretion undertake negotiations with Proposers whose proposals as to price and other factors show them to be qualified, responsible, and capable of performing the work.

I-6. Rejection of Proposals. The Commission reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing Proposers.

I-7. Subcontracting. Any use of subcontractors by a Proposer must be identified in the proposal. During the contract period use of any subcontractors by the selected Proposer that were not previously identified in the proposal must be approved in advance in writing by the Commission.

RFP# 08-141-3610

Design of Full Color 2008 PTC Map and Travel Guide

Page 3 of 11

A firm that responds to this solicitation as a prime may not be included as a designated subcontractor to another firm that responds to the same solicitation. **Multiple responses under any of the foregoing situations may cause the rejection of all responses of the firm or firms involved.** This does not preclude a firm from being set forth as a designated subcontractor to more than one prime contractor responding to the project advertisement.

I-8. Incurring Costs. The Commission is not liable for any costs the Proposer incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of contract.

I-9. Mandatory Pre-proposal Conference. A mandatory pre-proposal conference will be held **Thursday, May 1, 2008, 10:00 AM at The Pennsylvania Turnpike Commission Administration 700 South Eisenhower Blvd. Middletown, PA 17057.** The purpose of this conference is to clarify any points in the RFP, which may not have been clearly understood. Questions should be forwarded to the Issuing Office prior to the meeting to ensure sufficient analysis can be made before an answer is supplied. Written questions should be submitted to the Issuing Office at the address indicated above to be received no later than **12:00 Noon Monday April 28, 2008.** In view of the limited facilities available for the conference, it is requested representation be limited to **two** individuals per Proposer. The pre-proposal conference is for information only. Answers furnished during the conference will not be official until verified, in writing, by the Issuing Office. All questions and written answers will be issued as an addendum to and become part of this RFP.

FAILURE TO BE REPRESENTED AND SIGNED IN AT THIS MANDATORY PRE-PROPOSAL CONFERENCE WILL BE CAUSE FOR REJECTION OF PROPOSAL.

I-10. Addenda to the RFP. If it becomes necessary to revise any part of this RFP before the proposal response date, addenda will be posted to the Commission's website under the original RFP document. It is the responsibility of the Proposer to periodically check the website for any new information or addenda to the RFP.

The Commission may revise a published advertisement. If the Commission revises a published advertisement less than ten days before the RFP due date, the due date will be extended to maintain the minimum ten-day advertisement duration if the revision alters the project scope or selection criteria. Firms are responsible to monitor advertisements/addenda to ensure the submitted proposal complies with any changes in the published advertisement.

I-11. Response. To be considered, proposals must be delivered to the Pennsylvania Turnpike Commission's Contracts Administration Department, Attention: **Gail A. Reed** on or before **12:00 Noon, Friday, May 23, 2008.** The Pennsylvania Turnpike Commission is located at 700 South Eisenhower Boulevard, Middletown, PA 17057 (Street address). Our mailing Address is P. O. Box 67676, Harrisburg, PA 17106.

Please note that use of U.S. Mail delivery does not guarantee delivery to this address by the above-listed time for submission. Proposers mailing proposals should allow sufficient delivery time to ensure timely receipt of their proposals. If the Commission office location to which proposals are to be delivered is closed on the proposal response date, due to inclement weather, natural disaster, or any other cause, the deadline for submission shall be automatically extended until the next Commission business day on which the office is open. Unless the Proposers are otherwise notified by the Commission, the time for submission of proposals shall remain the same.

I-12. Proposals. To be considered, Proposers should submit a complete response to this RFP, using the format provided in PART II. Each proposal should be submitted in **seven (7)** copies to the Contract Administration Department. No other distribution of proposals will be made by the Proposer. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the Proposer to its provisions and include the Proposer's Federal Identification Number. For this RFP, the proposal must remain valid for at least ninety (90) days. Moreover, the contents of the proposal of the selected Proposer will become contractual obligations if a contract is entered into.

Each and every Proposer submitting a proposal specifically waives any right to withdraw or modify it, except as hereinafter provided. Proposals may be withdrawn by written or telefax notice received at the Commission's address for proposal delivery prior to the exact hour and date specified for proposal receipt. However, if the Proposer chooses to attempt to provide such written notice by telefax transmission, the Commission shall not be responsible or liable for errors in telefax transmission. A proposal may also be withdrawn in person by a Proposer or its authorized representative, provided its identity is made known and it signs a receipt for the proposal, but only if the withdrawal is made prior to the exact hour and date set for proposal receipt. A proposal may only be modified by the submission of a new sealed proposal or submission of a sealed modification which complies with the requirements of this RFP.

I-13. Economy of Preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Proposer's ability to meet the requirements of the RFP.

I-14. Discussions for Clarification. Proposers who submit proposals may be required to make an oral or written clarification of their proposals to the Issuing Office to ensure thorough mutual understanding and Proposer responsiveness to the solicitation requirements. The Issuing Office will initiate requests for clarification.

I-15. Best and Final Offers. The Issuing Office reserves the right to conduct discussions with Proposers for the purpose of obtaining "best and final offers." To obtain best and final offers from Proposers, the Issuing Office may do one or more of the following: a) enter into pre-selection negotiations; b) schedule oral presentations; and c) request revised proposals. The Issuing Office will limit any discussions to responsible Proposers whose proposals the Issuing Office has determined to be reasonably susceptible of being selected for award.

I-16. Prime Proposer Responsibilities. The selected Proposer will be required to assume responsibility for all services offered in its proposal whether or not it produces them. Further, the Commission will consider the selected Proposer to be the sole point of contact with regard to contractual matters.

I-17. Proposal Contents. Proposals will be held in confidence and will not be revealed or discussed with competitors, unless disclosure is required to be made (i) under the provisions of any Commonwealth or United States statute or regulation; or (ii) by rule or order of any court of competent jurisdiction. If a contract is executed, however, the successful proposal submitted in response to this RFP shall be subject to disclosure. All material submitted with the proposal becomes the property of the Pennsylvania Turnpike Commission and may be returned only at the Commission's option. Proposals submitted to the Commission may be reviewed and evaluated by any person other than competing Proposers at the discretion of the Commission. The Commission has the right to use any or all ideas presented in any proposal. Selection or rejection of the proposal does not affect this right.

I-18. Debriefing Conferences. Proposers whose proposals are not selected will be notified of the name of the selected Proposer and given the opportunity to be debriefed, at the Proposer's request. The Issuing Office will schedule the time and location of the debriefing. The Proposer will not be compared with other Proposers, other than the position of its proposal in relation to all other proposals.

I-19. News Releases. News releases pertaining to this project will not be made without prior Commission approval, and then only in coordination with the Issuing Office.

I-20. Commission Participation. Unless specifically noted in this section, Proposers must provide all services to complete the identified work.

I-21. Cost Submittal. The cost submittal shall be placed in a separately sealed envelope within the sealed proposal and kept separate from the technical submittal. **Failure to meet this requirement may result in disqualification of the proposal.**

I-22. Term of Contract. The term of the contract will commence on the Effective Date (as defined below) and will end two (2) years from the Effective Date. The Commission shall fix the Effective Date after the contract has been fully executed by the Contractor and by the Commission and all approvals required by Commission contracting procedures have been obtained.

I-23. Proposer's Representations and Authorizations. Each Proposer by submitting its proposal understands, represents, and acknowledges that:

- a. All information provided by, and representations made by, the Proposer in the proposal are material and important and will be relied upon by the Issuing Office in awarding the contract(s). Any misstatement, omission or misrepresentation shall be treated as fraudulent concealment from the Issuing Office of the true facts relating to the submission of this proposal. A misrepresentation shall be punishable under 18 Pa. C.S. 4904.
- b. The price(s) and amount of this proposal have been arrived at independently and without consultation, communication or agreement with any other Proposer or potential Proposer.
- c. Neither the price(s) nor the amount of the proposal, and neither the approximate price(s) nor the approximate amount of this proposal, have been disclosed to any other firm or person who is a Proposer or potential Proposer, and they will not be disclosed on or before the proposal submission deadline specified in the cover letter to this RFP.
- d. No attempt has been made or will be made to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- e. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- f. To the best knowledge of the person signing the proposal for the Proposer, the Proposer, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four (4) years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as disclosed by the Proposer in its proposal.
- g. To the best of the knowledge of the person signing the proposal for the Proposer and except as otherwise disclosed by the Proposer in its proposal, the Proposer has no outstanding, delinquent obligations to the Commonwealth including, but not limited to, any state tax liability not being contested on appeal or other obligation of the Proposer that is owed to the Commonwealth.
- h. The Proposer is not currently under suspension or debarment by the Commonwealth, or any other state, or the federal government, and if the Proposer cannot certify, then it shall submit along with the proposal a written explanation of why such certification cannot be made.
- i. The Proposer has not, under separate contract with the Issuing Office, made any recommendations to the Issuing Office concerning the need for the services described in the proposal or the specifications for the services described in the proposal.

- j. Each Proposer, by submitting its proposal, authorizes all Commonwealth agencies to release to the Commission information related to liabilities to the Commonwealth including, but not limited to, taxes, unemployment compensation, and workers' compensation liabilities.

PART II

INFORMATION REQUIRED FROM PROPOSERS

Proposals must be submitted in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements in this part of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. Each proposal shall consist of two (2) separately sealed submittals. The submittals are as follows: (i) Technical Submittal, in response to Sections II-1 through II- 6 hereof; (ii) Cost Submittal, in response to Section II-7 hereof.

The Commission reserves the right to request additional information which, in the Commission's opinion, is necessary to assure that the Proposer's competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the RFP.

The Commission may make such investigations as deemed necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to the Issuing Office all such information and data for this purpose as requested by the Commission. The Commission reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy the Commission that such Proposer is properly qualified to carry out the obligations of the agreement and to complete the work specified.

II-1. Statement of the Problem. State in succinct terms your understanding of the problem presented or the service required by this RFP.

II-2. Management Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided.

II-3. Work Plan. Describe in narrative form your technical plan for accomplishing the work. Use the task descriptions in Part IV of this RFP as your reference point. Modifications of the task descriptions are permitted; however, reasons for changes should be fully explained. Indicate the number of person hours allocated to each task.

II-4. Prior Experience. Include a narrative explaining experience, knowledge and expertise in design and producing map and travel guides, providing samples of published materials. Show experience of those individuals who will be assigned to the Turnpike project. With materials provided, please include the name of the respective client, including the name, address and telephone number of the appropriate person who may be contacted as a reference.

II-5. Personnel. Include the number, and names where practicable, of executive and professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the work. Include through a resume or similar document, education and experience. Indicate the responsibilities each will have in this project and how long each has been with your company. Identify subcontractors you intend to use and the services they will perform.

II-6. M/W/DBE Participation. The Turnpike Commission is committed to the inclusion of disadvantaged, minority, and woman firms in contracting opportunities. Responding firms shall clearly identify DBE/MBE/WBE firms, expected to participate in this contract, in their Proposal. **If further information is desired concerning DBE/MBE/WBE participation,** direct inquiries to the Pennsylvania Turnpike Commission's Contract Administration Department by calling (717) 939-9551 Ext. 4241.

II-7. Cost Submittal. The information requested in this section shall constitute your cost submittal. **The Cost Submittal shall be placed in a separate sealed envelope within the sealed proposal, separate from the technical submittal.**

Proposers should **not** include any assumptions in their cost submittals. If the proposer includes assumptions in its cost submittal, the Issuing Office may reject the proposal. Proposers should direct in writing to the Issuing Office pursuant to Part I-9 of this RFP any questions about whether a cost or other component is included or applies. All Proposers will then have the benefit of the Issuing Office's written answer so that all proposals are submitted on the same basis.

The total cost you are proposing must be broken down into the following components:

- a. **Direct Labor Costs. ITEMIZE** to show the following for each category of personnel with a different rate per hour:
 - (1) Title/Position
 - (2) Estimated hours.
 - (3) Rate per hour.
 - (4) Total cost for each category and for all direct labor costs.
- b. **Cost of Supplies and Materials ITEMIZED.**
- c. **Other Direct Costs ITEMIZED.**
- d. **Copyright Costs.**
- e. **Printing Costs.**
- f. **Delivery Costs.**
- g. **Total Cost.**

Only work satisfactorily performed after execution of a written contract, after the contractor's receipt of a notice to proceed from the Commission and after the Contract term has begun will be reimbursed.

Any costs not provided in the cost proposal will be assumed as no charge to the Commission.

The selected Proposer shall only perform work on this contract after the Effective Date is affixed and the fully-executed contract sent to the selected Proposer. The Commission shall issue a written Notice to Proceed to the selected Proposer authorizing the work to begin on a date which is on or after the Effective Date. The selected Proposer shall not start the performance of any work prior to the date set forth in the Notice of Proceed and the Commission shall not be liable to pay the selected Proposer for any service or work performed or expenses incurred before the date set forth in the Notice to Proceed. No Commission employee has the authority to verbally direct the commencement of any work under this Contract.

PART III

CRITERIA FOR SELECTION

III-1. Mandatory Responsiveness Requirements. To be eligible for selection, a proposal should be (a) timely received from a Proposer; (b) properly signed by the Proposer; and (c) formatted such that all cost data is kept separate from and not included in the Technical Submittal.

III-2. Proposals will be reviewed and evaluated by a committee of qualified personnel selected by the Commission. This committee will recommend for selection the proposal that most closely meets the requirements of the RFP and satisfies Commission needs. Award will only be made to a Proposer determined to be responsive and responsible in accordance with Commonwealth Procurement Code.

III-3. The following criteria will be used, in order of relative importance from the highest to the lowest, in evaluating each proposal:

a. Understanding the Problem. This refers to the Proposer's understanding of the Commission needs that generated the RFP, of the Commission's objectives in asking for the services or undertaking the study, and of the nature and scope of the work involved.

b. Proposer Qualifications. This refers to the ability of the Proposer to meet the terms of the RFP, especially the time constraint and the quality, relevancy, and recency of studies and projects completed by the Proposer. This also includes the Proposer's financial ability to undertake a project of this size.

c. Personnel Qualifications. This refers to the competence of professional personnel who would be assigned to the job by the Proposer. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on studies/services similar to that described in the RFP. Particular emphasis is placed on the qualifications of the project manager.

d. Soundness of Approach. Emphasis here is on the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the service/project. Of equal importance is whether the technical approach is completely responsive to all written specifications and requirements contained in the RFP and if it appears to meet Commission objectives.

e. Cost. While this area may be weighted heavily, it will not normally be the deciding factor in the selection process. The Commission reserves the right to select a proposal based upon all the factors listed above, and will not necessarily choose the firm offering the best price. The Commission will select the firm with the proposal that best meets its needs, at the sole discretion of the Commission.

PART IV
WORK STATEMENT

IV-1. Objectives.

General. The Commission is in need of a company to design, produce and print a map and travel guide that informs and provides motorists with pertinent information related to their travel within the Commonwealth. The Commission will also use this publication as a valuable marketing tool highlighting the services, programs and contributions of the Pennsylvania Turnpike system. A detailed work statement is provided by Part IV of this RFP.

IV-2. Nature and Scope of the Project .

Map and Travel Guide:

Flat Size: 24" x 18" (110 copies ship flat, (unfolded) to
Pennsylvania Turnpike Commission
Communications and Public Relations Department
700 South Eisenhower Boulevard
Middletown, PA 17057

Finishing: trim and map fold to approx: 4"x9"

Quantity: 250 thousand printed two (2) times with copy changes as needed.

Stock: 60 pound satin

Color: Four-color process prints on both sides, bleeds.

Layout and Design: Vendor to provide layout and design based on input and direction from the PA Turnpike. Project Manager can work with vendor on acquiring PA map artwork. Photos will be provided by the Communications and Public Relations Department of The Pennsylvania Turnpike Commission.

Copyright: It is the responsibility of the Vendor to obtain a copyright for the publication. The copyright is to be obtained in the name of the Commonwealth of Pennsylvania, Pennsylvania Turnpike Commission. The Copyright Certificate is to be sent directly to: Pennsylvania Turnpike Commission, Angelina McDade, Communications and Public Relations Department, P.O. Box 67676, Harrisburg, PA 17106-7676.

Packaging: Shrink- wrapped in qty 50 and packed in cartons not to exceed 40 pounds total weight, each carton marked: "CONTENTS," "QUANTITY" and RFP Number.

Cartons must be constructed and packed that they will not collapse when two pallets of similar material are stacked on top. Pallet and load must not exceed 6 feet in height. Cartons must not exceed beyond pallet.
Pallet Style: Two-way, double-faced, non-reversible.

- Deck boards: hardboard (wood moisture content not to exceed 25% - air-dried; thickness: ¾” minimum;
 - Width: 5 ½ “ minimum.
 - Stringers: Three per pallet, thickness – 1 5/8”, width - 3 5/8” minimum.
 - Nails: Screw-type, staggered and countersunk.
 - Banding: Four straps, steel or nylon, two in each direction tightly securing load. Corner edge posts required the complete height of each corner so cartons will not be cut by bands and center layer will not “pop” out. **OR**
 - Stretch Wrapping: Plastic wrap or poly-pak the entire skid load, so the center layer will not “pop” out and the load will not shift on the pallet.
 - Special Instructions: Indicate quantity per pallet on two sides of each palletized load. These markings must correspond with the open ends of the pallet.
 - Delivery: Pennsylvania Turnpike Commission
ATTN: Daniel Smith, Everett Fares
1605 Ashcom Road, Suite One
Everett, PA 15537

Telephone Number: (814) 652-2323

Call to give the date of delivery. The delivery times are from 8:00 AM to 3:00 PM only.

IV-2. Tasks

a. Design:

- (1) Meet with Commission staff at least once to brainstorm about the map and travel guide, selected theme and possible design concepts.
- (2) Submit two cover design concepts for consideration.
- (3) Within two weeks of design selection, develop an interior format for carrying out the design.

b. Production/Printing:

- (1) Develop a timeline/schedule for project.
- (2) Develop a photo storyboard.
- (3) Size, crop, manipulate and scan photos for approved layout.
- (4) Manage all aspects of production and printing, preparing discs and files, proofing, ensuring that all type and images are color correct, and being present at printer's as the job goes to press. Manage and monitor project keeping to timeline and budget.

c. Delivery:

- (1) Delivery, including PDF, is expected within two weeks
- (2) If the Commission makes a substantive revision in design a new delivery date could be established.