



SMUD

SACRAMENTO MUNICIPAL UTILITY DISTRICT
The Power To Do More.SM

P.O. Box 15830, Sacramento, CA 95852-1830; 1-888-742-SMUD (7683)

Prepared By

SUPPLY CHAIN SERVICES

THIS IS A SHELTERED MARKET SOLICITATION

Requirements described in Section 4 of this RFP

* * *

REQUEST FOR PROPOSAL, INSTRUCTIONS TO PROPOSERS,
PROPOSAL FORMS, CONTRACT FORMS, AND
SCOPE OF SERVICES

REQUEST FOR PROPOSAL NO. 090467.MF

DESIGN AND PRODUCE SMUD'S 2009 ANNUAL REPORT

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Proposals are due at **5:00 P. M.**, Local Time, **Friday, January 15, 2010**, in the Supply Chain Services Office at 6201 S Street, Sacramento, California

PROPOSAL NO. 090467.MF

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1. REQUEST FOR PROPOSALS

NO. 090467.MF

The Sacramento Municipal Utility District, hereinafter referred to as "SMUD", is soliciting proposals for **DESIGN AND PRODUCE SMUD'S 2009 ANNUAL REPORT**.

This Request for Proposal provides instructions to contractors for submitting proposals and establishes terms and conditions under which SMUD will contract for such services.

Proposals responding to this Request for Proposal will be due at **5:00 P. M.**, Local Time, **Friday, January 15, 2010** in the Supply Chain Services Office at SMUD at 6201 S Street, Sacramento, California. **The maximum amount of proposal shall not exceed \$75,000 (Seventy-Five Thousand Dollars), including any applicable taxes.**

All proposals must strictly conform to the requirements described in this Request for Proposal.

PROPOSERS SHALL PAY PARTICULAR ATTENTION TO THE FOLLOWING REQUIREMENTS:

ENVIRONMENTAL PROCUREMENT:

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM:

SMUD is committed to achieving full and equal contracting opportunities for ratepayers doing business with SMUD and has adopted the program described in this solicitation to help fulfill that commitment.

SAFETY PROGRAM REQUIREMENT:

The personal safety and health of the general public, SMUD employees, and Contractor employees is of paramount importance. Included within this specification are safety instructions that have been prepared to aid a Contractor or Contractor's employees to comply with the safety requirements and regulations which are necessary to avoid personal injury to the general public, SMUD employees, and Contractor employees and to prevent damage to SMUD buildings, equipment, or materials while performing this contract.

SACRAMENTO MUNICIPAL UTILITY DISTRICT

By: s/Melvin Fong

Name: Melvin Fong

Title: Procurement Professional

Date: December 30, 2009

2. SCOPE OF SERVICES

2.1. GENERAL

The Contractor shall provide all labor, material, taxes, and equipment required to perform the Service described as: **DESIGN AND PRODUCE SMUD'S 2009 ANNUAL REPORT**

2.2. SCOPE OF SERVICES

The selected Contractor will be asked to design and produce SMUD's 2009 Annual Report, including yearly financial statements. Approved copy will be provided by SMUD. Contractor will assist SMUD in selecting a printer and will oversee the printing of ten thousand (10,000) copies. Printing will be paid by SMUD under a separate contract. The Contractor will also assist SMUD in selecting a photographer and/or illustrator, who will be paid by SMUD under a separate contract. The Contractor shall also have a minimum of two full-time designers on staff.

Annual Report Description: The Annual Report is a printed document that reports audited financial information and provides descriptive information about highlights and activities of the preceding year (2009).

A. Ten thousand (10,000) copies of 2009 SMUD ANNUAL REPORT

Seventy-six (76) pages, plus cover (Fifty-six (56) financial, twenty (20) text); 8-1/2" by 11" format.

Paper Stock: Gloss Text Discovery 100# cover and Gloss Discover Text 100# for 20 text page, or SMUD approved equivalent; 80# Proterra for 56 financial pages or SMUD approved equivalent.

Colors: 4-color process, plus black for 20 text pages; 1 PMS plus black for 56 financial pages; 4-color photograph for front and back covers; 2 PMS front and back inside covers.

Bleeds: Full bleed front cover.

Photos: Publication will contain 15, four-color photographs. Designer to art direct six (6) photo sessions. **Photography fees will be borne by SMUD under a separate contract independent from that with the Contractor to this RFP.**

Charts: Up to ten (10) pie charts, fever charts, bar graphs, tables or equivalent graphics.

Printing: Printing will be arranged under a separate contract with SMUD. Contractor will prepare printing specifications and recommend a minimum of three (3) printers in Sacramento County. Contractor will assist SMUD in reviewing the responses from printers. SMUD has the right of approving printer. Designer will be responsible for quality control of printed pieces. Printing costs will be borne by SMUD, except in the case of errors by the designer.

Quantity: 10,000 copies.

Binding: Trim, fold, score, perfect bind.

Reply Card: A reply card will be designed, created, inserted and stitched inside seven thousand (7,000) reports.

Proofs: Proofreading of book at final copy stage, blue line, color key and press check.

Deadline: Printed copies to be delivered within three (3) weeks of receipt of approved final layout with financials.

Final copy approval by SMUD is expected by February 19, 2010.

PDF File: Entire report to be formatted into PDF for posting on SMUD Web site.

B. Contractor shall contact SMUD's Contract Manager, Bob Burns, at (916) 732-6949 to coordinate the start and completion of services.

C. All work shall be inspected to the satisfaction of the SMUD's Contract Manager, who may reject unsatisfactory work and demand re-performance at no additional cost to SMUD.

2.3. PROJECT SCHEDULE

SMUD requires prompt completion of this project. SMUD's desired time frames associated with completion of various aspects of the project or deliverables are outlined below. The proposal should contain a schedule for completion of the project showing all key milestones to assure successful completion within the dates set forth below.

<u>Event</u>	<u>Date</u>
Release of RFP:	Dec. 30, 2009
Receipt of Proposals:	Jan. 15, 2010
District Evaluation of Proposals:	Jan. 18-22, 2010
Award of Project/Start of Project:	Jan. 29, 2010
Deliverables – First tissues and concepts:	Feb. 12, 2010
Deliverables – Tight layout-cover and inside spread:	Feb. 26, 2010
Deliverables – Final layout (except financials):	March 5, 2010
Deliverables – Final layout (financials):	March 12, 2010
Completion of Project (deliver 10,000 printed copies):	April 9, 2010

3. INSTRUCTIONS TO PROPOSERS

3.1. TIME AND MANNER OF SUBMISSION

The Proposal shall be submitted to and received by SMUD's Supply Chain Services office no later than **5:00 P. M., Local Time, Friday, January 15, 2010.**

Proposals must be enclosed in a sealed envelope and addressed as follows:

By Mail:

Sacramento Municipal Utility District
Supply Chain Services Office:
Attention: Melvin Fong (MS B204)
Request for Proposal No. **090467.MF**
PO Box 15830
6201 S Street
Sacramento, CA 95852-1830

By Overnight/Hand Delivery:

Sacramento Municipal Utility District
Supply Chain Services Office
Attention: Melvin Fong (MS B204)
Request for Proposal No. **090467.MF**
6201 S Street
Sacramento, CA 95817-1899

The proposal-mailing envelope must be clearly marked as a proposal responding to SMUD Request for Proposal No. **090467.MF; ATTENTION: MELVIN FONG.** The envelope shall also show the Contractor's name and address.

Each proposal shall give the full business address of the Proposer and shall be signed by an authorized official of the company. The name of each person signing the proposal shall be typed or printed below the signature. When requested by SMUD, satisfactory evidence of the authority of the person signing on behalf of the Proposer shall be furnished.

Proposals shall cover the entire scope of the Request for Proposals, shall be printed one-sided 8-1/2 X 11" size and easily removable from any binding -- E.G. no glued or spiral binding.

All proposals submitted become the property of SMUD.

3.2. EXPLANATIONS TO PROPOSERS

Should the Proposer find discrepancies in or omissions from this document, or should the intent or meaning appear to the Proposer to be obscure or ambiguous, the Proposer should immediately send SMUD a written request for interpretation, clarification, or correction thereof before submitting a proposal. The Proposer making such a request will be solely responsible for the timely receipt of the written request by SMUD. Replies to such inquiries will be made only in the form of addenda to this Request for Proposal, and will be issued simultaneously to all business firms or persons who have obtained a copy of the Request for Proposal from SMUD. Verbal requests for information during the period of proposal preparation are acceptable if made sufficiently in advance of the proposal opening date to allow issuance of an addendum to the Request for Proposal. Direct all communications regarding questions on this Request for Proposal prior to the due date to the following, as appropriate:

Contact	CONTRACTUAL	TECHNICAL	SUPPLIER DIVERSITY
Contact Name	Melvin Fong	Bob Burns	Frank Martinez
Phone number	(916) 732-6532	(916) 732-6949	(916) 732-5604
FAX number	(916) 732-5601	(916) 732-5601	(916) 732-5601

SMUD will not be bound by any oral interpretation of the Request for Proposal, which may be made by any of its representatives or employees, unless such interpretations are subsequently issued in the form of an addendum to this Request for Proposal.

3.3. WITHDRAWAL OR MODIFICATION OF PROPOSALS

Proposals may be modified or withdrawn only by a written or telecopy request received by SMUD prior to the Request for Proposal due date.

3.4. REVISIONS AND SUPPLEMENTS

- 3.4.1 Addenda: If it becomes necessary to revise or supplement any part of this Request for Proposal an addendum will be provided.
- 3.4.2 Acknowledgment of Addenda: Receipt of an addendum to this Request for Proposal by a Proposer must be acknowledged by signing and submitting the addendum signature sheet as part of the Proposer's Proposal.

3.5. SITE INSPECTION AND CONDITIONS

In addition to examination of this Request for Proposal, each Proposer shall make whatever other arrangements are necessary to become fully informed regarding all existing and expected conditions and matters which, during the contract time period, could affect in any way, the work, performance of work, or the cost thereof. Any failure to fully investigate the work site or the foregoing conditions shall not relieve the Proposer from responsibilities for properly estimating the difficulty or cost of successfully performing the work. SMUD assumes no responsibility for any representation made by its representatives or agents, during or prior to the execution of a contract pursuant to this Request for Proposal, unless such information is in writing in the form of an addendum to this Request for Proposal.

3.6. PROPOSAL EVALUATION AND SELECTION PROCESS

The proposals submitted in response to this solicitation shall be evaluated for award based on the criteria described in the Proposal Evaluation Criteria section of this Request for Proposal.

SMUD may request additional information from any or all Proposers after the initial evaluation of the proposals to clarify terms and conditions.

Based on SMUD's review of the proposals received, a short listed group of Proposers may be selected. The short listed firms may be required to make verbal presentations of their qualification to SMUD. If a presentation is determined to be required, the presentation will be considered in the overall technical rating.

The contract will be awarded to the best-qualified Proposer, after price and other factors have been considered, provided that the proposal is reasonable and is in the best interests of SMUD to accept it.

The right is reserved, as the interest of SMUD may require, to reject any or all proposals and to waive any irregularity in the proposals received.

SMUD will furnish all Proposers a written Notice of Proposed Contract Award after evaluating all proposals. After receipt of such Notice of Proposed Contract Award, any unsuccessful Proposers may request the reason(s) their proposal was not selected. In the event a Proposer elects to protest SMUD's selection, the protest must be submitted in writing to SMUD's Manager, General Services, within five (5) business days of the Notice of Proposed Contract Award. SMUD's Contract Award and Protest Policy is available upon written request to the Supply Chain Services Department.

Within fourteen (14) calendar days after notice of award, the successful Proposer shall deliver to SMUD the required insurance certificates and the signed copies of the contract. The contract forms will be forwarded to the Proposer with the award notification. SMUD will not issue the Notice to Proceed until SMUD has received all the above-required documents.

3.7. NON EXCLUSIVE AGREEMENT

This Request for Proposal does NOT establish an exclusive arrangement between SMUD and the Proposer. SMUD reserves, among others, the following rights:

- The right to use others to perform work and services described in this Request for Proposal.
- The right to request proposals from other contractors for work described in the Request for Proposal without requesting a proposal from the Contractor.
- The unrestricted right to bid any work or services described herein.

3.8. QUALIFICATIONS OF PROPOSERS

SMUD expressly reserves the right to reject any proposal if it determines that the business and technical organization, equipment, financial and other resources, or experience of the Proposer, compared to the work proposed justifies such rejection.

3.9. PROPOSAL PREPARATION COSTS

The costs of developing proposals are entirely the responsibility of the Proposer and shall not be charged in any manner to SMUD.

3.10. ALTERNATE PROPOSALS

Proposals shall meet the requirements and conform to the format described in the Proposal Requirements section of this Request for Proposal. However, Proposers are encouraged to submit alternate proposals in addition to the base proposal, when they consider the alternative to be technically better or more cost effective. The alternate proposal should be submitted as an amendment to the base proposal package.

3.11. CONFLICTS

If conflicts exist between the contract and the other elements of this Request for Proposal, the contract prevails. If conflict exists within the contract itself, the Terms and Conditions govern, followed by Scope of Services. If conflict exists between the contract and applicable Federal or

State law, rule, regulation, order, or code; the law, rule, regulation, order, or code shall control. Varying levels of control between the Terms and Conditions, drawings and documents, laws, rules, regulations, orders, or codes are not deemed conflicts, and the most stringent requirement(s) shall control.

3.12. BID SCHEDULE

The Proposer shall be reimbursed for work performed under the contract in accordance with the items described in the [Bid Schedule](#) section of this Request for Proposal.

3.13. MANNER AND TIME OF PAYMENT

Billing shall be submitted in accordance with the above referenced provision of the Sample Contract section of this Request For Proposal. Proposer will also be required to submit (concurrently) a project status report describing the current status of each task, an updated schedule, and major project issues.

3.14. SUBCONTRACTORS

The Proposers must describe in their proposals the areas that they anticipate subcontracting to specialty firms. Identify the firms and describe how Proposer will manage these subcontracts. The firms shall be listed on the [Designation of Prime, Subcontractors, and Suppliers form](#), which is included in the Proposal forms section of this Request For Proposal.

3.15. FRANCHISE TAX FORM 590

The Proposer to whom the contract award is made shall furnish SMUD with a completed State of California Franchise Tax Form 590. A blank Form 590 will be provided with the contract documents.

3.16. NOTICE RELATED TO PROPRIETARY/CONFIDENTIAL DATA

Proposers are advised that the California Public Records Act (the "Act", Government Code §§ 6250 et seq.) provides that any person may inspect or be provided a copy of any identifiable public record or document that is not exempted from disclosure by the express provisions of the Act. Each Proposer shall clearly identify any information within its submission that it intends to ask SMUD to withhold as exempt under the Act. Any information contained in a Proposer's submission which the Proposer believes qualifies for exemption from public disclosure as "proprietary" or "confidential" must be identified as such at the time of first submission of the Proposer's response to this RFP. A failure to identify information contained in a Proposer's submission to this RFP as "proprietary" or "confidential" shall constitute a waiver of Proposer's right to object to the release of such information upon request under the Act. SMUD favors full and open disclosure of all such records. SMUD will not expend public funds defending claims for access to, inspection of, or to be provided copies of any such records.

3.17. CONTRACT

SMUD's standard contract is included in the Sample Contract section of this Request for Proposal. SMUD may reject proposals that contain exceptions to the Terms and Conditions included in the sample contract.

3.18. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM**3.18.1 POLICY STATEMENT**

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for ratepayers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its ratepayer businesses. This program will provide direct economic benefit to SMUD's customer-owners, and will complement other SMUD economic development programs.

3.18.2 REQUIREMENTS AND PROGRAM ELEMENTS

A description of SMUD's Supplier Education & Economic Development Program is included in this Request for Proposal. Proposers must comply with all the requirements specified in the program description and complete the form titled, ["Designation of Prime Contractor, Subcontractors, and Suppliers"](#).

3.19. ENVIRONMENTAL PROCUREMENT

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

3.20. SAFETY PROGRAM

All Proposers shall execute and submit with their Proposal the form titled, ["Safety Compliance Certificate"](#). Submittal of this completed form will certify that the Proposer has:

3.20.1 An effective Injury and Illness Prevention Program, which meets the requirements of all applicable laws and regulations, including but not limited to, California Labor Code Section 6401.7;

3.20.2 Proposer agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Proposer.

Such certification shall be made by the person with the authority and responsibility for implementing and administering Proposer's Injury and Illness Prevention Program.

4. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM

4.1. INTRODUCTION

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for ratepayers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its ratepayer businesses. This program will provide direct economic benefit to SMUD's customer-owners, and will complement other SMUD economic development programs.

4.2. OVERVIEW

SMUD's SEED Program creates contracting opportunities for local small businesses. To qualify, a business must be certified as a Small Business or Microbusiness by the state Department of General Services (DGS) and must be a SMUD ratepayer for the past six months at the DGS certification address of record. Additional features are described below.

4.3. SEED PROGRAM QUALIFICATION

- 4.3.1 Vendors must meet both of the following qualifications to participate in the SEED Program:
- 4.3.2 Certification- the California Department of General Services (DGS), Office of Small Business and DVBE certification must certify the vendor as a Small Business or Microbusiness. This is the only certification accepted by SMUD. Vendors must be certified by the bid-opening date (IFBs) or proposal due date (RFPs) as applicable, to qualify for the SEED Program.
- 4.3.3 Ratepayer Qualification- the vendor must qualify as a SMUD ratepayer for the preceding 6 months prior to the bid or proposal due date. This will be based on the physical address of the business as recorded by the Department of General Services in its Small Business certification record. As a general rule this will be the address shown on the DGS Small Business certificate. SMUD will make a qualification determination where the address shown on the Small Business certificate is a post office box, other mail receiving only address or a leased facility where utilities are included in the lease agreement.

5. PROPOSAL EVALUATION CRITERIA

PROPOSAL EVALUATION CRITERIA: The proposals submitted in response to this Request for Proposals shall be evaluated for award based on the following criteria and weighting.

Item	Criteria Description	Weighting
1.	Proposer is SEED Program Certified at the time of proposal due date.***	Pass/Fail
2.	Proposer has a minimum of two full-time designers on staff.***	Pass/Fail
3.	Proposer's Experience and Qualifications.	15%
4.	Experience and Qualifications of Key Project Personnel.	15%
5.	Technical Approach & Work Samples.	30%
6.	Commercial Terms (Price)*and Compliance with SMUD Contractual Terms**	40%
	Total	100%

*** Proposal must achieve a Passing score on Evaluation Criteria 1 and 2 above to be declared responsible.

* More weight has been given to the management and technical ability of the Proposer than on price. In the event it is evident that the prices proposed are unbalanced as to items charged or are otherwise determined by SMUD to be unfair or unreasonable, SMUD reserves the right to reject the proposal and award to the Proposer who otherwise meets the requirements of this Request for Proposal.

** Non-compliance may result in SMUD's rejection of a Proposer's proposal.

6. PROPOSAL REQUIREMENTS

TO FACILITATE SMUD'S PROPOSAL REVIEW PROCESS, IT IS REQUIRED THAT EACH PROPOSAL CONTAINS ALL OF THE INFORMATION WITHIN THIS SECTION AND IS ORGANIZED IN THE SEQUENCE THAT THE ITEMS APPEAR IN THIS SECTION.

THE PROPOSER SHALL SUBMIT Three (3) copies OF THE PROPOSAL IN HARD COPY.

SEE THE TABLE OF CONTENTS FOR A LISTING OF THE CONTENTS WITHIN THIS SECTION.

PROPOSALS SHALL BE PRINTED ONE-SIDED, 8-1/2 X 11" SIZE AND EASILY REMOVABLE FROM ANY BINDING -- E.G. no glued or spiral binding.

SMUD will provide an electronic copy of the Proposal Forms in MS Word 7.0 (or newer) which contains fill-in fields. The document is labeled *RFP Proposal Fill-in Forms*. Proposers may use the Forms provided to submit Proposals. Please provide responses to all questions in the block (fill-in fields) following every question. The fill-in fields will expand to accommodate your answer. Pictures, charts and graphs may also be inserted into the fill-in fields or may be attached as a separate documents if necessary

Note: The content of the *RFP Proposal Fill-in Forms* is identical to that posted in Adobe format on the EBSS Web site. Page numbering may vary when complete as a result of the fill-in-fields.

6.1. PROPOSAL AGREEMENT NO. 090467.MF

PROPOSAL AGREEMENT: In compliance with Request for Proposal No. **090467.MF**, **DESIGN AND PRODUCE SMUD'S 2009 ANNUAL REPORT**, the undersigned hereby proposes and agrees to provide the services described, at the rates and dollar limits defined in the Bid Schedule attached hereto.

It is understood that this proposal constitutes a firm offer that cannot be withdrawn for ninety (90) calendar days after the submission date for the proposals.

The undersigned certifies that he/she has examined and is familiar with the content of this Request for Proposal; also that he/she has checked all the figures shown in the proposed Bid Schedule and other attachments hereto and understands that the Sacramento Municipal Utility District will not be responsible for any errors or omissions on Contractor's part in preparing this proposal.

The undersigned further agrees, if awarded the contract, that he/she will commence the work within the time set forth and will perform the work in accordance with the contract documents attached to this Request for Proposal.

Attached hereto and made a part thereof by this reference are proposal forms pages 6-3 through 6-8, the Detailed Proposal and the Bid Schedule.

PROPOSER_:

Company:		
Street Address:		
City:	State:	Zip:
Signed:		
Print Name:		
Title:		
Telephone:	Fax:	
Email:	Date:	

6.2. SAFETY COMPLIANCE CERTIFICATE

I, _____ the undersigned,

(Print Company Representative Name)

of

(Print Company Representative Title)

hereby certify the

(Print Company Name)

information contained herein and that undersigned is duly authorized to certify that:

- A. Contractor has an effective Injury and Illness Prevention Program which meets the requirements of all applicable laws and regulations, including, but not limited to, California Labor Code Section 6401.7. (This section does not apply if Contractor does not perform any work under this agreement within the State of California.) and
<http://www.loginfo.ca.gov/cgi-bin/displaycode?section=lab&group=06001-07000&file=6400-6413.5>
- B. Contractor agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Contractor.
- C. The above-named person has the authority and responsibility for implementing and administering Contractor's Injury and Illness Prevention Program.

IN WITNESS WHEREOF, the undersigned has executed this Safety Compliance Certificate under the penalty of perjury of the laws of the State of California on:

Signed:
Print Name:
Date:

6.3. NONCOLLUSION STATEMENT**TO BE EXECUTED BY PROPOSER AND SUBMITTED WITH PROPOSAL**

I, _____ am the

(Print Company Representative Name)

_____ of

(Print Company Representative Title)

_____ the party making the

(Print Company Name)

foregoing bid, that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the Bidder has not directly or indirectly induced or solicited any other Bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any Bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the Bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the Bidder or any other Bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other Bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the Bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

Signed:
Print Name:
Title:

6.4. PROMPT PAYMENT PROGRAM

SMUD has a prompt payment program for small businesses which are certified by the State Department of General Services.

Under the program, SMUD will guarantee payment of invoices within 20 calendar days from the date of inspection and acceptance by SMUD or the date correct invoices are received, whichever is later.

If SMUD fails to meet the 20 calendar days payment guarantee, the small business will be paid interest on the unpaid invoice at prime plus 2% APR. Late interest payments, if applicable, will be made without an additional invoice from the small business.

To participate in this program, please indicate “prompt payment” below and provide evidence of certification with your bid.

Bidder is eligible for, and is requesting, a prompt payment program:

☐ YES ☐ NO

PROPOSER:

Company:
Signed:
Print Name:

6.5. SEED PROGRAM SMALL BUSINESS DECLARATION

Complete this form to apply for SEED Program consideration. To qualify for the SEED Program, a firm must have a current certification as a Small Business from the California Department of General Services. In addition, the firm must qualify as a SMUD ratepayer for the preceding six months by receiving SMUD electric service at the principal office* listed by the Department of General Services. If your firm or one of your proposed subcontractors qualifies under these criteria, SMUD will validate all submitted information and determine the proposing firm's SEED Program qualification.

To expedite the verification process:

1) Submit a copy of the most recent SMUD statement for the principal office shown on your DGS Small Business application

OR

2) _____ If the firm leases its principal space from a property management company or a landlord and the SMUD utilities are included in the lease, please initial in the blank space provided above and attach a copy of the current lease showing the dates of occupancy, principal office of property and signatures of both parties

AND

Submit a copy of the current Small Business certification notice from the California Department of General Services.

Proposed SEED firm:
Contact Name:
Title:
Phone Number:

I hereby certify that this firm qualifies for the SEED Program as defined above. This firm has been certified as a Small Business by the California Department of General Services.

I hereby swear that I am duly authorized to legally act on behalf of the above named company.

Signed:
Print Name:
Title:
Date:

If you or one of your proposed subcontractors is not certified by DGS and would like to become certified for future contracting opportunities, please refer to <http://www.smud.org/suppliers/supplier/seed.html> or contact SMUD Supplier Diversity at (916) 732-5623 or email SEEDmgr@smud.org.

***Principal office** means where the business is headquartered and conducts the management and operations of the business.

6.6. DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS AND SUPPLIERS

(TO BE COMPLETE BY ALL BIDDERS/PROPOSERS)

The following are the names and business locations of the prime contractor and all subcontractors who will perform work or labor or render service to the Proposer in or about the work, or who will specially fabricate and install a portion of the work or improvement according to detailed drawings contained in the plans and specifications (as applicable) together with a statement of the portion of the work to be done by each subcontractor.

SEED Program - The Proposer may only count toward its SEED Program subcontracting credit those expenditures to subcontractors or contractors under a subcontractor that perform a commercially useful function. In addition, each contractor or subcontractor claiming SEED Program qualification shall complete the SEED PROGRAM SMALL BUSINESS DECLARATION.

	Firm (Name and Address)	Work, Material or Service (Provide Brief Description)	Supplier Diversity/SEED Program Status	Percent (%) (Of Total Proposal Price)	Dollar Amount (Of This Firm's Work, Material or Service)
1.	PROPOSER/PRIME CONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes ☐ No ☐	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
2.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes ☐ No ☐	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
3.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes ☐ No ☐	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
4.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes ☐ No ☐	_____ % of Total Proposal	\$ _____ Amount of Total Proposal

DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS, AND SUPPLIERS

(Continuation Page ; may be duplicated as needed)

SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No ☐ ☐	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No ☐ ☐	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No ☐ ☐	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No ☐ ☐	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No ☐ ☐	_____% of Total Proposal	\$ _____ Amount of Total Proposal

6.7. DETAILED PROPOSAL

6.7.1 Evaluation Criteria 1 Proposer is SEED Program Certified at the time of proposal due date. (Pass/Fail)

Response:

6.7.2 Evaluation Criteria 2 Proposer has a minimum of two full-time designers on staff. (Pass/Fail)

Response:

6.7.3 Evaluation Criteria 3 Proposer's Experience and Qualifications. (15%)

A. Submit a statement describing the origin, background, and size of the Proposer's company.

Response:

B. Submit a description of the Proposer's expertise in the design and production of annual reports or similar projects; include a list of prior annual reports and the year in which they were produced.

Response:

C. A description of the Proposer's previous electric utility and public agency experience.

Response:

D. A list of 5 former clients who received similar services from the Proposer. This listing shall include names of client representatives and their phone numbers.

Response:

6.7.4 Evaluation Criteria 4 Experience and Qualifications of Key Project Personnel. (15%)

A. This section shall include a narrative description of how the Proposer will organize and perform the services outlined in the Scope of Services section of this Request for Proposal.

Response:

B. Provide resumes or professional descriptions of the designer, creative and account staff who would be assigned to this project. Include education, work experience, awards and specific expertise of each person.

Response:

C. The Proposer must ensure in writing, that to the extent within its control, the personnel proposed to work on this project shall remain available to the project for the full term of the contract.

Response:

D. Proposer should indicate who will take the place of the lead designer on SMUD's 2009 Annual Report if that person is incapacitated or otherwise unable to finish the project.

Response:

6.7.5 Evaluation Criteria 5 Technical Approach & Work Samples. (30%)

Proposer shall describe in detail the technical approach that will be used to perform the scope of services as described in this Request for Proposal.

Proposer shall submit three (3) representative samples of work (samples will be returned if requested in writing upon submittal). Samples should be the work of the person or persons to be assigned to the SMUD 2009 Annual Report project. Include with each sample a description of what your firm was responsible for (i.e., concept, design, copy writing, production, etc.). Also include with each sample a brief explanation of what you tried to accomplish and convey with your design, layout and overall creative approach.

Response:

6.7.6 Evaluation Criteria 6 Commercial Terms (Price) and Compliance with SMUD's Contractual Terms. (40%)

- A. This section includes the cost information contained in the Bid Schedule section of this Request for Proposal.
- B. The Proposer shall note all exceptions taken to this Request for Proposal including the contract terms and conditions of the contract included in the Sample Contract section of this Request for Proposal. SMUD reserves the right to reject any proposal based on noncompliance with the attached contract terms and conditions.

Response:

6.8. BID SCHEDULE**RFP No. 090467.MF**

In accordance with this Request for Proposal, the Proposer agrees to provide the services described in the Scope of Services, at the rates shown in this Schedule.

The quantities shown below are approximate only and being given as a basis for the comparison of proposals. SMUD does not, expressly, or by implication, propose or agree that the actual quantities of work will correspond therewith, but reserves the right to increase or decrease the amount of any portion of the work shown, or to omit portions of said work, as may be deemed advisable by SMUD. Payment will be made on the basis of quantities actually performed.

ITEM NO.	DESCRIPTION	EST. QTY.	UNITS	UNIT PRICE	EXTENDED AMOUNT
1.	Design and Produce SMUD's 2009 Annual Report, including financial statements, all according to the Scope of Services.	1	Lump Sum	N/A	\$
2.	Additional SMUD Directed Work for alteration(s) after approval of the Annual Report mock-up.	N/A	N/A	N/A	N/A
2A.	Design.	2	Hr.	\$	\$
2B.	Production.	2	Hr.	\$	\$
3.	TOTAL LINES 1 THRU 2B.	N/A	N/A	N/A	\$

The rates proposed above shall remain fixed for the duration of the contract unless otherwise approved in writing by SMUD.

Please submit the Prompt Payment form attached to this solicitation, if eligible.

PROPOSER:

Company:		
Street Address:		
City:	State:	Zip:
Signed:		
Print Name:		
Title:		
Telephone:	Fax:	
Email:	Date:	

7. SAMPLE CONTRACT

Note: The Sample Contract is attached as a separate document.