



2660 Civic Center Drive
Roseville, MN 55113

REQUEST FOR PROPOSALS PRINTING SERVICES

Issued February 26, 2013

Responses due 4:00 p.m. CDT, March 22, 2013

**REQUEST FOR PROPOSALS
PRINTING SERVICES**

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PURPOSE AND NEED

As part of a periodic assessment of the cost-effectiveness and quality of Roseville printed material, the City is requesting proposals for a variety of printing needs.

Newsletter

The City of Roseville communicates news of use and importance to residents through a variety of media. The main communication tool is the bi-monthly resident newsletter the Roseville City News. The four-color, six-page broadsheet (11x17) newsletter is mailed pre-sort standard or by addressed mail to every resident and business with a Roseville mailing address. Print run is 17,435 newsletters printed every two months. The City uses New Leaf opaque text, but another 100% post-consumer recycled content paper is acceptable. Once a year the City includes a flyer that is stapled into the newsletter.

Envelopes and Stationery

The City requires printed material meet the U.S. Government standard of a minimum of 30% post-consumer recycled content in office papers including envelopes and forms. Additional consideration will be given to firms that propose to use paper with additional recycled content.

The City of Roseville has printed the following quantities of envelopes:

#9 with black ink logo and return address	5,000/year
#10 with black ink logo and return address	5,000/year
#10 window with black ink logo and return address	10,000/year
#10 on Nekoosa Ash Linen paper with two color logo and return address on back side flap	25,000/year
10 x 13 with peel and seal strip, black ink logo and City Hall return address	1,000/year
10 x 13 with peel and seal strip, black ink logo and License Center return address	500/year
8 ½ x 11 Stationery on Nekoosa Ash Linen paper two-color	50,000/year

Note that these are estimated quantities and actually print quantities may vary.

Forms

The City requires printed material meet the U.S. Government standard of a minimum of 30% post-consumer recycled content in office papers including envelopes and forms. Additional consideration will be given to firms that propose to use paper with additional recycled content.

The City of Roseville has printed the following quantities of forms:

2 ½" x 4" name stickers with black ink logo	1,000/year
3-part carbonless 8 ½" x 5 ½" forms	
Leave time request form	1,000/year
3-part carbonless 8 ½" x 11" forms	
Personnel action forms	1,000/once every three years
2-part carbonless 8 ½" x 5 ½" forms	
Pet license	1,000/year
9 ½" x 7 1/8" folded to 4 ¾" x 7 1/8" black ink, two-sided	

Leaf Program postcard

9,000/year

Note that these are estimated quantities and actually print quantities may vary.

Business Cards

In the past the City of Roseville has had 50,000 business card shells printed. Then individual names are printed as needed. The Parks and Recreation Department has its mission statement and logos printed in black ink on the reverse side of its cards. The City of Roseville uses Nekoosa Ash card stock.

Business card shells	50,000/every two years
Business cards Black ink single-sided	20 sets of 500/year
Business cards Black ink double-sided	10 sets of 500/year

Note that these are estimated quantities and actually print quantities may vary.

The City of Roseville wishes to enter into a three-year contract with a vendor who most completely meets the specifications listed on pages 2 and 3. Roseville reserves the right to select separate vendors for these three categories: Newsletter printing and mailing, Envelope printing, Form printing.

PROPOSAL EVALUATION CRITERIA

- 1.01 To provide services including but not limited to printing of source material generated in Microsoft Word, Adobe Photoshop, Adobe InDesign, Adobe Illustrator and/or Corel Draw; in-house printing of a six-page, broadsheet newsletter on paper with a minimum of 100% post-consumer recycled content; ability to staple inserts; a runner to pick up and deliver copy; inkjet addressing of 312 newsletters and prepare approximately 17,200 for pre-sort standard mailing; and delivering newsletters to the Post Office needed to achieve the ultimate intent of effectively and efficiently publishing the Roseville City News.
- 1.02 The Vendor will have the ability to meet strict deadlines and the ability to hold space to accommodate last minute additions and corrections.
- 1.03 The Vendor will include with the proposal examples of municipal newsletters and forms produced in-house using the specifications in item 1.01. Vendor will also include the contact names, phone numbers and email addresses of clients for the examples provided.
- 1.04 If any services are to be out-sourced, Vendor will provide a detailed list of those services, the names and contact information of those service providers and a history of the working relationship between the Vendor and the service provider. Vendor will also include the contact names, phone numbers and email addresses of references for the service provider.
- 1.05 Proposals are to include all relevant charges for labor, supplies, start-up costs and taxes. Note that municipal newsletters are specifically exempt from Minnesota sales tax while other printing services are not.

- 1.06 The Communications Specialist will provide the Vendor with copies of the Roseville City News and other relevant documents as needed. PDF versions of the newsletter and forms are attached to this RFP.
- 1.07 The Vendor will notify the Communications Specialist of any deficiencies, omissions, inaccuracies, errors, or contradictions in the plans or specifications that will affect or alter completion of publication prior to submission of a proposal.
- 1.08 The Vendor will report to the Communications Specialist throughout this project and develop a working relationship that will include offering suggestions of improvements of the content and design.
- 1.09 The City of Roseville is committed to lessening the environmental impact of its services. As such, preference for this contract will be given to printers that qualify for the Printing Industry of Minnesota, Inc.'s Great Printer Environmental Initiative. More information on the Great Printer Environmental Initiative can be found at <http://www.pimn.org/environment/greatprinter.htm> The City of Roseville will also consider similar third-party environmental certifications.
- 1.10 Vendors must give notice of intent to propose. Notice should be emailed to Communications Specialist Tim Pratt tim.pratt@ci.roseville.mn.us no later than 4:00 p.m. CDT Wednesday, March 13, 2013.
- 1.11 Questions regarding this RFP shall be submitted in writing (preferably by email) to Communications Specialist Tim Pratt. All questions must be received by March 13, 2013. Emailed responses will be sent to all potential bidders by March 15, 2013.
- 1.12 Vendors are encouraged to submit proposals for some or all of Roseville's printing needs. Roseville reserves the right to select separate vendors for these three categories: Newsletter printing and mailing, Envelope printing, Form printing.
- 1.13 The Vendor will be available to begin work as of May 1, 2013 pending contract approval by the City Council.

SELECTION PROCESS

a) Four (4) copies of the written proposal and an electronic version (email, CD or similar electronic submittal) are due back by 4:00 p.m. CDT, March 22, 2013. Proposal shall include information about your company including:

- Name, address, phone number and website of company
- Name, phone number and email address of designated contact person
- A brief history of your company
- A statement detailing the services your company provides, any services that will be outsourced such as mailing preparation (and name, address, contact person, phone number and email for that service provider) and your ability to meet the City's needs specified in this RFP.
- A list of references including contact names, phone numbers and email addresses

- A list of references for any service provider for outsourced services including contact names, phone numbers and email addresses
- Examples of printed newsletters and forms
- A statement detailing your company's commitment to lessening its environmental impact including any third-party certifications such as being a MN Great Printer
- Completed bidding sheets

You may drop them off in person at City Hall or mail them to:

Tim Pratt, Communications Specialist
City of Roseville
2660 Civic Center Drive
Roseville, MN 55113.

- b) A City Committee composed of three City staff members will review the written proposals.
- c) Finalists who best meet the criteria specified in this request for proposals will be invited to give a presentation on Tuesday, April 2, 2013.
- d) The committee will then make a recommendation to the Roseville City Manager.
- c) The City Manager will then make a recommendation to the Roseville City Council on or around its April 15, 2013 meeting.
- d) The City of Roseville reserves the right to reject any or all Proposals, waive formalities, and select the vendor and services that best meet the standards and needs of the City and its employees.

Questions concerning this proposal should be directed to Communications Specialist Tim Pratt at tim.pratt@ci.roseville.mn.us or 651-792-7027.

City of Roseville Printing Services Bid Form

Service	Qty	Price per print run
Newsletter		
Printing and mailing City News	17,435 every two months	
	subtotal	
Envelopes		
#9 with black ink logo and return address	5,000 once a year	
#10 with black ink logo and return address	5,000 once a year	
#10 window with black ink logo and return address	10,000 once a year	
#10 on Nekoosa Ash Linen paper with two color logo and return address on back flap	25,000 once a year	
10 x 13 with peel and seal strip, black ink logo and City Hall return address	1,000 once a year	
10 x 13 with peel and seal strip, black ink logo and License Center return address	500 once a year	
8 ½ x 11 Stationery on Nekoosa Ash Linen paper two-color	50,000 once a year	
	subtotal	
Forms		
2 ½" x 4" name stickers with black ink logo	1,000 once a year	
3-part carbonless 8 ½" x 5 ½" - Leave time request	1,000 once a year	
3-part carbonless 8 ½" x 11" - Personnel action forms	1,000 once every three years	
2-part carbonless 8 ½" x 5 ½"	1,000 once a year	

- Pet license		
25 1/2" x 11" folded to 8 1/2" x 11" black ink - Employment Application	500 once every three years	
9 1/2" x 7 1/8" folded to 4 3/4" x 7 1/8" black ink, two-sided - Leaf Program postcard	9,000 once a year	
Business card shells Two color, single-sided	50,000 every two years	
Business cards Black ink single-sided	20 sets of 500 throughout the year	
Business cards Black ink double-sided	10 sets of 500 throughout the year	
	subtotal	
	Grand Total	