



Virg Bernero, Mayor

CITY OF LANSING

PURCHASING OFFICE

1232 Haco Dr.

Lansing, Michigan 48912

(517) 702-6197

<http://www.lansingmi.gov/purchasing>

JULY 18 2016

**REQUEST FOR QUALIFICATIONS AND PROPOSAL
RFQP/17/002
GRAPHICS DESIGN, SOLICITATION OF ADVERTISEMENTS,
PRINTING AND MAILING OF GUIDES
PUBLIC SERVICE/PARKS DEPT.**

The City of Lansing officially distributes all Purchasing documents through the Michigan Inter-governmental Trade Network (MITN) and the City of Lansing Purchasing Office. Our office no longer mails bid documents, notices or addendums to our vendors. To register for the MITN system or access bid information, including addendums, go to www.mitn.info

The City of Lansing requests qualification and proposal statements for the Graphics Design, Solicitation of Advertisements, Printing and Mailing of Guides. The City reserves the right to accept any proposal, to reject any and all proposals and to make the award in the best interest of the city.

Please submit TWO (2) copies (one unbound-no staples) of your completed proposal **up to but no later than, 2:00 PM local time in effect AUGUST 9, 2016**, to the City of Lansing, Purchasing Office, c/o Lansing Board of Water and Light, 1232 Haco Dr., Lansing, Michigan 48912. All submittals must be sealed and identified on the outside of the mailing envelope with "**RFQP/17/002 GRAPHIC DESIGN, ADVERTISING, PRINTING AND MAILING OF GUIDES**"

Please submit TWO (2) copies of the cost of services as a separate and distinct part of your overall proposal and clearly mark "RFQP/17/002, PROPOSAL FEES" on the outside of the envelope enclosed with your response.

Any contractual or quote package questions should be directed to me at (517)702-6197. Technical questions may be directed to **Lori Welch at (517) 483-4161**

Stephanie Robinson CPPB
Senior Buyer

Solicitation Number: RFQP/17/002

Solicitation Name: GRAPHICS DESIGN, ADS, PRINTING AND MAILING OF GUIDES

The City of Lansing Purchasing Office is collecting information regarding the use of the MITN e-procurement system. We are also collecting demographic information regarding woman-owned, minority-owned and Lansing based business. This form will not be used during the evaluation of bids or proposals. You may return this sheet, which is voluntary, with your submittal or shortly thereafter. Please, do not staple this to your bid document.

I. Where did your firm receive of this solicitation? Please check all that apply.

City of Lansing Purchasing Web Page <http://www.mitn.info>

City of Lansing Purchasing Office

Other, please

list: _____

II. Demographic Information:

Is your firm located or have a business office within the corporate city limits of Lansing

yes _____ no _____

III. Company Information

Federal Tax ID Number _____

Firm Name

Address (Street, City, State, ZIP)

Phone Number

Fax Number

Web Site Address

Contact Person

Thank you for your participation.

NON-COLLUSION AFFIDAVIT

State of _____, County of _____.

_____, being first duly sworn, deposes and says that:
(Name)

(1) He / she is

the _____, of _____
(Title) (Company Name)

(2) He / she is fully informed respecting preparation and content of the attached bid or proposal and of all pertinent circumstances respecting such bid or proposal;

(3) Such bid or proposal is genuine and not a collusive or sham bid or proposal;

(4) Neither the bidder or proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has any way colluded, conspired, connived, or agreed directly or indirectly, with any other bidder or proposer, firm, or person to submit a collusive or sham bid or proposal in connection with the Contract for which the attached bid or proposal has been submitted or to refrain from bid or proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other bidder or proposer, firm, or person to fix the price or prices in the attached Bid or proposal or of any other Bid or proposer, or to fix any overhead, profit, or cost element of the bid or proposal price of any other bid or proposal, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the **City of Lansing** or any person interested in the proposed Contract; and

(5) The price or prices quoted in the attached bid or proposal are fair and proper and are not tainted by any other collusion, conspiracy, connivance, or unlawful agreement on the part of the bidder or proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(Signature)

(Title)

Subscribed and sworn before me

This ____ day of _____, 20____

Signature of Notary Public

Name of Notary _____,

County _____, Commission Expiration _____.



Virg Bernero, Mayor

FINANCE DEPARTMENT
PURCHASING OFFICE
124 W. Michigan Avenue, 8th floor
Lansing, Michigan 48933-1603
(517) 483-4124

<http://www.lansingmi.gov/finance/purchasing>

**CERTIFICATION REGARDING
DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS**

The prospective participant certifies, to the best of its knowledge and belief, that it and its principals:

- (1) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in transactions under any non-procurement programs by any federal, state or local agency.
- (2) Have not, within the three year period preceding, had one or more public transactions (federal, state, or local) terminated for cause or default; and
- (3) Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state, or local) and have not, within the three year period preceding the proposal, been convicted of or had a civil judgment rendered against it:
 - (a) For the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public transaction (federal, state, or local), or a procurement contract under such a public transaction;
 - (b) For the violation of federal, or state antitrust statutes, including those proscribing price fixing between competitors, the allocation of customers between competitors, or bid rigging; or
 - (c) For the commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.

I understand that a false statement on this certification may be grounds for the rejection of this proposal or the termination of the award. In addition, the general grant of this authority exists within the City's Purchasing Ordinance, Sec. 206.02 (a) (1) (G).

[] I am able to certify to the above statements. [] I am unable to certify to the above statements. Attached is my explanation.

Name of Agency/Company/Firm *(Please Print)*

Name and title of authorized representative *(Please Print)*

Signature of authorized representative

Date

All proposers shall complete the Proposal and Award page(s) and submit all information requested herein in the proposal document in its entirety, **IN ORDER FOR THE PROPOSAL TO BE RESPONSIVE. FAILURE TO DO SO MAY RESULT IN THE PROPOSAL BEING DECLARED NON-RESPONSIVE AND REJECTED.**

REQUEST FOR QUALIFICATIONS and PROPOSAL (RFQP)

PROPOSAL REFERENCE No.: RFQP/17/002

ISSUE DATE: 7/18/16

PROPOSAL OPENING DATE: **8/09/16**

PROJECT: GRAPHICS DESIGNS, SOLICITATION OF ADVERTISING,
PRINTING AND MAILING OF CITY GUIDE

ISSUING OFFICE: **PUBLIC SERVICE, RECYCLING, PARKS AND RECREATION DEPT**

CONTACT NAME: **LORI WELCH**

PHONE: **(517) 483-4161**

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Should any of the required documents be missing from your packet, immediately notify the Finance Department, Purchasing Section and request that they be supplied.

DATE _____

REQUEST FOR PROPOSALS
RFQP/17/002

Please complete Section I or II and Section III.

Section I

PROPOSAL AND AWARD

Initial: _____

The undersigned, having become thoroughly familiar with and understanding the entire proposal documents attached hereto, agrees to provide the services as specified herein, for the total fees as stipulated herein, subject to negotiation.

I hereby state that all of the information I have provided is true, accurate and complete. I hereby state that I have authority to submit this proposal which will become a binding contract if accepted by the City of Lansing. I hereby state that I have not communicated with, nor accepted anything of value from an official or employee of the City of Lansing that would tend to destroy or hinder free competition.

I hereby state that I have read, understand and agree to be bound by all the terms of this proposal document. Please initial next to Proposal and Award, sign Section III and submit with your response to this solicitation.

Section II

STATEMENT OF NO PROPOSAL

Initial: _____

If you do intend to submit a response to this solicitation, please complete this section, initial next to Statement of No Proposal and sign Section III. Please return this page via mail or fax (517.483.4524) by the proposal due date.

We, the undersigned have declined to submit a proposal for the following reason:

_____ Insufficient time to respond to the Request for Proposal.

_____ Our schedule would not permit us to perform.

_____ Other (specify below).

Remarks: _____

Section III

SIGNATURE

Federal Tax ID# _____

SIGNED: _____ NAME: _____

TITLE: _____ DATE: _____

FIRM NAME: _____

ADDRESS: _____

(Street)

(City)

(State)

(Zip)

PHONE: (_____) _____ FAX: (_____) _____

INSTRUCTIONS TO RESPONDENTS

TERMS AND CONDITIONS

Use Of RFQP Forms

This packet represents the RFQP document. If you choose not to submit a response, please complete and return Page 2 "Statement of No Proposal". If you choose to submit a proposal, then page 3 " Proposal and Award" must be submitted with your proposal.

Interpretations for Addenda

Questions from Respondents regarding this RFQP must be submitted to the Buyer, in writing, and must arrive in the Office of Purchasing no later than seven (7) City business days prior to the due date set of the RFQP. Answers to questions that change or substantially clarify the RFQP will be issued as an addendum and will be provided to all prospective respondents. Addenda will be on file in the Office of Purchasing at least five (5) City business days before the proposals are opened. All addenda will be mailed to each person holding Documents, but it shall be the Respondent's responsibility to make inquiries as to the Addenda issued. All such Addenda shall become part of the Contract Documents and all Respondents shall be bound by such Addenda, whether or not received by the Respondent. The Office of Purchasing will respond to telephone inquiries or visitations by vendors or their representatives. The City of Lansing's Office of Purchasing does not commit to answering questions received during the last five (5) business days prior to the proposal due date.

RFQP's

- a) All proposals must be submitted following the RFQP Format as stated in this document using figures attached (when provided) and shall be subject to all requirements of this Document including the INSTRUCTION TO RESPONDENTS and GENERAL INFORMATION sections. All proposals must be regular in every respect and no interlineations, excisions, or special conditions shall be made or included in the RFQP format by the Respondent.
- b) The City of Lansing may consider as irregular any proposal on which there is an alteration of or departure from this RFQP Format, as provided in the RFQP Documents, and at its option may reject the same.
- c) If a Contract is awarded it will be awarded by the City of Lansing to the most responsive proposal on the basis of Section 206 of the City of Lansing Code of Ordinances. The Contract will require the completion of the work pursuant to these documents.
- d) Each Respondent shall include in its proposal, in the format requested thereof, the cost of performing the work. The prices set forth in the proposal by the Respondent shall remain effective 90 days from the time of the proposal opening.

PROPOSAL CONTENTS/ ECONOMY OF PREPARATION

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements of the RFQP. Fancy bindings, colored displays, promotional material, etc., will not receive evaluation credit. Emphasis should be on completeness and clarity of content.

All costs associated in the preparation of the proposal and its contents will be born by the respondent. The city is not responsible for any costs or fees associated with its preparation or delivery. The contents of the proposal will become the property of the City's upon submission. The contents of the proposal of the successful respondent will become contractual obligations, if a contract ensues. Failure of the successful vendor to accept these obligations may result in cancellation of the award.

CORRECTIONS

Erasures or other changes in the RFQP form must be explained or noted over the signature of the Respondent.

COLLUSIVE AGREEMENTS

- a) Each Respondent submitting a proposal to the City of Lansing for any portion of the work contemplated by the documents on which a Response is based shall execute, and attach an affidavit to the effect that it has not colluded with any other person, firm, or corporation in regard to any proposal submitted.
- b) Before executing any subcontract, the successful Respondent shall submit the name of any proposed subcontractor for prior approval.

ORGANIZATION AND FINANCIAL STATEMENT

Each Respondent shall, upon request, of the City of Lansing, submit an ORGANIZATION AND FINANCIAL STATEMENT. The City of Lansing shall have the right to take such steps as it deems necessary to determine the ability of the Respondent to perform its obligations under the Contract, and the Respondent shall furnish the City of Lansing all such information and data for this purpose as it may request. The right is reserved to reject any proposal where an investigation of available evidence or information does not satisfy the City of Lansing that the Respondent is qualified to carry out properly the terms of the Contract, or where the Respondent refuses or fails to furnish the City of Lansing with any evidence or information requested by the City.

SIGNATURES

The Proposal and Award page and any proposal notifications, claims or statements must be signed in ink by an official of the proposing organization authorized to bind the proposer to the provisions of the RFQP.

TIME FOR RECEIVING PROPOSALS

Proposals received prior to advertised hour of opening will be securely kept unopened. The officer whose duty it is to open them will decide when the specified time has arrived, and proposals received thereafter will not be considered. Late RFQP's will be returned to the Respondent un-opened. **The City of Lansing is not responsible for delivery delays and the date-stamp clock at the City of Lansing Purchasing office location shall determine the official time of receipt.**

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn on written request dispatched by the Respondent in time for delivery in the normal course of business prior to the time fixed for opening. The proposal

guarantee of any Respondent withdrawing its RFQP in accordance with the foregoing conditions will be returned promptly.

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A proposal, including all pricing, may not be withdrawn, modified or canceled by the vendor for a period of 90 days following the proposal deadline and vendor so agrees upon submittal of the proposal. Once selected, the vendor agrees to extend submitted prices, if needed, during the contract negotiation period.

DEFAULT TO CITY

It is understood that any Respondent who is in default to the City at the time of opening the proposal shall have the proposal declared null and void.

All vendors shall be current in payment of any taxes, licenses, fees, permits or any other monies due the City of Lansing at time of quote due date as per City of Lansing Ordinance Section 206.02(a)1(G).

AWARD OF CONTRACTS / REJECTION OF PROPOSALS

- a) The Contract will be awarded to the most responsive respondent as determined pursuant to the provisions of Chapter 206 of the City of Lansing's Code of Ordinances, provided such proposal is in the best interests of the City of Lansing to accept it.
- b) The City of Lansing reserves the right to reject any and all proposals and to waive any irregularity in proposals received whenever such rejection or waiver is in its best interests. The Respondent to whom the Award is made will be notified at the earliest possible date.
- c) The City of Lansing reserves the right to consider as unqualified to perform the Contract any Respondent who does not habitually perform with its own forces twenty-five (25%) of the work involved.
- d) The Contract shall not be considered executed unless signed by the Mayor after approval as to form by the City Attorney and certification as to the availability of funds by the City Controller. Signatures on behalf of the City other than those cited above shall not constitute contract execution by the City and the contract shall be null and void.

EQUAL EMPLOYMENT OPPORTUNITY

Attention of Respondents is particularly called to the requirements for ensuring that employees and applicants for employment are not discriminated on any illegal basis including race, color, religion, sex, or national origin as required by the City of Lansing's Ordinance Section 206.21 (see Equal Opportunity Provisions).

TAX LIABILITY

When the terms of this contract involve the lease of property, real or personal, to the City, it is understood that the Lessor shall be solely responsible for the payment of all taxes of any nature whatsoever that accrue on the property during the term of the lease. Sales Tax and Use Tax are applicable in this contract and are the sole responsibility of the Provider of services.

CITY ORDINANCE AND CHARTER REFERENCES

All City of Lansing Ordinances and Charter Sections applicable to this RFQP are available at the Lansing City Clerk's office for the Respondent's inspection and review, and the Respondent understands that it is its sole responsibility to understand and fully comply with all applicable City of Lansing Ordinance and Charter sections.

NOT TO EXCEED OR NON-APPROPRIATION

The Respondent hereby recognizes that the City is a political body corporate and that in the event the City fails to appropriate monies sufficient enough to pay its obligations herein, that the City may terminate this agreement without incurring any liability thereof.

TYPE OF CONTRACT

It is proposed that a contract entered into as a result of this RFQP will have a fee structure with a specified maximum, not to be exceeded, cost. Negotiations may be undertaken with those Respondents whose proposals as to price and other factors show them to be qualified, responsible and capable of performing the work; and in accord with the City of Lansing Code of Ordinances. The contract that may be entered into will be that one which is most advantageous to the City, price and other factors considered. The City reserves the right to consider proposals of modifications thereof received at any time before the award is made, if such action is deemed to be in the best interest of the City.

NEWS RELEASES

News releases pertaining to this request or the work to which it relates, will not be made without prior written approval of the issuing office.

CONTRACT EXTENSIONS

This contract will be for a period of one year with the option to extend for one additional year, up to a maximum of four (4) one year extensions. Contract extensions are subject to mutual agreement between the contractor and the City 30 days prior to contract expiration of each year.

INCURRING COST

The City shall not be liable for any costs, including any travel, by the proposer prior to award of contract. The City does not intend to pay for any information obtained, though such may be utilized in determining the award. Total liability of the City is limited to the terms and conditions of this request and any resulting contract.

NO THIRD-PARTY RIGHTS

It is agreed and understood that the contract is made solely for the benefit of the City and the Provider of Services; that it is not made for the benefit of any third party; and that no action or defense may be founded upon this contract except by the parties signatory hereto.

DISCLOSURE OF PROPOSAL CONTENTS

After contract award, a summary of total price information for all submissions may be furnished upon demand to those Respondents participating in this request. If a proposal contains any information that the Respondent does not want disclosed to the public or used by the City for any purpose other than proposal evaluation, each sheet of such information must be marked with the following legend:

"This information shall not be disclosed outside the City or be duplicated, used or disclosed in whole or in part for any purpose other than to evaluate the proposal; provided, that if a contract is awarded to the respondent, or as a result of, or in connection with the submission of such information, the City shall have the right to duplicate, use or disclose this information to the extent provided in the contract. This restriction does not limit the City's right to use information contained herein if obtained from another source."

ORAL PRESENTATION

Respondents who submit a proposal may be required to make an oral presentation of their proposal to the Issuing Office. These presentations will provide an opportunity for the respondent to clarify its proposal to ensure mutual understanding of its contents. The Issuing Office will schedule any such presentations.

ACCEPTANCE OF PROPOSAL CONTENT

The contents of the proposal of the successful offeror will become contractual obligations, if a contract is issued. Failure of the successful respondent to accept these obligations will result in cancellation of the award.

PROJECT CONTROL

- A. The consultant will perform the work under the direction and control of a Project Director designated by the Issuing Office.
- B. The Project Director will meet on an agreed upon basis with the consultant's Project Manager for the purpose of reviewing progress and providing necessary guidance to the consultant in solving problems which may arise.
- C. The consultant will submit written, summaries of progress on an agreed upon basis which outlines the work accomplished during the reporting period, work to be accomplished during the subsequent reporting period, problems which have arisen or may arise which should be brought to the attention of the City of Lansing's Project Director, and to request approval for significant deviation from previously agreed upon work plans. In addition, a summary of project costs for completed work, and expected costs for the remainder of the work will be included.

CONTRACT PAYMENT SCHEDULE

Payment for a contract entered into as a result of this request will be made monthly upon receipt of the consultant's billing statement and progress reports. The consultant's billing statement should include detailed information regarding person-hours expended by classification and by task, as well as information regarding such items as mileage, materials, and other non-overhead costs.

CANCELLATION

CANCELLATION OF CONTRACT by the City may be for; a) default by the contractor or; b) lack of further need for the service or commodity at the location names in the contract. Default is defined as the failure of the contractor to fulfill the obligations of his/her quotation, contract, or purchase order. In case of default by the contractor, the City may cancel the contract or purchase order immediately and procure the articles or services from other sources and hold the contractor responsible for any excess costs occasioned thereby. In the event the City no longer

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needs the service or commodity specified in the contract or purchase order due to program changes, changes in laws, rules or regulations, relocation of offices, or lack of funding, the city may cancel the contract or purchase order by giving the contractor written notice of such cancellation 30 days prior to the date of cancellation.

INDEPENDENT PRICE DETERMINATION

A. By submission of a proposal, the offeror certifies and, in the case of a joint proposal, each party thereto certifies as to its own organization, that in connection with this proposal:

1. The prices in the proposal have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror, or with any competitor; and
2. Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the offeror, and will not knowingly be disclosed by the offeror prior to award directly or indirectly to any other offeror, or to any competitor; and
3. No attempt has been made or will be made by the offeror to entice any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

B. Each person signing the proposal certifies either:

1. They are the person(s) in the offeror's organization responsible within the organization for the decision as to the prices being offered in the proposal, and that they have not participated and will not participate in any action contrary to "A-1, 2, and 3" above; or

2. They are not the person(s) in the offeror's organization responsible within that organization for the decision as to the prices being offered in the proposal, but that they have been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated and will not participate in any action contrary to "A, 1, 2, and 3" above, and as their agent does hereby so certify, and that they have not participated and will not participate in any action contrary to "A 1, 2 and 3" above.

- C. A proposal will not be considered for award if the sense of the statement required in the Cost and Price Analysis portion of the proposal has been altered, so as to delete or modify "A 1 and 2" or "B", above. If "A 2" has been modified or deleted, the proposal will not be considered for award unless the offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the Issuing Office determines that such disclosure was not made for the purpose of restricting competition.

INDEMNITY

Respondent shall be solely responsible for and shall indemnify, defend and hold harmless the City, its agents, officers and employees from and against any and all claims, suits, damages and losses, specifically including, but not limited to those for loss of use of property, for damage to any property, real or personal, for injury to or the death of any person including but not limited to employees and officers of the City and for all other liabilities whatsoever including related expenses and actual attorneys fees in any way sustained or alleged to have been sustained or indirectly, by reason of or in connection with:

1. The performance of the works by or any other activities of the Respondent, its employees or agents or officers including but not limited to the use of any equipment or material furnished by the Respondent; or
2. The presence of Respondent, its employees, agents or officers on the premises of the City; whether such claims, suits, damages, losses and liabilities are based upon or result in whole or in part from the active or passive negligence of the City, its employees, agents or officers or City's strict liability in tort, breach of warranty, breach of contract, duty to indemnify or any other basis or cause whatsoever whereby the City might be held liable; provided, however, that the foregoing shall not be construed to be an agreement to indemnify the City against liability for damages caused by or resulting from the sole negligence of the City, its agents, employees or officials, under circumstances whereby said agreement would be in violation of Michigan Public Act 1966 No. 165, Section 1 (MCLA Section 691.991) if applicable. This provision shall extend beyond the terms of this Agreement

INSURANCE

The selected firm will be responsible for providing certificates of insurance to the City which prove the firm has not less than \$1,000,000 coverage for Personal Liability and Property Damage and proof of Worker's Compensation Insurance. The Personal Liability and Property Damage certificate shall name the City of Lansing as additionally insured and shall carry a twenty (20) day Notice of Cancellation. Proof of insurance, as stipulated above, shall be provided to the City within ten (10 working days) of issuance by the City of an Award of Contract. When the City receives proof of insurance, if everything is in order, it will issue a "Notice to Proceed" to the consultant.

Automobile Liability insurance shall be provided and include:

1. Coverage that complies with the requirements of the Michigan No-Fault Law.
2. Coverage for Owned, Hired, and Non-owned vehicles.
3. Residual liability coverage with a combined single limit of at least \$1,000,000 for both Bodily Injury and Property Damage.

The consultant shall also provide proof of professional liability insurance which shall insure against acts which are in the nature of professional services performed by providers of this type of service. If a contract is entered into, the consultant shall maintain such professional liability insurance during the life of the contract.

Professional Liability Coverage shall be provided in an amount not less than \$1,000,000 per occurrence. This coverage may be written on a claims-made basis.

I - GENERAL INFORMATION

The City has the objective to create a Guide on the Departments of the City along with Recycling Information, and Parks and Recreation Activity Guide. The purpose of this Guide is to provide residents with information about various agencies, programs and services regarding Parks and Recreation, recycling and “green” issues etc.

The City of Lansing will gathered the information and developed the text for this Guide. It is looking for a graphic artist to develop a full-color Guide that enables the public to easily flip to various segments of information on different topics.

The graphic arts and design firm will provide the personnel, equipment, and services for the project. Vendor will develop layout; handling copyright issues; providing stock imagery as needed; providing onsite support at installations and photo sessions (if necessary); providing proactive recommendations; and acting as a liaison to third party vendors.

In addition, the graphic arts and design firm will obtain price quotes for printing and publishing the end product.

II - SCOPE OF WORK

Administrative

- Provide, to the satisfaction of the City, graphic, design services and printing until the completion of contract.
 - Solicit advertising from area businesses to help offset the cost of the publication.
 - Develop an electronic format and/or other alternatives to the paper version
 - Begin work within five (5) working days after receipt of written direction from the City to proceed.
 - Stop work promptly, if so directed in writing by the City of Lansing.
 - Act as a liaison to third party vendors by supplying artwork in the required formats.
- Submit final invoice for services to the City within 30 calendar days after contract time is stopped.

Artwork

- Include at least three rounds of edits within the initial price of the project.
- Include providing at least three design options within the initial price for the Guide.
- Retouch photographs in need.
- Purchase royalty free photography as needed.
- Handle all copyright issues.
- Provide printready and web-ready final copies of designated artwork.

Printing information

- Publish and print the end product
- Printing quantities are as follows **50,000 copies**
- Guide will be full color, approximately 30-50 pages (although final page count will be determined by the agreed upon layout)

Sponsorship

- The firm will work cooperatively with various City departments to identify all potential sponsorship, partnership and advertising opportunities.
- Under the direction of the City, the awarded firm will negotiate the best possible contribution and /or revenue producing business arrangement for the City.
- The awarded firm will develop a written agreement for all sponsorships, partnerships, and advertisements that details the City of Lansing's, the contractors, and Partner's responsibility.

Role of Outside Firm

It is anticipated that the following duties will be required of the firm selected for this effort.

- Provide Graphic Designing, Solicitation of Advertising (Sponsorships) for guide, along **managing the printing and mailing of the guide.**
- Consultant is to act as third party solicitor of sponsors, partners, and advertisers for the City of Lansing publications including all programs, events and activities. The intention of these sponsorships is to offset the cost of the publication and possibly offset cost of special events.

Failure to answer all of the following questions completely or provide the requested information may render your quote non-responsive.

1. Does your firm offer union label printing? _____
2. How long has your firm been in business? _____
3. Do you offer pick-up and delivery services? _____
4. Do you offer bindery and mailing services? _____
5. Do you offer pre-press services? _____
6. Do you offer process color printing? _____
7. What is your policy on overruns? _____ (industry standard is 10% over/under) _____
8. What separates you from the competition and how would that benefit the City of Lansing?

9. Provide three (3) references of your largest and or most longstanding customers; include a contact name and phone number. The City reserves the right to contact any or all of the references listed.
 - a. _____

 - b. _____

 - c. _____

10. Did you enclose a sample of the similar projects required? Yes _____ No _____

Company name _____

Authorized Signature _____

Address _____

City/State/Zip _____

Phone _____

Date: _____

GRAPHIC DESIGN, SOLICITATION FOR ADVERTISING SERVICE, PRINTING AND MAILING FOR CITY OF LANSING GUIDE

The intent of these specifications from the City of Lansing is to provide an outline and express the minimum requirements for qualified vendors interested in responding to this request. In order to assess your organization's ability to provide all the necessary services for this project, please provide the qualifications of the firm and key staff assigned to this project and the firm's ability to understand the purposes, goals and objectives of the project.

The following criterion outlines the elements and format to be included in the submission of the technical proposal by which your firm or team will be evaluated:

Information to be Included in Proposal

1. Indicate experience working with government agencies that utilize this type of booklet and include references where this experience may be verified
2. Describe in as much detail as possible procedures that you would propose for our booklet. Include a description of procedures for maintaining the printing of this booklet.
3. Include resumes of the individuals from your firm who would be involved in the planning, development and validation of the booklet for the City of Lansing.
4. Provide the names of clients (including contact persons and phone numbers) for whom you have developed similar projects
5. Explain clearly and comprehensively how your organization understands the purpose, goals and objectives of this project.
6. Samples of your team's work, including written, graphics, Guides, etc.
7. Qualifications of your team or key personnel (include resumes and any special certifications).
8. References (please provide a minimum of three business names, addresses, phone numbers and names of the persons to contact directly).

IV. Additional Information

1. Communications and questions concerning this RFQP may only be directed to the individuals identified within the proposal cover letter of this RFQP. No other contact with any City official, staff, or employee is permitted before completion of the RFQP process except by invitation to do so. Unauthorized contact regarding this RFQP may result in disqualification or rejection of a proposal.
2. The City of Lansing will form a selection committee to evaluate proposals. Key evaluation criteria will include: credentials of project staff; relevancy and amount of

experience; and ability to successfully perform all of the duties and comply with all of the requirements specified in this RFQP along with associated costs.

3. The selection committee will make the final selection decision, with ultimate approval by the Mayor.
4. The awarded firm should have a minimum of five years' experience, providing this type of service in a municipal environment.
5. The successful firm shall ensure/understand that they will work closely with City staff and will be considered a key part of the team; a strong, positive working relationship must be maintained.
6. The firm will provide a single point of contact for the duration of the contract.
7. The firm will ensure timely completion of the assignments.
8. The firm will comply with administrative procedures of the City.

There is a desire for participation by Disadvantaged Business Enterprises (DBE), Minority Business Enterprises (MBE) and Small Business Enterprises (SBE) during this project. Accordingly, there will be a bona fide good faith and best effort to achieve this request for consulting, sub-consulting and purchasing activities. Proposals are to be prepared on left side bound 8 1/2" x 11" white paper. Proposals are to be concise as possible without sacrificing necessary content. Proposals shall be considered valid for the period of time it takes to negotiate an agreement and execute a contract with the successful firm. The City will not reimburse professionals for expenses incurred in responding to this RFP.

Upon receipt of the proposals, the City will provide each proposal to an Evaluation Committee. Each individual on the committee will review, evaluate and rate the proposal based on quality and substance of the information provided, the quality of staffing and familiarity with the type of work, proximity, and price.

Top rated firms may be invited to give an oral presentation (only if the City deems it necessary). A contact person should be designated by the firm to direct any questions that the City might have. All firms submitting a qualified proposal will be notified of the results of the review.

III – PRICING

The proposal pricing schedule is to be completed in entirety, a proposal response that fails to provide pricing for each listed project or an hourly rate will be deemed as non-responsive.

PRINTING/MAILING OF CITY MAGAZINE PUBLICATION
(PARKS GUIDE/RECYCLING NEWSLETTER)

Price quote for layout, design, formatting, advertisement solicitation and printing of the City Guide, including Parks Guide, and the Recycling newsletter. Vendor is encouraged to submit way for residents to be able to choose an electronic version of publication and opt out of receiving a paper copy in the mail.

Vendor should submit a production schedule, with expected time frames for process. We expect two to three rounds of edits once in production. Two or more mock ups or samples provided for review.

The City currently produces for Parks and Recreation, four activity guides per year.

- a) Spring is delivered to households the first week of March to cover April into June.
- b) Summer is delivered the third week of May to cover beginning of June into September.
- c) Fall is delivered before Labor Day to cover the last week of September into December.
- d) Winter is delivered the first week of December to cover January into March.
- e) The City has in the past produced a Spring/Summer guide which would have been delivered the first week of March to cover April into September.

Vendor should also include anticipated revenue from solicitations of advertising.

Frequency: Up to four editions to be printed off this contract Spring, Summer, Fall and Winter.

Number of pages: 30-50 pg. Winter. 30-50 Spring, 30-50 pg. Fall, 30-50 pg. Summer (including cover)

1. Size:
 - 1.1 (final fold size)
 - 1.2 Cover 8 ½” x 11” (final fold size”)

2. Ink:
 - 2.1 Four – color cover with no bleeds
 - 2.2 Black Text plus one PMS color on interior pages (no bleeds)

3. Bindery:
 - 3.1 Collated
 - 3.2 Saddle Stitched

4. Cover Pages (front and back):
 - 4.1 Paper: Heavier glossy paper stock on front and back cover.

4.2 Outside cover front and back with no bleeds and four color coverage

4.3 Recycled content paper, (min. 30%, preferably higher).

5. Text Pages:

5.1 Inside page could be lighter weight and non-gloss if cost savings were beneficial. Vendor to supply bid with full gloss, like attached sample. Other paper options will be considered to save money, alternative bids welcome. Min. of 30% Recycled content paper required.

#of Copies: 50,000

Formatting: See sample format on line at <http://www.lansingmi.gov/parks> or you may request a sample copy of contracting Brett Kaschinske or Kellie Brown. Information supplied by email and hard copy. Formatting for text and inserting graphics for 30-50 pages with approximately two pages supplied camera ready. Price on an hourly basis with an estimated cost or a per page cost.

Include costs for:

- Mailing of approx. 50,000 (data electronically transferred thru internet) (include separate line item for postage)
- Delivery of balance to various addresses and Foster Center, 200 North Foster St., Lansing , MI 48912
- Color Plate
- Mailing list output
- Any other charges that may be associated with project
- Zoom Page/Flip Book for our website.

Independent Price Determination: Include a statement substantially as follows: “This cost and price analysis is submitted in full compliance with the provisions of the paragraph titled “Independent Price Determination” in the **Instructions, Terms & Conditions** section of the RFQP to which this proposal is a response.”

The information requested in this section is required to support the reasonableness of your proposal. The data will be held in confidence and will not be revealed to or discussed with the competitors. Provide a detailed sales plan for sponsor sales including:

- Strategic objectives for City sponsor sales
- Sales strategies and process
- Yearly sales forecast
- Summary of sales activity reports to be provided including frequency
- Provide a compensation plan. The City of Lansing will accept:
- Payment option one:
- Straight percentage: _____% Commission on all sales + _____% commission on in kind donati
- or
- Payment option two:
- Tiered commission _____% commission on all sales less than \$_____

- _____% commission on all sales between \$_____ and \$_____
- _____% commission on all sales above \$_____
- _____% commission on in kind donations

**GRAPHIC ART, DESIGN SERVICES, ADVERTISING SOLICITATION, PRINTING
AND MAILING THE GUIDE PROPOSAL PRICING SCHEDULE**

III – PRICING

The proposal pricing schedule is to be completed in entirety, a proposal response that fails to provide pricing for each listed project or an hourly rate will be deemed as non-responsive.

The undersigned has read the specifications and understands the scope of work and requirements, and promises to provide the projects and services as described, for the rates provided as follows.
Project Function *Estimated Costs

Design of Guide \$_____ Printing Costs \$_____ (per guide)

Hourly Rate \$_____ (x 40) \$_____

Solicitation of Advertising \$_____ - (offset by income from sold sponsorships)

(Estimated 40 hours additional work) hourly rate **Total Estimated Cost** \$_____

*Above project pricing includes: two rounds of edits; re-touching of photographs; handling copyright issues; two design options for print materials, etc. Please base pricing for printing costs on 50,000 copies (cost per each copy). The City ran a 2 year active registration mailing list, and there would be approximately 1000 non-resident households that would have to be included in the mailing.

The above estimate of 40 hours is not a guarantee of work, simply an estimated quantity for the sake of fair comparison and award. Such hourly rates as are provided above are to be applied to any graphic design work not anticipated within the scope of the specified project.

Company Name: _____

Signature: _____ Date: _____

Print Name: _____ Title: _____

FEIN/Tax Identification No.: _____

Address: _____

Phone: _____ Fax: _____

Email Address: _____