

City of San Carlos



REQUEST FOR PROPOSALS (RFP)

Activity Guide Publishing Services

RFP Release Date:	Friday, May 10, 2024
Questions regarding this RFP should be directed to:	Tyler Muela – Recreation Manager Tmuela@cityofsancarlos.org (650) 802 - 4130
Submittals Due:	Monday, May 27, 2024 @ 4:00 PM

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I. INTRODUCTION

The City of San Carlos is seeking a qualified publishing team to provide the services outlined in the scope of services to create our seasonal activity guides for the Parks U& Recreation Department. All proposals shall include as a minimum the information outlined in Scope of Services.

It is the Proposing Firm's responsibility to read the entire RFP and to comply with all requirements herein.

II. BACKGROUND

The City of San Carlos is located halfway between San Francisco and San Jose in the San Francisco Bay Area. The City currently issues printed seasonal activity guides annually 4 times each year: Fall (June); winter (October); spring/summer (January), Summer Camp (December). Fall, winter, spring/summer brochures 56 pages plus 4-page cover; summer camp brochure 36 pages plus 4-page cover.

Content includes our department info, programs, classes, and events that occur seasonally. The activity guide size is 8.25" x 10.75" pages in full color.

III. PROJECT DESCRIPTION

Scope of work for this project includes all aspects of activity guide publishing services, including but not limited to the following:

Professional design and layout of articles, pictures, graphs, tables and/or graphics, including:

- Project management and coordination.
- Client meetings as needed.
- Copy content review and editing (including spelling and grammar).
- Creative arts services.
- Art direction.
- Color correction.
- Copy fitting and typography.
- Image selection as needed.
- Image cropping, sizing, and retouching.
- Add guide hyperlinks.
- Link web addresses.
- Presentation of preliminary draft for client review and edits until final approval.
- Masthead design.
- Press-checking.
- Create a master electronic PDF version of the final activity guide that is high resolution and forward it to the City for City website.
- Forward finished artwork files for ftp delivery to printer.
- Meet all deadlines established by the City.

IV. VENDOR INQUIRIES

If a Proposer has any questions regarding any part of this RFP, or finds discrepancies in or omissions from this RFP, the proposer shall submit a written request via email by 5:00 p.m. PST Monday, May 20, 2024, addressed to Tyler Muela, Recreation Manager, at: tmuela@cityofsancarlos.org. **Questions received after this date and time may not be answered.**

The City’s responses to questions will be included in an Addendum to this RFP, if necessary, which will be issued and posted the City’s website on or before Friday, May 24, 2024. **Only questions that have been resolved in writing via an RFP Addendum are binding. Oral and other interpretations or clarifications will be without legal or contractual effect.**

V. PROJECT SCHEDULE

The City’s target dates for desired project delivery are as follows

Action	Date
Request for Proposals (RFP) Released	Friday, May 10, 2024
Vendor Inquiries Deadline	Monday, May 20, 2024
Addendum with City’s responses to Vendor Inquiries (if applicable)	By Friday, May 24, 2024
Proposal Due	Monday, May 27, 2024 @ 4:00 PM
Contract Awarded	June 2024

VI. PROPOSAL REQUIREMENTS

The following information must be included in the bid submission.

All responses to this RFP must be made in accordance with these specifications. Failure to adhere to any specification may result in rejection of your proposal. Your proposal must include satisfactory evidence indicating your ability to meet the Scope of Services detailed in this RFP.

Section A - Cover Page

Cover page must include the project name, firm’s name, contact person’s name, address and phone number and website

Section B – Statement of Qualifications

- 1) Information/Background of the Firm

Provide a brief introduction of your firm and address the firm’s qualifications and experience to meet the specifications and requirements of the activity guide design/publishing services,

as well as the size of the firm and the number of years in business.

2) Experience

A list of your experience as it relates to the Scope of Services outlined in this RFP. List each company/agency separately and include the length of time you gained this experience. Please include any sample material for similar projects.

3) References

The names, addresses and phone numbers of at least two (2) business-related references.

Section C – Scope of Services

The Scope of Services should provide the list of the publishing services needed over 1 calendar year. Please refer to the project description (III.). The annual cost estimate of Activity Guide publishing services should be based on the listed number of guides.

Section D – Proposal Pricing

Responding firms shall provide a detailed cost analysis for the entirety of the contract, including basic fee structure and break-down of any other charges related to your firm’s proposal. Please outline the costs for a full five years, should the full contract be awarded and executed.

If there are fees based on hourly rates, provide rates for all team members, the expected range of billable hours, and a “not to exceed” budget.

VII. VENDOR SELECTION

Selection Criteria In accordance with the Municipal Code, vendor selection shall be on the basis of demonstrated competence, the professional qualifications necessary for the satisfactory performance of the services required, and a fair and reasonable price.

Proposals will be evaluated based upon, but not limited to, the following criteria:

- Demonstrated understanding of the Scope of Services;
- Responsiveness to the RFP;
- Experience with similar events;
- Quality of the proposal;
- Reference checks; and
- Cost proposal.

Non-Obligation

The City retains sole discretion to evaluate submittals and may make an award to the vendor the City deems to be most responsive to the RFP. Receipt of submittals in response to its request for qualifications does not obligate the City in any way to engage any vendors and the City reserves the right to reject any or all submittals, wholly or in part, at any time, without penalty.

The City shall retain the right to abandon the request for qualifications and selection process at any time prior to the actual execution of a contract with a vendor, and the City shall bear no financial or other responsibility in the event of such abandonment. The City reserves the right to negotiate all final terms and conditions of any agreements entered into.

VIII. SUBMISSION INSTRUCTIONS

Please submit an electronic copy of the proposal signed by the firm's authorized agent by email to Tyler Muela, Recreation Manager, (tmuela@cityofsancarlos.org) with the subject, "RFP – Activity Guide Publishing Services" **no later than Monday, May 27, 2024 at 4:00 p.m.**

The proposal must be received before the specified time. Late proposals will not be considered.

IX. ADDITIONAL INFORMATION

Service Contract

Should the City select a vendor in response to this RFP, an Agreement for Products and Services Contract (Exhibit A) will be required and any modifications to the terms will be determined by the City. The City is seeking a contract up to 5 years to perform requested services.

Business Registration

Prior to starting any work related to the Agreement, the Contractor and any sub-contractors must obtain a City of San Carlos business registration. The business registration must be kept in full force and be in effect during the full term of the contract.

Insurance

Prior to starting any work related to the Agreement, the Contractor must provide the City of San Carlos with a Certificate of Insurance and all endorsements, naming the City of San Carlos as additional insured. The certificate must be kept in full force and be in effect during the full term of the contract.

ATTACHMENTS

Appendix A – Proposer Checklist
Appendix B – Cost Proposal Pricing Sheet

Exhibit A – Agreement for Products and Services Template