REQUEST FOR PROPOSALS (RFP No 726-20)
“Outlook Magazine” Design, Production, and/or Mailing Services

July 24, 2020

General Addendum No. 1

To: All Prospective Respondents

From: City of Lancaster
44933 Fern Avenue
Lancaster, CA 93534

This addendum forms a part of the Request for Proposal document for the “Outlook Magazine” Design, Production, and/or Mailing Services RFP #726-20.

GENERAL

1. **Question:** Do you anticipate extending the bid due date?

   **Answer:** No.

2. **Question:** What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?

   **Answer:** For the mailing task, the evaluation factor “quality of proposer’s work samples” will be scored based on quality of similar work the company has performed as determined by references and other sources.

3. **Question:** Was this bid posted to the nationwide free bid notification website?

   **Answer:** This RFP is posted on the city website and on Public Purchase. Public Purchase allows registered users to receive updates when additional documents (Addendum) are posted.

4. **Question:** Keeping in mind the threat of the ongoing coronavirus pandemic, will the city be open to receiving proposals via email or online only? It will ensure the safety of your staff/reviewers who would be touching and reviewing physical proposals and of our team who is responsible for putting packets together of proposals and mailing them out. Both Texas and California are hotbeds for the virus currently.

   **Answer:** City staff will handle the proposals received while wearing gloves and masks. Proposals are to be received physically due to the need to inspect the firms magazine/print samples.

5. **Question:** Are out of state vendors eligible to apply for this RFP? It appears your current design contractor is based in California. Is your preference to work with firms in your timezone?

   **Answer:** Vendors within the United States may submit proposals for the design work. For the production and the mailing services, there are costs associated with delivery of the magazines that would make it impractical for any vendor outside of California to respond to this solicitation.
6. **Question:** What is the annual budget for the design, copywriting assistance, and production portion of the magazine?

   **Answer:** Approximately $65,000 – design et al.; $100,000 production; $10,000 mailing services

7. **Question:** What is the approved budget for this total contract?

   **Answer:** Approximately $175,000

8. **Question:** What has the incumbent been paid for the design, copywriting assistance, and production hours for the magazine in the past? (Specify per issue as charged whether per hour/per page or flat rate) Can you please tell us the contracted printing and mailing price from last year?

   **Answer:** The aforementioned budget for this project is based on the price for previous work provided for each task.

9. **Question:** Who is the incumbent? Does the current vendor do all 3 tasks?

   **Answer:** We are not currently contracted with any particular vendor for these services. However, we have had various vendors provide us the service tasks via quote and by issuing a purchase order.

10. **Question:** Will face to face meetings be required or other forms of virtual meetings are acceptable?

    **Answer:** Virtual meetings are acceptable.

11. **Question:** The RFP states vendors may submit a proposal for one, two, or all three of these tasks. Is it your preference to work with a firm that will provide all three services?

    **Answer:** The evaluation factors are in the RFP. The city will select the highest ranked vendor in each category.

12. **Question:** What is the typical timeline from kickoff to delivery for a publication?

    **Answer:** In the past this timeframe has been approximately four months.

13. **Question:** Will the City entertain splitting the Design from the Printing and Mailing by awarding one firm the design work and another the printing/mailing work?

    **Answer:** As mentioned in the RFP, we may award a contract with one vendor for each task, two tasks, or all three tasks.

14. **Question:** Regarding insurance requirements, shall the requirements be valid for the contractor's state of business, or for CA?

    **Answer:** CA

15. **Question:** What is the desired method of shipping (or most convenient) for the Office of the City Clerk to receive proposals? Is there a preference between USPS, UPS, or FedEx? What signature requirements are allowed at this address?

    **Answer:** Signature should be elected by the proposer if you want to ensure that the city hall has received the proposal.
16. **Question**: If my firm is only proposing to provide one of the three services, how would you prefer we state that we are not proposing on the other two? Would you like us to include that information in the Cover Letter?

   **Answer**: Please state in the cover letter which Tasks you are responding to.

17. **Question**: How frequently do you have client meetings?

   **Answer**: It depends on the magazine edition. Typically, we meet 4-5 times during production with ongoing communication throughout the process.

18. **Question**: The RFP indicates we should include an "intended form of agreement" as an Appendix item. Please clarify the format of the "intended form of agreement" -- does this mean you want us to sign the Sample Agreement in Exhibit B of the RFP?

   **Answer**: Do not sign the sample agreement. An agreement substantially similar to Exhibit B will be signed by the vendor to include as an exhibit, any form of agreement the vendor provides to the city. The clauses in any agreement that the vendor provides may not be in conflict with clauses in the sample agreement.

19. **Question**: Does the City consider Appendix items as part of the 20-page single-sided page limit?

   **Answer**: Appendix items are separate – i.e. the magazine samples.

20. **Question**: In the "7. Statement regarding Insurance" section, the RFP states "If Vendor is unable to provide evidence of the required insurance, the City may find the Vendor non-responsive." Do you require a Vendor to provide this evidence as part of the proposal, or would this be part of the Award process?

   **Answer**: The vendor shall attest in their proposal that they can meet the insurance requirements outlined in the RFP. A valid certificate of insurance must be provided after award and prior to agreement execution.

21. **Question**: If we provide physical copies of work samples in the mailed proposal package, can we receive them back?

   **Answer**: Since the samples are a part of the proposal package, samples will only be returned upon request where the request is within 2 weeks of award/non-award notice for those vendors who have not been awarded the contract.

22. **Question**: The RFP states the Main Qty is 61,300 whereas "Production" states 63,500. I just want to be absolutely sure that all parties are submitting a bid at the same qty, which should state 63,500?

   **Answer**: The total quantity printed is 63,500. Task 3 is for the mailing of the magazines. Approximately 61,300 magazines will be mailed to residents and the remaining will be sent to City Hall City of Lancaster. We keep copies in-house for counter / event distribution.

23. **Clarification**: BMEU refers to Bulk Mail Entry Unit. EDDM refers to Every Door Direct Mail.

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**TASK 1 – DESIGN**
24. **Question:** Can you please describe the needs related to photography? Will this be an occasional need or something consistent? Approximately how many photoshoots are arranged for a typical issue? Will these photoshoots take place in Lancaster?

**Answer:** Each edition requires at least 1-2 photoshoots, almost if not all photoshoots are in Lancaster.

25. **Question:** Approximately how many stock photos are used in a typical issue?

**Answer:** Depends on the design, on average we use about 40 photos, however many is needed to complete a 52-page

26. **Question:** Does Outlook Magazine or the City of Lancaster have a brand manual?

**Answer:** The City is currently in the process of re-branding and will develop a brand manual once the rebranding has been completed.

27. **Question:** Does the city want to adhere to the current design or will there be a redesign?

**Answer:** The city is open to a redesign.

28. **Question:** Will previous design/native files be available to the chosen contractor, or shall the contractor start with a fresh, new design? What program were they created in?

**Answer:** The native design files are not available.

29. **Question:** Besides the three partner ads mentioned in the RFP, will the designer be responsible for communicating with advertisers and checking that their ads meet Outlook Magazine specifications?

**Answer:** The city will be responsible for communicating with sponsors and ensure their ads meet specifications.

30. **Question:** For each edition of the magazine, what is the process for delivering content to the design firm? Is it all provided at the same time in a digital format (ie: Dropbox) or is there a different approach?

**Answer:** The city is open to using different platforms to deliver digital content.

31. **Question:** Is all copy provided and the successful bidder will be copy editing for spelling, grammar and space or will the project include researching and writing the articles.

**Answer:** Project includes researching and writing articles. Almost all copy is provided, however, we may require assistance with up to 3 articles including researching and writing.

32. **Question:** What is the extent of the graphic design work associated with development of the Outlook Magazine? Is a current template to be used or will there be free reign to redesign the publication?

**Answer:** Designer is responsible for the layout and the look and feel with guidance from the City, sponsor ads will be provided. We are open to redesign of the publication. We provide pagination, but no design template.

33. **Question:** Does copy writing assistance mean Full copywriting from scratch, including articles/topic ideas? Or Writing from an outline? Or Editing supplied copy?
**Answer:** All of the above. Most of the copy will be provided in its entirety; however, we may require assistance with up to 4-7 articles including researching and writing.

34. **Question:** Concerning the copy writing, approximately how many pages out of the 52 page issue are devoted to provided ads, including the 3 ads we may be asked to develop?

**Answer:** 12 pages are advertisements, including the 3 you may be asked to develop, and 12-14 pages are classes and special events (copy provided).

35. **Question:** Does photography mean Taking on-site photos of Lancaster? Will drones be involved? Will photos of City officials be involved?

**Answer:** Almost all photos will be taken in Lancaster. Most, if not all, drone and city official photos will be provided.

36. **Question:** Will photography needs be an occasional need or something consistent?

**Answer:** Consistent, at least 1 shoot per issue.

37. **Question:** What print method is desired for the printed color proof at this stage?

**Answer:** IRIS color proof, trimmed and stitched inkjet or digital color proof

38. **Question:** For Stock Photography, do you want a per image price? Or A price for a set number of photos? Or Should we use the current version of the Outlook Magazine (Summer 2020) as a guide?

**Answer:** The number of photos depends on the design. Typically, we use around 40 stock images. Our preference is to use our own photos, many of which we will provide. The current Outlook is less pages due to COVID-19, however, you may use it as a guide: [https://www.cityoflancasterca.org/press-room/outlook](https://www.cityoflancasterca.org/press-room/outlook). The pricing provided for each Task must be all inclusive of the work the city requires. The city intends to enter into a firm fixed-price agreement for the term.

39. **Question:** What is the average number of stock photography images purchased per issue?

**Answer:** Approximately 40. Our preference is to use our own photos.

**TASK 2 – PRODUCTION**

40. **Question:** Can we revise the size to 8-3/8 x 10-7/8 to fit our web press? This would be most economically produced on a web press which would require a slight under-trimming to 8.375X10.875, but would require no alterations to your art files. Is this acceptable?

**Answer:** We would be open to resizing; however, at this time, we ask that you base your price proposal on a 8½” X 11” sized magazine.

41. **Question:** The issue with 44 pages+ 8 page gatefold insert- Does the gatefold insert stitch into the magazine, or just get inserted? On the 44 page version with 8 page insert, does the 8 page stitch in or is it loose?

**Answer:** Stitch.
42. **Question**: Are press checks performed for each issue? Will press checks be required to be done in person?

**Answer**: Press checks are performed for each issue. This does not need to be done in person.

**TASK 3 – MAILING**

43. **Question**: Mailing/distribution: Looks like there are two options - deliver to your mail house and option to have vendor address and mail. Is that correct?

**Answer**: If the firm that is selected for the production also has mailing capabilities, it can address and mail the magazines, otherwise, it will need to mail/deliver those magazines to the firm who will do the mailing. Due to delivery costs, it is expected that the mailing firm would be located in or near to Lancaster.

44. **Question**: Will the list for mailing be provided?

**Answer**: No list is provided. The publication is hand-delivered to the post office in Lancaster per their specifications for bulk rate mail delivery to every door. The City pays the postage for the bulk mailing (permit) separately directly to the post office.

45. **Question**: Will we need to pull and supply the mailing list for each mailing?

**Answer**: Vendor would be responsible for mailing including BMEU EDDM Delivery.

46. **Question**: Is the mailing presented to the postal service as a walk sequence simplified mailing?

**Answer**: BMEU EDDM Delivery

47. **Question**: Shall the price for inkjet and indicia (printing the recipients' addresses and Lancaster bulk mail indicia permit) be included in task 2 or task 3?

**Answer**: No recipient addresses are printed; Postal Customer and Bulk Rate Permit printing are included in Task 2. For Task 3, the vendor will need to bundle and prepare the magazines per postal specifications for BMEU EDDM Delivery and EDDM Bulk Processing then deliver them to the post office for distribution.

48. **Question**: If a contractor outside of the solicitor's general area is chosen for task 3, will it be acceptable for the contractor to use its local USPS bulk mail site for drop?

**Answer**: As long as deadlines would not be pushed back and the cost of postage remains the same, however, our local post office currently requires that magazines must be delivered to the back-loading dock at the post office located at 1008 West Avenue J-2, Lancaster, CA 93534.