



CITY OF SAN CARLOS

REQUEST FOR PROPOSALS:

On-Call Publishing, Printing, and Mailing Services

Release Date: January 12, 2024

Proposals must be received via email **by 4:00 p.m. PST on February 12, 2024**, at the following address:

Brian Cary
Communications Manager, City of San Carlos
bcary@cityofsancarlos.org

Questions regarding this RFP should be directed in writing via email **by 4:00 p.m. PST on February 9, 2024**, to:

Brian Cary
Communications Manager, City of San Carlos
bcary@cityofsancarlos.org





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Background

The City of San Carlos was incorporated in 1925 as a general law city. It encompasses 5.6 square miles and is located exactly halfway between San Francisco and San Jose. The City is governed by a five-member City Council with members selecting a mayor for a one-year term, and an appointed City Manager. The City has a population of slightly more than 29,000 residents and has high property values and a high median household income. The community is quite active and there has been a great emphasis on public participation in local government.

The City Council values transparency, open communication, and feedback from the community. The City conducts a community satisfaction survey every two years and each survey has indicated overall satisfaction with the City and its performance and efforts at communicating with the community. Community engagement is a priority of the City.

Project Overview

The City of San Carlos produces a variety of printed and digital material for community outreach. These materials include, but are not limited to: newsletters, postcards, flyers, pamphlets, booklets, invitations, banners, logos, infographics, social media images, and other digital and printed graphics. Some of these materials are printed and distributed via the United States Postal Service (USPS) to community members, while others are distributed digitally (or both). The current mailing list for materials distributed via USPS includes approximately 15,000 addresses.

While some projects like newsletters have a strict print and delivery schedule, other projects often arise on an “as needed” basis and are not known or scheduled in advance. Materials are commonly produced in relation to upcoming community events, council directives, or other City happenings.

For all projects, the ability of the City to freely converse and collaborate with the vendor, and to make edits (often multiple rounds) is paramount, as is the ability of the vendor to produce quality documents and meet clearly communicated deadlines.

Because this request for proposals (RFP) is designed for “on-call” publishing, printing, and mailing projects, it is necessary to include an hourly pricing guide or other rate sheet for the purpose of comparing base costs. Applicants must be able to fulfill all aspects of the publishing, printing, and mailing requirements.

No travel costs or other expenses are reimbursable.



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City Newsletters

A primary component of this RFP involves the design and production of City newsletters. The City currently issues eight printed newsletters annually. Four are “Good Living” newsletters (delivered quarterly) focused on general community news. The other four are “Spotlight” newsletters (delivered as needed) focused on a single topic of interest.

Content for the Good Living newsletters includes both rotating topical news items and sections that are repeated quarterly, such as Upcoming Events, City Manager’s Corner, and City Contact Information. Content for each issue of the Spotlight newsletter is unique, though basic formatting (cover page, back contacts page) remains consistent.

A creative and engaging design and layout for the Good Living and Spotlight newsletters is paramount. Both publications should be distinct in their look and feel, with consistent branding and common thematic elements across every issue.

The newsletters are typically six pages in a tri-fold format. The newsletter size is standard 8.5” x 11” pages front and back in full color.

Please review current examples of Good Living and Spotlight newsletters at www.cityofsancarlos.org/newsletters.

Scope of Services

The City is seeking a qualified publishing/printing team to provide the services outlined below.

Professional and creative design and layout of articles, photos, graphics, graphs, and tables, 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.



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- Image selection as needed.
- Image cropping, sizing, and retouching.
- Presentation of preliminary draft for client review and edits until final approval.
- Press-checking.
- Deliver items to be mailed to the post office for mailing promptly when requested.
- Provide the City with original artwork for its use as requested.
- Meet all deadlines established by the City.

Preferred Consultant Qualifications and Experience

The City of San Carlos seeks a vendor that exhibits the following:

- Competent and professional staff and project team.
- Extensive experience publishing newsletters, pamphlets, postcards, flyers, and other media, particularly for the public sector.
- Ability to produce professional publications in a clean and organized format.
- Proven record of completing tasks on time and on budget.
- Ability to turn around work under tight deadlines and short notice of changes.
- Commitment to performing all work locally.

Submittal Requirements

The proposals should include the following, along with any additional information appropriate:

1. Consultant profile and brief history of company and location.
2. History and experience designing and publishing materials for government and other entities.
3. Three or more samples of published documents, such as newsletters, postcards, flyers, etc.



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4. Project team members identified for on-call assignments.
5. Resume of the project manager for on-call assignments.
6. Applicable client references and contact information (including type of creative assignment).
7. Identify any suggested modification to the scope of services listed above.
8. A fee proposal which assumes the above scope of services, as well as any recommended alternative scope of services. If the fees are based on hourly rates, provide rates for all team members, and the expected range of billable hours.
9. **In addition to a general rate or fee schedule for creative/design work, please provide a specific fee proposal for the design and printing of one Good Living newsletter with the following specifications:**
 - Original design/layout of a six-page tri-fold newsletter, including typography, images, and original graphics.
 - Standard 8.5" x 11" pages front and back in full color.
 - 500 copies printed on 80# gloss paper.
 - * Do not include estimated postage/mailing costs.
 - * You may choose to provide two fee proposals (one for initial design work to create a newsletter template, and an additional proposal for the layout and production of subsequent newsletters).
10. Provide proposed incremental costs for any optional services or for any other variability in services.
11. Identify any potential ancillary costs of which the City should be aware.
12. Vendor must either acknowledge that the City's standard Professional Services Agreement (Attachment A) is acceptable as written and that the necessary insurance and other documents will be provided as required, or the vendor must submit "redlined" changes to the Professional Services Agreement.

The proposed Service Agreement in Attachment A is included. "Redlined" changes and comments using Microsoft Office's "track changes" feature are expected with the vendor's final Proposal Requirements. The City strongly encourages vendors to share the Service Agreement with their legal departments for review and comment immediately upon receipt of this RFP.



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RFP Schedule

The schedule below is an estimate and may be adjusted as necessary.

City issues RFP	January 12, 2024
Deadline for emailing written questions to Brian Cary at bcary@cityofsancarlos.org	February 7, 2024, by 4:00 p.m. PST
Deadline for City replies to emailed questions	February 9, 2024, by 5:00 p.m. PST
Deadline for emailing* proposals to Brian Cary at bcary@cityofsancarlos.org	February 12, 2024, by 4:00 p.m. PST
Proposal review and selection of vendors to invite for interviews	February 23, 2024, by 4:00 p.m. PST
Interviews	Week of February 26, 2024
Vendor selection and contract completion	March 4, 2024
Contract effective date	April 16, 2024

*The City is not responsible for proposals that are delinquent, lost, mismarked, or sent to an email address or another address other than provided above. The City reserves the right to reject any or all proposals or to accept the proposal that in its sole judgment is in the best interest of the City of San Carlos.

Selection Criteria

Evaluation considerations will include the following:

- Responsiveness of the proposal to the 12 Submittal Requirements listed above.
- Clear indication of understanding of the work to be performed and demonstration of intent and ability to perform the work.
- Professional qualifications and technical expertise.
- Experience and track record conducting similar work for similar cities.
- Proposed cost to provide the requested services.
- Ability to provide the entire Scope of Services “in house” in lieu of partnering with another business.



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----- End of RFP -----