

REQUEST FOR PROPOSALS
Printing services: Bike There! map

RFP 10-1601 COMM

Project contact

Elizabeth Adams
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503-797-1523

Procurement Analyst

Sharon Stiffler
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503-797-1613

Notice is hereby given that proposals for RFP 10-1601 COMM for: Bike there! printing services shall be received by Metro, 600 NE Grand Avenue, Portland OR 97232 until 3:00 PM on February 10, 2010. It is the sole responsibility of the proposer to ensure that Metro receives the Proposal by the specified date and time. All late Proposals shall be rejected. Proposers shall review all instructions and contract terms and condition



Metro

PROCUREMENT SERVICES
600 NE Grand Ave.
Portland, OR 97232
503-797-1700
Fax 503-797-1796

Request for proposals

10-1601-COMM
Bike there! printing services contract



I. INTRODUCTION

Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Ave, Portland, OR 97232-2736, is requesting proposals for professional printing services for the 2010 Bike There! map.

Proposals are due no later than 3 p.m. on Feb. 10, 2010, in Metro's business offices at 600 NE Grand Avenue, Portland, OR 97232-2736. Details concerning the project and proposal are contained in this document.

II. BACKGROUND/HISTORY OF PROJECT

Metro, the regional government that serves 1.5 million people who live in Clackamas, Multnomah and Washington counties and the 25 cities in the Portland metropolitan area, provides planning and other services that protect the nature and livability of our region. To achieve that mission, Metro offers a wide variety of programs and services, ranging from solid waste disposal and recycling to land-use planning.

Bike There! has guided cyclists through the region's streets, paths and bike lanes for more than 25 years. The availability of safe places to bike has grown along with the numbers of people who have discovered the ease of biking to get where they need to go. With each edition the map gets better thanks to the hundreds of cycling enthusiasts who have contributed route ratings and expert advice.

The map is a colorful, easy-to-use guide to bicycle-friendly streets and bike paths around the Portland metropolitan area. The map rates selected through-streets where bicyclists share the road with motorists. Popular features include:

- double-sided, 35-inch by 26.5-inch map printed in full color on durable, waterproof, tear-resistant PolyArt synthetic paper, folds to 9 inches by 4 1/2 inches
- color-coded streets for bicycle suitability and safety
- large insets of downtown Portland and seven suburban cities
- shaded relief to show hills and mountains
- MAX light-rail lines and stations
- parks, natural areas and other destinations
- major streams, lakes and rivers
- safety tips and bike laws
- sources of bicycle recreational activities

Currently, the Bike There! map can be purchased at several retail locations in the Portland metropolitan area.

Request for proposals

10-1601-COMM
Bike there! printing services contract



III. PROPOSED SCOPE OF WORK

Metro is seeking the services of a qualified printing firm that can take the electronic files prepared by Metro staff from initial output through the process of proofing, printing, bindery and delivery. Publication specifications are outlined in Exhibit B of this proposal. Services will be provided beginning March 2010 and ending June 30, 2011. Extensions may be negotiated between Metro and qualified vendors depending on future needs.

IV. QUALIFICATIONS/EXPERIENCE

Proposers shall have the following qualifications and experience. Proposal instructions and contents are outlined in section VI and VII respectively.

- A. The printing firm selected must demonstrate at least five years experience in the successful printing of a product in close technical proximity to the Bike There! map. The expertise must include printing methods that meet or exceed the specifications and expectations described in *Exhibit B: Publication specifications*. Expertise will be evaluated by submitting recent print samples.
- B. The firm selected must be within 60 miles of Metro Regional Center, to accommodate on-site press check and product performance activities by Metro staff. Press checks must occur during Metro business hours: Monday through Friday, 8 a.m. to 5 p.m.
- C. The vendor selected must be able to fulfill the proposed quantities listed under exhibit B of this RFP and deliver maps to Metro by April 19, 2010. An anticipated file delivery date to vendor is March 18, 2010.
- D. Quality assurance and customer service
 1. Vendor must assign a single staff person as project manager to work with Metro. This person is responsible for assuring that the printing services are provided as outlined in this request for proposals are performed properly. This person shall consult with Metro staff to resolve performance problems. The printing vendor should be proactive in managing and communicating the project schedule – when to expect proofs, when review of the proofs must be complete, scheduling of press checks, etc.
 2. The Bike there! map contains detailed maps that require a high level of precision, tight registration, complex level 3 postscript raster/vector integration, large file sizes and attention to detail. Vendor must demonstrate that it has established policies and procedures to ensure quality printing for similar projects as the Bike There! map.
 3. Metro staff will work directly and collaboratively with the printing company staff to get the best results possible. Upon contract execution, Metro staff will provide publication dates for Vendor to provide a production schedule.
 4. Metro staff looks to the printing company staff as experts in four color process printing. It is the expectation that the Vendor's staff will be proactive during the prepress and printing process to advise Metro's graphic design staff on all technical issues that will affect the outcome of the project.

Request for proposals

10-1601-COMM
Bike there! printing services contract



V. PROJECT ADMINISTRATION

The following Metro staff will administer the production of the Bike there! map. Metro reserves the right to adjust these assignments at its discretion.

- A. Elizabeth Adams will manage the resulting contract and provide assistance as necessary throughout the duration of the contract term to ensure the objectives of the contract are achieved.
- B. Matthew Hampton will manage the graphic design portion of the project. He will provide the files, work directly with the vendor's account representative, review proofs, conduct a press check, etc.

VI. PROPOSAL INSTRUCTIONS

- A. Submission of proposals
One (1) original copy of the sealed proposal shall be furnished to Metro, addressed to:

Metro
Procurement Services
Attn: Sharon Stiffler
600 NE Grand Ave.
Portland, OR 97232

Please mark the envelope: "Bike there! map printing services, RFP 10-1601 COMM

- B. Proposal deadline
Proposals are due no later than 3 p.m., Feb. 10, 2010. Late proposals will not be accepted.
- C. RFP as basis for proposals
This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information that is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to Elizabeth Adams, Metro, 600 NE Grand Ave., Portland, OR 97232, at 503-797-1523 or elizabeth.adams@oregonmetro.gov. Any questions which in the opinion of Metro warrant a written reply or addendum will be furnished to all parties receiving this RFP. Metro will not respond to questions after 3 p.m., Feb. 8, 2010.
- D. Information release
All Proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a Proposal, all respondents agree to such activity and release Metro from all claims arising from such activity.

Request for proposals

10-1601-COMM
Bike there! printing services contract



E. Minority, Women and Emerging Small Business Program

In the event that any subcontracts are to be utilized in the performance of this agreement, the Proposer's attention is directed to Metro Code provisions 2.04.100, which encourage the use of minority, women and emerging small businesses program (MWESB) to the maximum extent practical. Copies of these MWESB requirements are available from the Metro Procurement Office, 600 NE Grand Ave., Portland, OR 97232, 503-797-1816.

VII. PROPOSAL CONTENTS

The Proposal should contain not more than five (5) pages of written material in response to the forms listed as Exhibit A and B, and the following requirements. The Proposal must be submitted on recyclable, double-sided recycled paper (post consumer content). No waxed page dividers, folders or non-recyclable materials can be included in the Proposal. A current sample of the 2007 Bike there! map is available by contacting Elizabeth Adams by e-mail at elizabeth.adams@oregonmetro.gov.

A. Transmittal letter

Follow instructions as outlined in Exhibit A, Transmittal letter.

B. Pricing responses

Please provide pricing information for the project listed under Exhibit B of this RFP. Submit all pricing on the provided pricing response form.

C. Examples of services

Present no more than three (3) print examples that demonstrate the firms ability to provide the services outlined under Sections III and IV of this proposal. At least one sample must be a sample described in response to question two of the transmittal letter.

D. Exceptions and comments

To facilitate evaluation of proposals, all Proposers will adhere to the format outlined within this RFP. Respondents wishing to take exception to or comment on any specified criteria within this RFP or sample contract are encouraged to document their concerns in this part of their proposal. Exceptions or comments should be succinct, thorough and organized.

Request for proposals

10-1601-COMM
Bike there! printing services contract



IX. GENERAL PROPOSAL/CONTRACT CONDITIONS

- A. **Limitation and award**
This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
- B. **Billing procedures**
Proposers are informed that the billing procedures of the selected firms are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Metro shall pay Contractor within thirty (30) days of receipt of an approved invoice.
- C. **Validity period and authority**
The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.
- D. **Conflict of interest**
A Proposer filing a proposal thereby certifies that no officer, agent or employee of Metro has a pecuniary interest in this Proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.
- E. **Equal Employment and Nondiscrimination Clause**
Metro and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made, or any other status protected by law. Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, see www.oregonmetro.gov.

Request for proposals

10-1601-COMM
Bike there! printing services contract



IX. EVALUATION OF PROPOSALS

A. Evaluation procedure

Proposals received that conform to the proposal instructions will be evaluated. The evaluation will be conducted using the evaluation criteria identified in the following section. At the sole discretion of Metro, interviews may be requested prior to final selection of the successful firm. Contract award shall be made to the firm submitting the most advantageous proposal, consistent with the terms of the RFP and at the sole discretion of Metro.

Evaluation criteria

This section provides a description of the criteria that will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

	Percentage of total
Exhibit B, Pricing response to publication specifications	50%
Exhibit A, Transmittal letter	25%
Relevance and quality of work samples to Metro project needs	<u>25%</u>
Total	100%

X. NOTICE TO ALL PROPOSERS - STANDARD AGREEMENT

The attached example personal services agreement is a standard contract approved for use by the Office of Metro Attorney. This is the contract the successful Proposer will enter into with Metro. It is included for your review prior to submitting a proposal.

XI. APPEAL OF CONTRACT AWARD

Aggrieved Proposers who wish to appeal the award of this contract must do so in writing within seven (7) days of issuance of the notice of intent to award by Metro. Appeals must be submitted to Darin Matthews, Procurement Officer, 600 NE Grand Ave., Portland, OR 97232 and must state the specific deviation of rule or statute in the contract award. Metro will issue a written response to the appeal in a timely manner.

Request for proposals

10-1601-COMM
Bike there! printing services contract



SAMPLE PERSONAL SERVICES AGREEMENT

Contract # _____

THIS AGREEMENT is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 N.E. Grand Avenue, Portland, OR 97232-2736, and _____, referred to herein as "Contractor," located at _____.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. Duration. This personal services agreement shall be effective _____ and shall remain in effect until and including _____, unless terminated or extended as provided in this Agreement.
2. Scope of Work. Contractor shall provide all services and materials specified in the attached "Exhibit A -- Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.
3. Payment. Metro shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed _____ AND _____/100THS DOLLARS (\$ _____).
4. Insurance.
 - a. Contractor shall purchase and maintain, at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:
 - (1) Broad form comprehensive general liability insurance covering bodily injury and property damage, with automatic coverage for premises, operations, and product liability, shall be a minimum of one-thousand \$1,000,000 per occurrence. The policy must be endorsed with contractual liability coverage; and
 - (2) Automobile bodily injury and property damage liability insurance coverage shall be a minimum of one-thousand \$1,000,000 per occurrence.
 - b. Metro, its elected officials, departments, employees, and agents shall be named as ADDITIONAL INSUREDS. Notice of any material change or

Request for proposals

10-1601-COMM
Bike there! printing services contract



policy cancellation shall be provided to Metro thirty (30) days prior to the change or cancellation.

- c Contractor, its subcontractors, if any, and all employers working under this Agreement that are subject employers under the Oregon Workers' Compensation Law shall comply with ORS 656.017, which requires them to provide Workers' Compensation coverage for all their subject workers. Contractor shall provide Metro with certification of Workers' Compensation insurance including employer's liability. If Contractor has no employees and will perform the work without the assistance of others, a certificate to that effect may be attached, as Exhibit B, in lieu of the certificate showing current Workers' Compensation.
 - d If required by the Scope of Work, Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions or malpractice. Coverage shall be in the minimum amount of \$500,000. Contractor shall provide to Metro a certificate of this insurance, and 30 days' advance notice of material change or cancellation.
 - e. Contractor shall provide Metro with a Certificate of Insurance complying with this article, and naming Metro as an additional insured within fifteen (15) days of execution of this contract, or twenty-four (24) hours before services under this contract commence, whichever date is earlier.
5. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.
6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow Metro the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for six years after Metro makes final payment and all other pending matters are closed.
7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of Metro, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to Metro all rights of reproduction and the copyright to all such documents.

Request for proposals



10-1601-COMM
Bike there! printing services contract

8. **Project Information.** Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.
9. **Independent Contractor Status.** Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.
10. **Right to Withhold Payments.** Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.
11. **State and Federal Law Constraints.** Both parties shall comply with the public contracting provisions of ORS chapters 279A, 279B and 279C and the recycling provisions of ORS 279B.025 to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.
12. **Situs.** The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.
13. **Assignment.** This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.
14. **Termination.** This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor seven days prior written notice of intent to terminate, without waiving any claims or remedies it may

Request for proposals

10-1601-COMM
Bike there! printing services contract



have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

- 15. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.
- 16. Modification. Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

METRO

By _____

By _____

Title _____

Title _____

Date _____

Date _____

Request for proposals

10-1601-COMM
Bike there! printing services contract



Exhibit A Transmittal letter

Transmittal letter instructions

Please provide the following information as a transmittal letter to your proposal.

Vendor information

Account representative

Company name

Address

Phone

Website

E-mail

FSC certification number, if any

State certification, if any, as a minority-owned, women-owned or emerging small business

Please provide us with the following information. Include the question number in your response.

1. What are your days and hours of operation?
2. The Bike there! map contains detailed maps that require a high level of precision, tight registration, complex level 3 postscript raster/vector integration, large file sizes and attention to detail. Indicate how your company will meet the experience and customer service requirements listed in section IV and Exhibit B of this RFP. Specifically, describe projects conducted within the last five years similar to the complexity of the Bike there! map. At least one sample provided under VII. C. *Examples of services* must be a project described. Identify specific personnel assigned to major project tasks, their roles in relation to the work required, percent of their time on the project, and special qualifications they may bring to the project.
3. Does your company have an environmental policy? If so, briefly describe the policy or sustainability efforts your company has in place.
4. Bindery has been a challenge on this project in the past due to the size and complexity of the map. Please indicate the bindery in which the publication will be sent to for finishing and describe ways in which expectations for quality and customer service will continued to be met.
5. Proposal for alternate printing method
Metro staff are interested in pursuing an alternate paper, size or method to printing the Bike there! map that provides either a decrease in cost or increases the publications sustainability. Provide a description of an alternate printing method, size or paper stock. Include the benefits to using the alternate paper or method. Space is provided on the pricing response form for pricing of the alternate printing method.

Request for proposals

10-1601-COMM
Bike there! printing services contract



Exhibit B Publication specifications

Provide pricing and production information based on the specifications listed below. Use the provided pricing response form following these specifications.

- Size** 26.5" x 35" flat, folds to 4.5" x 8.75"
Printing on both sides with bleed
- Paper** *Option A:* 61 lb PolyArt smooth text, tear resistant
Option B: 70 lb paper. Please recommend a paper. Paper must be a minimum of 30% post-consumer recycled content.
- Ink** 4-color process plus 1 PMS
- Finishing** Trim to size, score as needed, fold as follows: 24-panel map parallel z-folds to 4.4375" x 26.5" then folds to 4.4375" x 8.875.
- Quantity** *Option A: PolyArt*
15,000, 20,000 and 25,000
Option B: Vendor recommendation
2,500, 5,000 and 10,000
- Files/Prepress** Files provided in InDesign CS4, burned to CD for Vendor pick-up from Metro Regional Center. Vendors file preparation to include preflight file check. Imagesetter to prepare files for printing including trapping, page imposition, etc.
- Proof** Color proof to check process builds, and 2-sided folded proof for both paper and Polyart versions to review folds. Proof delivered to Metro Regional Center.
- Packaging** Bundle finished maps in groups of 25 and pack in convenient-sized boxes, manageable size for lifting and moving.

Request for proposals

10-1601-COMM
Bike there! printing services contract



Exhibit B Pricing response form

Option A: PolyArt

\$ _____	\$ _____	\$ _____
15,000	20,000	25,000

Option B: Vendor recommendation

Paper: _____

\$ _____	\$ _____	\$ _____
2,500	5,000	10,000

Please specify type of proof provided to Metro

ALTERNATE PRINTING METHOD

\$ _____	\$ _____	\$ _____
15,000	20,000	25,000