



Municipality of Anchorage

Dave Bronson, Mayor
Purchasing Department

August 9, 2022

REQUEST FOR PROPOSAL

RFP 2022P033

Provide Information Pamphlet and Mailing Services

The Municipality of Anchorage is an equal opportunity employer.

Enclosed is pertinent information for use in preparing your proposal.

Pre-Proposal Conference: **N/A**

Site Visit: **N/A**

Questions Due: **12:00 P.M. Local Time, August 17, 2022**

Proposals Due: **5:00 P.M. Local Time, August 30, 2022**

ONE SIGNED ORIGINAL, single sided, unbound, plus five (5) complete copies of your proposal must be submitted. In addition to the copies, a flash-drive containing a PDF copy of the complete proposal, including attachments must also be provided.

If applicable, the call-in phone number for Pre-Bid Conferences is 907-343-6089. Conference lines are opened 5 minutes prior to the Pre-Bid Conference times. To attend meetings in person; you may do so at 632 W. 6th Avenue, Suite 520, Anchorage, AK 99501. FOR AUXILIARY AIDS, SERVICES, OR SPECIAL MODIFICATIONS TO PARTICIPATE PLEASE CONTACT THE PURCHASING DEPARTMENT TO REQUEST REASONABLE ACCOMMODATIONS AT 907-343-4590; OR wwpur@muni.org

For further information contact Purchasing at (907) 343-4590 or email wwpur@muni.org. All correspondence should include the **RFP** number and title.

The Municipality of Anchorage reserves the right to reject any and all proposals and to waive any informalities in procedures.

Sincerely,

Chris Hunter
Chris Hunter
Deputy Purchasing Director

**Municipality of Anchorage
Municipal Clerk’s Office – Elections
Request for Proposals (RFP) 2022P0XX
Provide Information Pamphlet and Mailing Services**

TABLE OF CONTENTS

Section 1 – General Information

Section 2 – Rules Governing Competition

Section 3 – Scope of Work

Section 4 – Proposal and Submission Requirements

Section 5 – Evaluation Criteria and Process

Section 6 – Selection Process

Section 7 – Sample Contract or Minimum Mandatory Contract Provisions

Section 8 – Attachments

1.0 GENERAL INFORMATION

1.1 Purpose

The Municipality of Anchorage (Municipality) Municipal Clerk’s Office – Elections (Clerk), is seeking proposals from qualified vendors to provide professional services to design, print, and distribute (by mail and local delivery within the Municipality of Anchorage) up to 140,000 copies of an information pamphlet on the 2023 April regular election.

The Municipality intends to contract with a vendor providing these services for the period of February 1, 2023 through March 31, 2023, with an option to extend for two (2) additional periods for the 2024 and 2025 regular elections.

The award will be made to a single vendor. A vendor may include subcontractors in the proposal; however, the vendor is responsible for the performance of its subcontractors. The Municipality also reserves the right to approve any subcontractors.

1.2 Background

The Municipality of Anchorage, with a population of more than 290,000 – and approximately 240,000 registered voters – is Alaska’s largest city. Anchorage is a home rule unified municipality, which combines the functions of what would typically be city and county governments in most Lower 48 areas.

On the first Tuesday in April every year, the Municipality holds its regular election. This election may include the following types of contests:

- Offices for which candidates are to be elected, including the offices of mayor, assembly member, school board member, or service area board member
- Propositions, including bonds, charter amendments, and service-area related measures

1.3 Questions

Any questions regarding this proposal are to be submitted in writing to:

wwpur@muni.org

For ease of identification please identify the project/title number in the subject line of any correspondence.

Purchasing Office hours of operation are: 8:00 a.m. to 5:00 p.m. local time Monday through Friday, excluding Municipal holidays. Due to time constraints on this project, all questions regarding the scope of work should be received prior to the deadline indicated on the RFP cover letter.

1.4 Preparation Costs

The Municipality shall not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked Proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each Proposer agrees to be bound in this respect and waives all claims to such costs and fees.

2.0 RULES GOVERNING COMPETITION

2.1 Examination of Proposals

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully

aware of the nature of the work and the conditions likely to be encountered in performing the work.

2.2 Proposal Acceptance Period

Award of this proposal is anticipated to be announced within 60 calendar days, although all offers must be complete and irrevocable for 120 calendar days following the submission date.

2.3 Confidentiality

The content of all proposals will be kept confidential until the selection of the Contractor is publicly announced. At that time the selected proposal is open for review. After the award of the Contract, all proposals will then become public information.

2.4 Proposal Format

Proposals are to be prepared in such a way as to provide a straight forward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on

- 1) conformance to the RFP instructions;
- 2) responsiveness to the RFP requirements;
- 3) completeness and clarity of content.

2.5 Signature Requirements

All proposals must be signed. A proposal shall be signed: by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. Signature on the "Letter of Transmittal" (See Para 4.3.4) will meet this requirement.

Failure to sign the Proposal is grounds for rejection. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.6 Proposal Submission Requirements

2.6.1 ONE ORIGINAL, single sided unbound, plus FIVE (5) complete copies of the proposal must be received by the Municipality prior to the date and time specified in the cover letter. Copies may be bound, or enclosed in folders/binders as the Proposer chooses.

2.6.2 IN ADDITION to the copies required by paragraph 2.6.1 a flash drive containing a PDF copy of the complete proposal, including attachments, must be provided.

2.6.3 All copies of the proposals shall be submitted in a single sealed cover which should be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.

2.6.4 Proposals must be delivered or mailed to:

Physical Address
Municipality of Anchorage
Purchasing Department
632 W. Sixth Avenue, Suite 520
Anchorage, AK 99501

2.7 News Releases

News releases by or on the behalf of any Proposer pertaining to the award resulting from the RFP shall not be made without prior written approval of the Municipal Purchasing Officer.

2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Municipality. One copy of the submitted material shall be retained for the official files of the Purchasing Department and will become public record after award of the Contract.

2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Municipality.

2.10 Modification/Withdrawal of Proposals

A Proposer may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The Proposer may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written will not be considered. A final proposal cannot be changed or withdrawn after the submission date, except for modifications requested by the Municipality after the date of receipt and following oral presentations.

2.11 Late Submissions

PROPOSALS NOT RECEIVED PRIOR TO THE DATE AND TIME SPECIFIED IN THE COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED AFTER RECOMMENDATION OF AWARD. THE PROPOSALS MUST BE RECEIVED AT THE LOCATION SPECIFIED.

2.12 Rejection of Proposals

The Municipality reserves the right to reject any or all proposals if determined to be in the best interest of the Municipality.

2.13 Equal Employment Opportunity Contract Compliance

2.13.1 The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contract will comply with all laws concerning the prohibition of discrimination including, but not limited to, Title 5 and Title 7 of the Anchorage Municipal Code.

2.13.2 Every municipal contract shall state, in all solicitations or advertisements for employees to work under the contract, that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability.

2.14 Confidential/Proprietary Information

The content of proposals will be kept confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review to the competing proposers only (except for information properly identified as being proprietary). After the award of the contract, all submitted proposals shall become public information except for properly identified proprietary information. If a proposer wishes individual pages, which contain actual business, proprietary information to be held confidential, each page must be marked and an explanation furnished of its proprietary nature. In addition to marking individual pages, the Proposal's Cover must also be annotated with the words "THIS PROPOSAL CONTAINS PROPRIETARY INFORMATION". "Confidential and Proprietary" information is not meant to include any information which, at the time of disclosure, is generally known by the public and/or competitors. MOA's ability to treat information submitted as confidential is limited by Anchorage Municipal Code. Proposers concerned with the confidentiality of information submitted should familiarize themselves with the following Anchorage Municipal Code provisions:

AMC 3.90 Access to Public Records
AMC 3.90.010 Policy
AMC 3.90.020 Definitions
AMC 3.90.030 Information Available to the Public
AMC 3.90.040 Exemptions for Particular Records

3.0 SCOPE OF WORK

3.1 Overview

The Municipality is seeking proposals from qualified vendors to provide professional services to design, print, and distribute (by bulk mail and delivery within the Municipality of Anchorage) up to 140,000 copies of an information pamphlet on the 2023 April regular election. The successful vendor must be able to do the following:

1. Design an eight-page, tabloid style information pamphlet using information provided by the Clerk and Office of Management and Budget.
 - a. The pamphlet must be well organized and cleanly presented in an easy-to-read format, including use of plain language and effective visual page layouts.
 - b. The Municipality will provide an electronic file of information which will include, but is not limited to key election dates, how to vote, vote center locations, secure ballot drop box locations, candidate information and biographies, and ballot proposition information.
 - c. Prior to printing, the pamphlet proof must be reviewed and approved by the Clerk.
 - d. The vendor will also provide a PDF version of the final pamphlet.
2. Print up to 140,000 copies of the tabloid style pamphlet (22 ½" x 13 ¾" page size minimum). The printed pamphlets will be folded appropriately.
3. Mail 135,000 pamphlets. The vendor will acquire an all-households mailing list of names and addresses in the Municipality; the vendor will use this file to create a mailing list to address pamphlets.
 - a. The vendor will make accommodations to qualify for discounted bulk mailing rates with USPS.
 - b. The vendor will provide proof of mailing (e.g., completed USPS Postage Statement or electronic equivalent) showing the number of pieces and total postage received by the USPS.
4. Deliver 5,000 pamphlets to the Clerk for distribution at MOA facilities.

The vendor will provide all services necessary to design, print, and distribute the information pamphlet in the required timeframes set by the Municipal Clerk's Office, including project management. All costs, ordering, and storage of supplies identified as vendor supplied will be at the expense of the vendor and will only be reimbursed after work has been completed and as outlined in Section 3.1.2., below.

3.1.1 Timeline

Below is the tentative project timeline.

No later than February 10, 2023	The Municipal Clerk's Office will provide the vendor with election information to design the pamphlet and voter names and addresses.
No later than February 17, 2023	The vendor will set a deadline for the final pamphlet proof review and approval to accommodate printing schedule. This deadline must be agreed to by the Municipal Clerk's Office.
No later than March 15, 2023	The pamphlets will be mailed/distributed.
24 hours after mailing	The vendor will provide proof of mailing to the Municipal Clerk's Office.
No later than March 15, 2023	The PDF version of the pamphlet will be provided to the Municipal Clerk's Office.

3.1.2 Cost Reimbursement

All costs, ordering, and storage of supplies identified as vendor supplied in Section 3.1 will be at the expense of the contractor. The contractor will be reimbursed for postage – the contractor will make accommodations to qualify for discounted bulk mailing rates. At no time will the Municipality be responsible for prepaying postage, furnishing, storage, or reimbursement of any of the contractor supplied items.

3.1.3 Execution of Contract

The successful vendor shall execute the contract by February 1, 2023.

3.1.4 Contract Duration

The term of the contract shall be from February 1, 2023 through March 31, 2023. The contract may be extended for two (2) additional periods for the 2024 and 2025 regular elections respectively, upon mutual consent of both the Municipality of Anchorage and the vendor.

4.0 PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed TEN (10) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, attachments, or dividers). Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores. One page shall be interpreted as one side of a single-spaced, letter size sheet (8 ½" x 11").

4.1 Title Page

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, and date.

4.2 Table of Contents

Clearly identify the materials by section and page number.

4.3 Letter of Transmittal (Limited to two (2) pages)

4.3.1 Briefly state your firm's understanding of the services to be performed as described and make a positive commitment to provide the services as specified.

4.3.2 List your firm's contact for this RFP along with their phone number and email address on the proposal cover page.

4.3.3 Provide the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.

4.3.4 **The letter of transmittal must be signed by a corporate officer or other individual who has the authority to bind the firm.**

4.4 Evaluation Criteria

4.4.1 Qualifications and Experience

Detail the firm's experience in the same or similar areas of expertise, financial stability, and its adaptability to providing the required services. Experience should include designing information pamphlets or similar media, printing, bulk mailing experience with the USPS, and any other relevant experience to the RFP.

Provide at least two (2) references for which your firm has provided the same or similar services. Include a point of contact, telephone number, and a brief description of the services provided.

Identify any subcontractors who will provide services and the services each will be providing. For each subcontractor, provide experience information requested in the first paragraph of this section.

4.4.2 Project Staff

Discuss the staff available for the project, including identifying the Project Manager and key individuals to be assigned from within the firm and from subcontractors.

Address the qualifications of each individual. Attach resumes for key personnel to be assigned to this project. Include in each resume the estimated months of experience as it relates to this project. State whether each individual will be based local in Anchorage or work remotely. If you anticipate any travel, explain what travel costs and other factors may be anticipated due to travel from the individuals' normal place of business.

Discuss the firm's workload and size and ability to manage project schedules.

4.4.3 Proposal and Resources

Provide a brief synopsis of your understanding of the Municipality's needs and how you plan to meet those needs and fulfill the scope of work detailed in Section 3.

Provide information on resources available to your firm, which indicates that you have access to the services and equipment necessary to perform the work.

4.4.4 Contractor Location

Describe the firm's location where the primary services are to be provided, hours of operation and time zone. Describe where each of the services included in the scope of work will be done.

Describe the ability of key project staff to meet in person with Municipal personnel (when required) during the performance of the contract. If you anticipate any work being done outside the Municipality, identify the tools you will use to successfully work remotely with Municipality staff.

4.4.5 Cost

Complete Attachment B – Fee Schedule, providing the unit price, the extended price for the stated quantities, and the total cost. Provide costs for the entire project scope (and requirements) defined in this RFP.

5.0 EVALUATION CRITERIA AND PROCESS

5.1 Criteria

The criteria to consider during evaluations, and the associated point values, are as follows:

1.	Qualification and Experience	30 points
2.	Project Staff	10 points
3.	Proposal and Resources	20 points
4.	Contractor Location	5 points
5.	Cost	35 points
Total Points Available		100 points

5.2 Qualitative Rating Factor

Firms will be ranked using the following qualitative rating factors for each technical criterion:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0- Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: For the evaluation of the experience factor, if the evaluator feels the response as provided was “Good” they would assign a “qualitative rating factor” of .6 for that criterion. The final score for that criterion would be determined by multiplying the qualitative rating factor of .6 by the maximum points available (35) and the resulting score of 21 would be assigned to the criterion. This process would be repeated for each criterion.

The total score will be determined by adding the technical score plus the score received for the cost of the audit.

FORMULA FOR COST EVALUATION

Cost Evaluation (item 4): The award of the “Cost” points will be determined by the calculation shown below. The lowest cost proposal will receive the maximum number of points awarded for the “cost” criteria:

$$\frac{\text{Lowest cost proposal} \times \text{Maximum \# points for category}}{\text{Cost of proposal being scored}}$$

5.3 Evaluation Process

A committee of individuals representing the Municipality of Anchorage will perform an evaluation of the proposal(s). The committee will rank the proposal(s) as submitted. The Municipality of Anchorage reserves the right to award a contract solely on the written proposal.

The Municipality also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of two (2) firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators’ scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter into final negotiations with the Municipality for the purposes of contract award.

6.0 SELECTION PROCESS

The Proposer with the highest total evaluation points may be invited to enter into contract negotiations with the Municipality of Anchorage. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Municipality reserves the right to terminate negotiations with any Proposer should it be in the Municipality’s best interest. The Municipality of Anchorage reserves the right to reject any and all proposals submitted.

7.0 SAMPLE CONTRACT

In addition to carefully reading all of the information in the RFP, all Proposers must carefully read and review the attached sample contract (ATTACHMENT A). The successful Proposer shall be required to enter into a Contract with the Municipality of Anchorage, which will be substantially similar to the sample.

If a Proposer wishes to make changes to the Sample Contract, the proposed changes must be submitted with the proposal. All desired changes must be submitted in a separate

document, and must be clear, legible, and conspicuous. The Proposer must also provide the rationale for all proposed changes. No changes will be considered until after the highest scored proposal(s) has been determined.

IF NO CHANGES ARE SUBMITTED WITH THE PROPOSAL, IT IS UNDERSTOOD THAT THE TERMS AND CONDITIONS OF THE SAMPLE CONTRACT HAVE BEEN ACCEPTED.

8.0 ATTACHMENTS

Attachment A – Sample Contract

Attachment B – Fee Schedule

Attachment C – Example Pamphlet