



Municipality of Anchorage

Dave Bronson, Mayor
Purchasing Department

September 21, 2022

REQUEST FOR PROPOSAL

RFP 2022P043

Valuation Notices for Real Property

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, October 4, 2022**

Proposals Due: **5:00 P.M. Local Time, October 13, 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
Deputy Purchasing Director

Provide Valuation Notices for Real Property RFP 2022P043

- 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
- Section 8 - Attachments

1.0 GENERAL INFORMATION

1.1 Purpose

The Municipality of Anchorage is requesting proposals from print vendors to establish an annual supply/service contract for the annual production, printing, and bulk mailing of annual real property assessment notices.

1.2 Background

The Property Appraisal Division is charged with assessing all real and personal property and administering exemptions set forth under AMC Title 12 and AS Title 29. One of the requirements is to send valuation notices to each owner of record on or before January 15th of each tax year. The Municipality has about 100,000 parcels. Further, the Assessor may issue a revised valuation notice at any time throughout the tax year.

1.3 Questions

Any questions regarding this Request for Proposal are to be submitted in writing to:

Municipality of Anchorage
Purchasing Department

wwpur@muni.org

For ease of identification please identify the RFP 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. All questions must be received prior to the deadline indicated on the RFP cover letter.

1.4 Preparation Costs

The Municipality will 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 90 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 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 paragraph 4.3) 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.

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

2.6.3 All copies of the proposals shall be submitted in a single sealed cover which shall 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 Director.

2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Municipality of Anchorage. 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 BY THE DATE AND TIME AND AT THE LOCATION SPECIFIED IN THE RFP COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED.

2.12 Rejection of Proposals

The Municipality of Anchorage 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 Every municipal contract shall include language substantially the same as the following: "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 contractor 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 Professional Services

3.1.1 The Municipality of Anchorage is soliciting quote proposals to establish an annual supply/service contract for the annual production, printing and bulk mailing of Annual Real Property Assessment Notices.

3.1.2 The selected proposer may be required to:

A. **Production, Printing and Mailing Services**: The vendor shall provide the following to produce and mail annual real property assessment notices. Unit price quoted will be inclusive of all programming, layout and other processing costs associated with the production, printing and mailing of annual notices. Services shall include, but is not limited to the following items:

1. Provide a draft copy of format of annual real property assessment notices including test of ASCII data transfer to Deputy Director no

- later than December 1, of the tax year. Draft copy of 2023 Real Property Assessment notice provided as "Attachment B."
2. Revisions of text and/or data will occur up until January 10, 2023.
 3. Must be able to receive the data print file by transfer of electronic file to a FTP site.
 4. Print and mail Assessment Real Property Notice Cards by January 15 of the tax year to conform to Municipal Code 12.05.045 (a).
 5. Data file will be delivered to vendor in ASCII Format on or before January 10 of the tax year.
 6. Layout data fields in the appropriate fields on the form (card).
 7. Automate the mailing with CASS certification for the most desirable postal rates available.
 8. Provide the contract administrator proof samples prior to production and printing.
 9. Print, sort, tray the cards and deliver to the Business Mail Entry Unit of the USPS Office.
 10. Provide on-going production and mailing of Real Property Assessment notices with revisions for text and data on an "as needed" basis until December 31, of the tax year.
- B. **Description of Cards:** The card size shall be 5 1/2" W x 4 1/4" H, duplex (2-sided) printing on pastel green 90# Card Stock. Duplex printing will be in black ink with some accent red areas, as specified by the contract administrator. See Attachment B. If pastel green 90# Card Stock is unavailable, we white Card Stock would suffice at a lower cost.
- C. **Postage:** Contractor will meter the postage and be required to comply with all postal regulations governing bulk mailings. All mailings are within the U.S. Post Office weight restriction for first class pre-sort zip plus discount rates. Contractor will be responsible for excess postage due to improper sorting, bundling and will be responsible for correcting the problems in sufficient time to meet the required mailing dates.
1. The Contractor will provide Property Appraisal with a certification of timely mailing or evidence of delivery to the post office.
 2. The Contractor shall provide a verification address check option to the client.
 3. Property Assessment Cards that are damaged by machinery will be reprinted by the contractor, prior to the required mailing date, at no cost to the Municipality.
 4. The Contractor shall invoice the Municipality for all postage separately from the production, printing and bulk mailing services. The Municipality will produce a report documenting the number of mail items. Postage check amount will be communicated by the Contractor to the Municipality by written e-mail or fax, no less than three (3) business days, in advance to the Contractor for the actual amount of the postage.

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 fifteen(15) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, required attachments, or dividers). One page shall be interpreted as one side of a single-spaced, letter size sheet (8-1/2" X 11"). Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores.

4.1 Title Page

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

4.2 Table of Contents

List the proposal's sections with page numbers. Include the RFP Evaluation Criteria.

4.3 Letter of Transmittal (Limited to one (1)page).

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

4.3.2 List your company'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 Firm Qualifications and Experience

Describe, in detail, the firm's qualifications, printing capacity and mailing capacity, technology used, MOA experience, and other industry, including government, experience as it relates to the required services described in section 3.

4.4.2 Technical capacity

Identify key project staff that can use FTP sites, import and export large data sets, make adjustments to the data, and ensure quality control.

4.4.3 Available Resources

Provide information on resources available to your firm, including printers, card stock on hand, and processing machinery which indicates that you have access to the services necessary to perform the work.

4.4.4 Contractor Availability

Describe the firm's location where the primary services are to be provided and the ability to meet in person with Department personnel when required during the performance of the contract. If not available to meet in person, describe the ability to communicate to the Municipality of Anchorage, including but not limited to hours available (AKST), email response rate, and ability to video conference. This is especially important during the December to January timeframe.

4.4.5 References

Provide a list of no less than three (3) former clients with the name of the contact person and a current phone number where they may be reached for verification of experience and qualifications

4.4.6 Cost

Please fill-out the cost worksheet (Attachment 3) and submit with proposal.

5.0 EVALUATION CRITERIA AND PROCESS

5.1 Evaluation Criteria Weighting

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

1. Firms Qualification and Experience	20 points
2. Technical Capacity	20 points
3. Available Resources	10 points
4. Contractor Availability	15 points
5. References	20 points
6. Cost	<u>15 points</u>

Total Points Available 100 points

5.2 Qualitative Evaluation Criterion

Firms will be ranked using the following qualitative rating factors for each RFP 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: If an evaluator decides that the response provided for a criterion that has a maximum of 30 points was "Good," they will assign a "qualitative rating factor" of 0.6 to that criterion. The qualitative rating factor is then multiplied by the maximum points available (30) for a resultant 18 points.

5.3 Quantitative Evaluation Criterion

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:

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

EXAMPLE

Method used to convert Total Cost to Points (30 Points Maximum)

[STEP 1]

List all proposal costs.

Proposer #1	-	\$40,000
Proposer #2	-	\$45,000
Proposer #3	-	\$48,000

[STEP 2]

The RFP awards a maximum of 30% (30 points) of the total of 100 points for fee schedule.

Proposer #1 receives 30 points.

Proposer #1 receives 30 points (the max) because they submitted the lowest cost proposal.

Proposer #2 receives 26.7 points.

$$\frac{\$40,000 \times 30}{\$45,000}$$

Proposer #3 receives 25.0 points.

$$\frac{\$40,000 \times 30}{\$48,000}$$

5.4 Evaluation Process

A committee of individuals representing the Municipality of Anchorage will perform an evaluation of the proposal(s). The committee will score 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 on 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 a combination of written proposals and interviews. 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

All Proposers must carefully read and review ATTACHMENT A - Sample Contract. The final Contract with the Municipality of Anchorage will be substantially similar to it.

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 - Sample Valuation Notice

Attachment C – Cost Worksheet