



RFP # 6707 On the Record Newsletter
RFP Issued On: 03/27/2024
RFP Due Date: 04/21/25 @ 2:00 p.m.

Purchasing Department – SC 326
4800 E Huron River Dr.
Ann Arbor, MI 48105-4800

WASHTENAW COMMUNITY COLLEGE Request for Proposal #6707

On the Record Newsletter

Submit Proposals To:
Lydia Scheets
Washtenaw Community College
pur@wccnet.edu

1.0 Proposal Invitation

Washtenaw Community College (“College” and/or “WCC”) seeks proposals from qualified printers to provide printing and mailing services for WCC’s On the Record newsletter publication; the goal of this RFP is to award contract pricing for printing and mailing services. The term of this award will consist of an initial period of July 1, 2025 – June 30, 2026 with automatic renewal up to 6 additional years at the College’s discretion. The College will work with the awarded supplier(s) until the solicitation expiration date unless either party terminates the agreement with 60-day prior notice. The selected supplier(s) will be able to provide all deliverables outlined in the RFP.

Response to this RFP confirms an understanding that this is *not* a contract or offer of business by the College. This request for proposal in no manner obligates the College to the eventual purchase of any products or services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the College without penalty or obligation at any time prior to the signing of an agreement, contract, or purchase order. In submitting a proposal, suppliers agree that all materials associated with, attached to, or referenced by the submitted proposal will become the property of the College and may be incorporated into a subsequent contractual agreement between the successful supplier and the College.

The College is not liable in any manner or to any extent for any cost or expense incurred by the supplier in the preparation, submission, presentation, or any other action connected with proposing or otherwise responding to this RFP. Such exemption from liability applies whether such costs are incurred directly by the supplier or indirectly through the supplier’s agents, employees, assigns, or others, whether related or not to the supplier.

The College reserves the right to reject any and all proposals and waive any irregularities or issue a split award at any time. Proposals which fail to comply fully with any provisions of this document may be considered invalid and may not receive consideration. The College also reserves the right to negotiate terms and conditions of a contract with the chosen supplier(s). The College reserves the right to award based on any combination of the specifications described herein.

The awarded supplier’s proposal response and any orders placed during the term of this solicitation shall be subject to, and governed by the College’s Terms and Conditions for services located at <https://www.wccnet.edu/business/purchasing-terms-services.php> as a condition of award, and are hereby incorporated herein as a substantive part of the solicitation documents. In the event there is any conflict or inconsistency between the Terms & Conditions referenced in the RFP documents and those included in a supplier’s Proposal response, quote, or listed on the supplier’s website, the Terms & Conditions of the RFP documents shall govern.

Proposal submissions must include all exceptions to the College’s terms and conditions of purchase; the College may consider extensive exceptions as a reason to exclude a vendor from further consideration. The supplier must set forth the reason(s) for the exception and indicate what, if any, alternative is being offered. WCC will, at its sole discretion determine the acceptability of any proposed exception(s). A purchase order signed by an authorized agent of the College is required to constitute acceptance of proposal offer and offer terms and conditions of service. This RFP and any subsequently offered

contracts will be governed by the laws of the State of Michigan. Any and all applicable valid executive orders, Federal, State or local laws, ordinances or rules or regulations shall apply to any contract if and when offered and are deemed incorporated herein.

As a public institution, the College is subject to the terms and conditions of the Freedom of Information Act. As required by law, any information submitted in response to this request for proposal could become public information. Suppliers responding to this proposal are cautioned not to include any proprietary information as part of their proposal unless such proprietary information is carefully identified in writing as such and accepted by the College as proprietary. Any documents submitted may be reviewed and evaluated by any person at the discretion of the College, including non-allied and independent suppliers retained by the College now or in the future.

Proposals must be comprehensive by including all services and costs necessary to meet the business and technical requirements of the College as outlined in this RFP. In addition, the proposal must specify a detailed approach/methodology, Supplier and College staffing requirements, and any other assumptions to achieve the goal of this RFP.

The College expects to award to the most qualified supplier based on the overall proposals and offerings. No work shall begin under the award of this RFP until a valid purchase order is sent from WCC's purchasing department. The College reserves the right to request information such as questions, presentations, and demos prior to contract award.

Criteria for award includes but is not limited to:

- **Submission of required information: Digital Samples (section 4.0) Pricing and Discounts (section 5.0) Insurance Acknowledgment, References, Company Background (section 6.0)**
- **Noted exceptions within supplier's response**
- **Previous experience with jobs of this scope and capacity**
- **File submission date flexibility & paper availability options in the event of shortages**

2.0 Planned RFP Schedule

RFP issued – 03/27/2024

Deadline to submit questions – 04/04/2024 by 2 p.m. address questions to Lydia Scheets, Purchasing Agent, at pur@wccnet.edu

College response to questions – 04/07/2024 by 2 p.m. posted on the WCC Purchasing website <https://www.wccnet.edu/about/purchasing/bids-rfp.php>

RFP due date – 04/21/2025 at 2 p.m.

3.0 Submission Directions

Proposals are due on or before 04/21/2025 at 2 p.m. at the following location: pur@wccnet.edu

➤ **Attn: Lydia Scheets – Purchasing Agent; RFP #6707 – On the Record Newsletter**

Submit **one (1)** electronic proposal with pricing table and **one (1)** copy of the required Signature Page in PDF format. Faxed and mailed replies are not acceptable and will be rejected. Supplier assumes all responsibility for delivery to the location given above on or before the due date and time.

4.0 Project Scope & Specifications

The awarded vendor shall provide printing and mailing services for WCC's On the Record Newsletter publication. All publications are subject to inspection. Publications that are found defective in material, workmanship, or otherwise fail to meet the quality expectations of the College may be subject to rejection and immediate replacement. If the supplier has any exceptions to the below project specifications, those must be clearly noted in the proposal.

Publications are expected to be no more than **7 issues per year**; the College reserves the right to increase or decrease issue publications or quantities as necessary. Vendor will receive a PO for each issue publication. Digital samples are required to be submitted with each proposal showing quality, brightness and clarity of the product.

Printing Specifications:

- FinishedSize:** 11.0 or 11.375" x 17" TABLOID - Quarter folded down for mailing to 11.375" x 8.5"
Page Count: 4 pages (one single sheet) or
Page Count: 8 pages (two 4-page single sheets) - SELF COVER
Stock: 50# Premium Offset / 92 bright
Ink: CMYK throughout
Bleeds: NO BLEEDS
Bindery: Quad fold
Proof: PDF Proof
Art Delivery: Digital files.

Estimated Print and Mailing Quantity is 151,700

- Actual quantity will be sum of the vendor purchased list, WCC provided lists, and 1,500 campus copies after all lists have been purchased, cleaned, merged & de-duped – No Overages.
- 1. Approximately 150,000 – Awarded vendor will need to purchase a list with the following demographics:
 - Washtenaw County Residents – ALL RESIDENTIAL POSTAL PATRONS including single family dwellings, condos and apartments – NO Businesses or PO Boxes
- 2. Total of 2 separate mailing lists provided by WCC Marketing (Must inkjet or label to address and mail separately)
 - 160 WCC Non-County Seed list will be provided by WCC Marketing.
 - 40 WCC Non-County Foundation list provided by WCC Marketing.
- 3. 1,500 campus copies – Delivered to WCC's Campus Services, 4800 East Huron River Drive, Ann Arbor, MI., by 3:00pm (EDST) on the scheduled delivery date. Contact # 734-677-5309

All quantities are estimates and subject to change. A "do not mail" list will be provided prior to each mailing, addresses will need to be purged when de-duping.

Mailing Requirements

If a third-Party Distributor/Mailer is utilized by the awarded Printer, it is the Printer's responsibility to forward this portion of the specifications to that Distributor/Mailer to ensure compliance with all related United States Postal Service Regulations and Guidelines as documented in the Domestic Mail Manual:

- WCC's On the Record Newsletter qualifies as a non-profit publication, contains zero based advertising, classified as a flat mail piece and is mailed taking advantage of all possible US Postal Discounts, including DDU's (Ann Arbor/Ypsilanti).
- Provide all US Postal Service compliance reports, ensure shipment is double banded, crisscrossed into lots of 50 each, palletized and shrink –wrapped to withstand the rigors of transportation, and pallets are posted with a placard according to USPS guidelines and requirements.
- Submit a sample mail piece and the following information to the Bulk Mail Entry Unit at the Ann Arbor Post Office; in response, the mailer receives a mailing schedule that must be followed:
 1. Total Number of pieces,
 2. Single Piece weight plus the total weight of the mailing
 3. The method of postage payment will be within the USPS CAPS program,
 - WCC's Permit #28, CAPS Account #13108; held at The US Post Office, 2075 W. Stadium Blvd., Ann Arbor, MI 48106-9998.
 4. Provide the names of all city delivery post offices to receive any of the mailing and the number of pieces for each.
 5. Properly complete all required USPS forms per drop location
- Ten days (10) prior to each mailing date, the Printer/Mailer is required to email WCC's Public Relations and Marketing Services Department at Marketing@wccnet.edu, the following information:
 1. The total amount being printed.
 2. Completed Copies of all the USPS mailing statements, referencing the publications abbreviated title, month and year associated with each issue.
 3. The scheduled delivery date to WCC's Shipping & Receiving Department.

Penalty Provision:

In order to ensure the successful printing, mailing, distribution and compliances, the awarded vendor is expected to communicate with WCC and The US Postal Service any issues immediately. Any failure to adhere to the provisions of this agreement may lead to removal from future business opportunities with Washtenaw Community College, in addition to monetary penalties, as established by the college.

In the event that the awarded vendor fails to meet the agreed upon requirements and specifications, and such action results in loss by the college, the college will have the option of holding the vendor financially liable.

Any questions, issues or concerns needing college intervention must be directed to Washtenaw Community College Purchasing Department (734) 677-5231, and presented in a timely fashion to ensure the timelines established are met. If warranted, WCC's Purchasing Department will contact other WCC Departments to ensure the proper course of action is noted and taken.

5.0 Pricing

- Pricing must include all discounts and special savings opportunities.
 - Who will be handling the mailing of the Publication? Provide name and contact information if using a third party.
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- Pricing is per issue and must include all printing, ink jetting, address list expenses, packing materials, shipping, handling and delivery charges.
 - Vendor shall complete and submit the below pricing table with proposal.

<u>Term</u>	<u>Per issue Pricing – 4 pages; 151,700 estimated quantity</u>	<u>Per issue Pricing – 8 pages; 151,700 estimated quantity</u>	<u>Unit pricing for additional quantities</u>
<u>July 1, 2025 – June 30, 2026</u>			
<u>July 1, 2026 – June 30, 2027</u>			
<u>July 1, 2027 – June 30, 2028</u>			
<u>July 1, 2028 – June 30, 2029</u>			
<u>July 1, 2029 – June 30, 2030</u>			
<u>July 1, 2030 – June 30, 2031</u>			
<u>July 1, 2031 – June 30, 2032</u>			

6.0 RFP Requirements - General:

A. Insurance - Proof shall be provided to the College if requested. No changes are permitted in the insurance coverage unless agreed to in writing by the College. Insurance shall be maintained for the following coverages in the amounts stated below:

1. Commercial general liability insurance, including contractual products and completed operations insurance (\$1 million per occurrence/\$2 million annual aggregate)
2. Professional Liability/Errors and Omissions Insurance with limits not less than \$1 million per occurrence and \$2 million annual aggregate
3. Worker's Compensation at statutory limits in accordance with the appropriate State of jurisdiction including Employer's liability (with minimum \$500,000)
4. Automobile liability for owned, non-owned and hired vehicles minimum limit (\$1 million each accident)
5. Responding agencies must be able to submit a W9 with a valid TIN upon request.

B. Supplier Company Information:

References - Provide 3-5 customer references reflecting similar requirements and scope of work. Include references from the educational space, specifically from community colleges, if available.

Background - Brief history and background of your company as well as the length of time you have supplied services similar to those requested in this RFP.

SIGNATURE PAGE

This page must be signed and submitted with the proposal.

By virtue of submittal of a proposal, supplier acknowledges:

- That all of the requirements of this RFP have been read and understood.
- Supplier is presently not debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from covered transactions by any Federal department or agency.
- Any responses, materials, correspondence, or documents provided to WCC are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with the Act.
- By signing below the supplier warrants that the information submitted is complete and factual and that the individual signing below has authority to enter into this on behalf of the supplier.
- Unless agreed to in writing by WCC and the supplier, in the event there is any conflict between the Terms & Conditions referenced in this RFP and those included or referenced in any response to this RFP, the Terms & Conditions referenced herein shall prevail.
- Proposal and pricing shall remain valid for ninety (90) days.

Printed Name

Title

Company Name

Signature

Address

Email

City, State, Zip

Phone

By signing above, the Firm agrees to comply with all applicable federal, state, local and College laws, rules and regulations in providing goods and services under this agreement.

Proposal includes references: YES ___ NO ___

Proposal addresses flexibility on file submission dates and paper options: YES ___ NO ___

Proposal includes digital samples YES ___ NO ___

Proposal lists any exceptions to the project scope: YES ___ NO ___

Proposal includes pricing table with all discounts applied: YES ___ NO ___