



**Board of Directors**

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**REQUEST FOR PROPOSALS #1708**  
**Graphic Design and Printing Services**  
**Period of Performance July 1, 2016 through June 30, 2017**

This Request For Proposal dated February 17, 2016 is being issued to receive proposals by the Purchasing Officer, Brian K. Jackson Contra Costa Water District, 1331 Concord Avenue, Concord, California, until **10:00 A.M., Wednesday, March 10, 2016**, for Graphic Design and Printing Services for its publications for fiscal year 2017 (FY17), beginning on July 1, 2016 through June 30, 2017, and a priced optional 12-month extension period for fiscal year 2018 (FY18), July 1, 2017 through June 30, 2018, to be exercised at the District's sole discretion. Proposal priced option sheet(s) must be included for (FY18), for the priced optional 12-month extension for the proposal package to be considered a complete submission. The District will evaluate both one- and two-year pricing proposals and will determine which proposal provides the best value to the District.

Recommendations to the Board of Directors may include consideration of one- or two-year pricing options.

**No faxed or email proposals will be accepted. Proposers must also provide with their hard copy proposal (paper) an electronic version on a flash drive containing all required documentation in Micro Soft/Excel PDF format.**

The successful firm will provide "turn-key" services, meaning the firm will be responsible for all phases of graphic design, illustration, printing and delivery for each of CCWD's publications.

**DISTRICT CONTACTS**

Questions about this RFP should be submitted in writing via email by **10 a.m. February 29, 2016**, to Oliver Symonds at [osymonds@ccwater.com](mailto:osymonds@ccwater.com).

**GENERAL OVERVIEW OF THE DISTRICT**

The District, located in Concord, California, is a local government special district with its own independently elected Board of Directors. The District serves a population of 500,000 in central and eastern Contra Costa County. The District provides treated water service directly to Concord, Clayton, Clyde, Pacheco, Port Costa and portions of Walnut Creek, Pleasant Hill and Martinez. The District also provides untreated water and wholesale treated water to several municipal and major industrial customers in eastern Contra Costa County and Martinez. The District employs approximately 300 people.

**REQUIRED INFORMATION**

Please provide the information listed below (I through X). The District will use the information you provide to judge your submission and select finalists. To be considered responsive to this Request for Proposal, you must provide the information requested in this "Required Information" section.

- I. Letter of Introduction. Include background information on your firm, the firm's office and other work location(s), firm office phone number(s) and firm website address. If any of your project management, design or printing work is subcontracted to outside designers or other companies, you must state so and provide location information for those subcontractors.
- II. Biographies of the following:
  1. Primary contact person (dedicated project manager) for District projects.
  2. In-house designer(s) who would work on District projects.
  3. Other creative staff who would be assigned to District projects.
  4. Company leadership, such as president, vice presidents and/or principals.Biographies must include the following information: length of tenure with your firm, work location, major projects completed and/or clients served, previous employment if tenure with your firm is less than 5 years, and education.
- III. If the location of your firm is more than 30 miles from the District (1331 Concord Ave., Concord, CA 94520), describe your availability to meet with District staff in Concord. Include how quickly you could be at the Concord location, how many times a year you would be willing to meet in Concord, any costs you would charge for meeting in Concord, and any other limitations that you may have in regards to meeting in Concord.
- IV. Describe the project management services your firm provides and the system it utilizes to ensure that clients receive prompt attention and quick turnaround on projects, and that all deadlines are met. Include the amount of time it takes for clients' calls and/or e-mails to be returned, the amount of time it takes for minor design or text changes to be turned around, and your record of meeting deadlines.
- V. Explain how your firm would ensure that design and text changes would be handled promptly if the personnel assigned to District's account were not immediately available.
- VI. References: List at least four clients for whom you've produced materials similar to the materials provided as samples by the District. Provide name, address and contact phone number so that references can be checked. If your firm has worked for the District before, you may use the District as a reference.
- VII. Include samples of work produced for other clients, utilities and/or public agencies. (Please let us know if samples should be returned.) These samples should be similar to the materials that the District provided as samples.
- VIII. Provide your firm's hourly rates for project management and graphic design services separate of the projects listed in this RFP for which you are required to provide costs.
- IX. Publication Costs and Other Information: Each year, the District usually issues the publications listed below in 1 - 7. For the purposes of this RFP, you are required to provide the costs that your firm would charge to produce identical publications.

- X. For each of the publications listed below (samples are enclosed), provide a **total cost** for all of the services and materials required for your firm to create identical publications from the time you receive final text from the District to the time the publications would be delivered to the District. These costs are to include all of the District's text and design changes until the District gives final approval to print. Do not include the costs of hiring a photographer for original (non-stock) photography.
- XI. For each publication, in addition to providing the total cost, provide a breakdown showing the cost of each element that figures into the total. For example, show the costs of design, obtaining stock photography, illustrations, pre-press work, printing, paper, and anything else that would apply to each publication.
- XII. Finally, for each publication, please include the amount of time it would take for your firm to print and deliver each document. These "turn-around" times would be from the final "go to print" approval by the District to delivery of printed materials to the District. Provide a breakdown showing the amount of time that is for printing and the amount of time that is for delivery. Please prepare this information carefully and accurately.

**The company that is successful in contracting with the District will be held to the "turn-around" times it provides for the following services below.**

1. **On Tap newsletter:** Published approximately three times per year. Each edition requires the printing of 157,500 copies. Each edition is unique. Each edition is delivered to two locations in Concord, CA.
2. **Annual Report:** Published once per year, with 300 printed copies. Delivered to one Concord, CA location. Include two days of art direction/photo supervision.
3. **Bill Insert:** Published twice per year. Each edition requires the printing of 64,000 copies. Each edition is unique. Each edition is delivered to one Concord, CA location.
4. **Annual Water Quality Report:** Published once per year, with 600 printed copies. Delivered to one location in Concord, CA.
5. **Annual Water Quality Report Postcard:** Published once per, year with 190,000 printed copies. Delivered to one location in Concord, CA.
6. **CCWD Calendar:** Published once a year, with 2,500 printed copies. Delivered to one Concord, CA location.
7. **Activity Guide:** Published twice per year, with 7,500 printed copies. Each edition is unique. Delivered to one Concord, CA location.
8. If your firm has in-house printing capabilities, please describe them, including the various presses you have at your worksite, the physical address of that worksite, and the types of

printing you do. CCWD will consider all responsive firms; however, firms that have both a range of graphic design and printing capabilities in house will receive extra weight in the selection process.

9. **OPTIONAL:** If your firm has in-house mailing capabilities, please describe including equipment you have at your worksite, whether your firm has a bulk mail permit, and the types of mailing you do. This service is not required for a firm to be considered responsive.

### **SELECTION PROCEDURE**

The District reserves the right to select the firm it determines to be the most qualified to meet the District's needs and perform the requested services. All proposals will be reviewed in accordance with the selection criteria listed below in the "Evaluation of Proposals" section.

### **EVALUATION OF PROPOSALS**

The successful firm will meet the following criteria:

1. **Submission:** Submission is clear, complete and provides all of the information requested in the "Required Information" section.
2. **Firm Personnel and Organizational Structure:** Project manager(s) and creative staff have adequate experience to meet District's needs. The firm's staffing levels and organizational structure ensure that District projects would receive satisfactory attention.
3. **Accessibility and Customer Service:** The firm's staff is accessible and able to meet with District personnel in Concord with minimal lead time. The firm demonstrates a culture of excellent customer service.
4. **Project Management:** The firm provides project management services and systems that include a dedicated project manager. A high level of customer service is provided and project deadlines are consistently met. Turn-around times are prompt and acceptable to the District. Back-up personnel are always available to ensure that design and text changes are handled promptly when the personnel normally assigned to the District's account are not immediately available.
5. **Verifiable Past Performance:** Information provided by references verifies that each named client has worked on numerous projects with the firm and is highly satisfied with the customer service received, the way deadlines were met, the ease of working with the firm, and the quality of the final products received. If applicable, past performance as a previous contractor for the District must be satisfactory.
6. **Costs:** All costs and hourly rates as provided on the pricing sheets. Costs account for 50% of the evaluation score.

7. **Samples of Work:** Work samples (publications and website samples) are of high-quality and show experience in producing materials like those needed by District.
8. **In-House Printing and Graphic Design Capabilities:** The District will consider all responsive firms; however, firms with a range of both graphic design and printing capabilities in-house will receive extra weight in the selection process.

#### **OTHER INFORMATION ABOUT THIS CONTRACT**

- **Contract Provisions:** The District utilizes standard contract provisions for all professional and technical services contracts. A copy showing applicable contract provisions is attached. **Submission of a proposal constitutes acceptance of the contract format and provisions. No additional negotiations of terms and conditions will be conducted and no additional sales agreements or other documents will be accepted.**
- **Start Date:** It is anticipated that the final contract will be brought to the District's Board of Directors for approval prior to the end of June, and the start date is currently scheduled for July 1, 2016. **Work does not begin until the contract is approved by the District's Board of Directors.**
- The successful firm must be able to accept and convert electronic files created with Adobe Creative Suite, Quark, Microsoft Word and Microsoft Excel.
- The publications listed in this RFP for costing purposes are not all of the publications produced by the District. Other publications/items will be added to the final contract at additional cost.
- The successful firm will be required to conduct press checks on all publications on behalf of the District to ensure quality control.

#### **FREQUENTLY ASKED QUESTIONS AND ANSWERS**

1. **Is this RFP for printing services only or do you required design work as well?**

This RFP requires printing and graphic design. The successful firm will handle all graphic design and printing services.

2. **What is your policy on unders and overs?**

The District does not pay for over runs. Under runs are not acceptable. You will be required to deliver the full amount of the final product and not expect payment for any extra copies you deliver.

3. **Noting that the paper market could be volatile, is there any provision that safeguards the successful bidder from a paper cost increase during the term of the contract?**

A reasonable increase in paper costs could be taken into consideration if brought to our attention and if the increase can be shown to be industry wide. Any adjustments for uncontrollable increases in costs during the term of the contract would be made at the sole discretion of the District and must be supported by letters from the paper manufacturers.

**4. Is photography a required service? How are we to quote photography costs?**

Obtaining stock photography is required as part of the design service. Do not include the cost of hiring a photographer for original photography in your proposed costs for publications. Hiring a photographer could be handled directly by the District or be assigned to the successful firm.

**5. Do you expect us to write/edit copy/text or will you supply copy?**

The District will write/edit copy and supply it via e-mail.

**6. What, if any, existing digital artwork will be available for our use?**

The District owns all artwork, electronic or otherwise, produced by the graphic firms with which it contracts. At the end of a contract period, any electronic files produced by the consultant, i.e., artwork, publication layouts, photos, scans, etc., are put on a digital storage device in the original and final file formats, and turned over to the District. The newly chosen consultant would have access to this material for District projects only.

**EQUAL OPPORTUNITY EMPLOYER**

The Contra Costa Water District is committed to equal opportunity.

**HOW TO SUBMIT**

Mark the outside of your envelopes "Proposal for Graphics Services #1708" Submit three copies (paper) of your proposal, and one electric (flash Drive) version prepared in accordance with the instructions in this RFP.

This solicitation does not commit CCWD to pay any costs incurred in the preparation and presentation of submittals or to select any consultant who responds.



Mr. Brian Jackson  
Purchasing Officer  
Contra Costa Water District  
925-688-8011

**Pricing Sheet #1 For Fiscal Year 2017**

**On Tap newsletter:** Published three times a year. Each edition requires the printing of 157,500 copies. Each edition is delivered to two locations in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver one edition of On Tap newsletter, and provide the total price for all three editions. Pricing must be based on producing a publication identical to the sample provided by the District.

**Total price for all three ON TAP newsletters:** \_\_\_\_\_

**Total price for one edition of ON TAP newsletter:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

Price Breakdown	Price
<b>(List all materials and services that go into the total price of one edition of On Tap.)</b>	
<b>Total Cost for one edition of On Tap</b>	<b>\$</b>

**Pricing Sheet #2 For Fiscal Year 2017**

**Annual Report:** Published once a year, with 300 printed copies. Delivered to one Concord, CA location. Include two days of art direction/photo supervision.

Please provide the total price and price breakdown to design, print and deliver the Annual Report. Pricing must be based on producing a publication identical to the sample provided by the District.

**Total price for the Annual Report:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of the Annual Report.)	<b>Price</b>
<b>Total Cost for the Annual Report</b>	<b>\$</b>



**Pricing Sheet #3 For Fiscal Year 2017**

**Bill Insert:** Published twice per year. Each edition requires the printing of 64,000 copies. Each edition is delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver one edition of the Bill Insert, and provide the total price for two editions. Pricing must be based on producing a bill insert identical to the sample provided by the District.

**Total price for two editions of Bill Inserts:** \_\_\_\_\_

**Total price for one edition of Bill Insert:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of one edition of Bill Insert.)	<b>Price</b>
<b>Total Cost for one edition of Bill Insert</b>	<b>\$</b>

**Pricing Sheet #4 For Fiscal Year 2017**

**Annual Water Quality Report:** Published once per year, with 600 printed copies. Delivered to one location in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver the Annual Water Quality Report. Pricing must be based on producing an Annual Water Quality Report identical to the sample provided by CCWD.

**Total price for Annual Water Quality Report:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b> <b>(List all materials and services that go into the total price of the Annual Water Quality Report.)</b>	<b>Price</b>
<b>Total Cost for the Annual Water Quality Report</b>	<b>\$</b>

**Pricing Sheet #5 For Fiscal Year 2017**

**Annual Water Quality Report Postcard:** Published once per year, with 190,000 printed copies. Delivered to one location in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver the Annual Water Quality Report Postcard. Pricing must be based on producing an Annual Water Quality Report Postcard identical to the sample provided by the District.

**Total price for Annual Water Quality Report Postcard:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b> <b>(List all materials and services that go into the total price of the Annual Water Quality Report Postcard.)</b>	<b>Price</b>
<b>Total Cost for the Annual Water Quality Report Postcard</b>	<b>\$</b>

**Pricing Sheet #6 for Fiscal Year 2017**

**CCWD Calendar:** Published once a year, with 2,500 printed copies. Delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver the CCWD Calendar. Pricing must be based on producing a publication identical to the sample provided by CCWD.

**Total price for CCWD Calendar:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b> <b>(List all materials and services that go into the total price of the CCWD Calendar.)</b>	<b>Price</b>
<b>Total Cost for the CCWD Calendar</b>	<b>\$</b>

**Pricing Sheet #7 for Fiscal Year 2017**

**Activity Guide:** Published twice per year, with 7,500 printed copies. Each edition is unique. Delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver one edition of the Activity Guide, and provide the total price for all two editions. Pricing must be based on producing a publication identical to the sample provided by CCWD.

**Total price for two Activity Guides:** \_\_\_\_\_

**Total price for one Activity Guide:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b> <b>(List all materials and services that go into the total price of one Activity Guide.)</b>	<b>Price</b>
<b>Total Cost for one Activity Guide</b>	<b>\$</b>

**OPTIONAL Pricing Sheet for Fiscal Year 2017**

**Mailing Services:** Each edition of the On Tap newsletter is distributed to approximately 94,000 recipients outside of the District's treated water service area.

Please provide the total price and price breakdown to process and mail one edition of the On Tap newsletter, less postage, and provide the total price for all three editions.

**Total price for one On Tap newsletter:** \_\_\_\_\_

**Total price for three On Tap newsletters:** \_\_\_\_\_

Price Breakdown	Price
(List all services, less postage, that go into the total price of mailing 94,000 copies of the On Tap newsletter. This should include data processing, import and CASS certification; inkjet addressing, presort to USPS specifications, tie and tray; double translucent tabbing; preparation of mail statement; delivery to postal office; and any other services not listed.)	
<b>Total Cost for one Activity Guide</b>	<b>\$</b>

**Pricing Sheet #1 For Fiscal Year 2018**

**On Tap newsletter:** Published three times a year. Each edition requires the printing of 157,500 copies. Each edition is delivered to two locations in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver one edition of On Tap newsletter, and provide the total price for all three editions. Pricing must be based on producing a publication identical to the sample provided by the District.

**Total price for all three ON TAP newsletters:** \_\_\_\_\_

**Total price for one edition of ON TAP newsletter:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

Price Breakdown	Price
<b>(List all materials and services that go into the total price of one edition of On Tap.)</b>	
<b>Total Cost for one edition of On Tap</b>	<b>\$</b>

**Pricing Sheet #2 For Fiscal Year 2018**

**Annual Report:** Published once a year, with 300 printed copies. Delivered to one Concord, CA location. Include two days of art direction/photo supervision.

Please provide the total price and price breakdown to design, print and deliver the Annual Report. Pricing must be based on producing a publication identical to the sample provided by the District.

**Total price for the Annual Report:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of the Annual Report.)	<b>Price</b>
<b>Total Cost for the Annual Report</b>	<b>\$</b>



**Pricing Sheet #3 For Fiscal Year 2018**

**Bill Insert:** Published twice per year. Each edition requires the printing of 64,000 copies. Each edition is delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver one edition of the Bill Insert, and provide the total price for two editions. Pricing must be based on producing a bill insert identical to the sample provided by the District.

**Total price for two editions of Bill Inserts:** \_\_\_\_\_

**Total price for one edition of Bill Insert:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of one edition of Bill Insert.)	<b>Price</b>
<b>Total Cost for one edition of Bill Insert</b>	<b>\$</b>

**Pricing Sheet #4 For Fiscal Year 2018**

**Annual Water Quality Report:** Published once per year, with 600 printed copies. Delivered to one location in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver the Annual Water Quality Report. Pricing must be based on producing an Annual Water Quality Report identical to the sample provided by CCWD.

**Total price for Annual Water Quality Report:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of the Annual Water Quality Report.)	<b>Price</b>
<b>Total Cost for the Annual Water Quality Report</b>	<b>\$</b>

**Pricing Sheet #5 For Fiscal Year 2018**

**Annual Water Quality Report Postcard:** Published once per year, with 190,000 printed copies. Delivered to one location in Concord, CA.

Please provide the total price and price breakdown to design, print and deliver the Annual Water Quality Report Postcard. Pricing must be based on producing an Annual Water Quality Report Postcard identical to the sample provided by the District.

**Total price for Annual Water Quality Report Postcard:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b> <b>(List all materials and services that go into the total price of the Annual Water Quality Report Postcard.)</b>	<b>Price</b>
<b>Total Cost for the Annual Water Quality Report Postcard</b>	<b>\$</b>

**Pricing Sheet #6 for Fiscal Year 2018**

**CCWD Calendar:** Published once a year, with 2,500 printed copies. Delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver the CCWD Calendar. Pricing must be based on producing a publication identical to the sample provided by CCWD.

**Total price for CCWD Calendar:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of the CCWD Calendar.)	<b>Price</b>
<b>Total Cost for the CCWD Calendar</b>	<b>\$</b>

**Pricing Sheet #7 for Fiscal Year 2018**

**Activity Guide:** Published twice per year, with 7,500 printed copies. Each edition is unique. Delivered to one Concord, CA location.

Please provide the total price and price breakdown to design, print and deliver one edition of the Activity Guide, and provide the total price for all two editions. Pricing must be based on producing a publication identical to the sample provided by CCWD.

**Total price for two Activity Guides:** \_\_\_\_\_

**Total price for one Activity Guide:** \_\_\_\_\_

**Turn-around time (explained on Page 3 of the RFP):** \_\_\_\_\_

<b>Price Breakdown</b>  (List all materials and services that go into the total price of one Activity Guide.)	<b>Price</b>
<b>Total Cost for one Activity Guide</b>	<b>\$</b>

**OPTIONAL Pricing Sheet for Fiscal Year 2018**

**Mailing Services:** Each edition of the On Tap newsletter is distributed to approximately 94,000 recipients outside of the District's treated water service area.

Please provide the total price and price breakdown to process and mail one edition of the On Tap newsletter, less postage, and provide the total price for all three editions.

**Total price for one On Tap newsletter:** \_\_\_\_\_

**Total price for three On Tap newsletters:** \_\_\_\_\_

Price Breakdown	Price
<p><b>(List all services, less postage, that go into the total price of mailing 94,000 copies of the On Tap newsletter. This should include data processing, import and CASS certification; inkjet addressing, presort to USPS specifications, tie and tray; double translucent tabbing; preparation of mail statement; delivery to postal office; and any other services not listed.)</b></p>	
<p align="right"><b>Total Cost for one Activity Guide</b></p>	<p align="right"><b>\$</b></p>