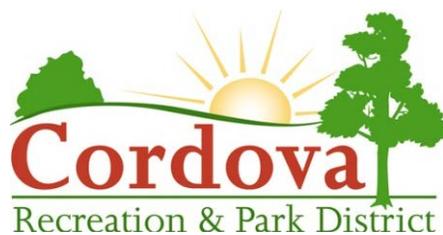


Cordova Recreation and Park District

Request for Proposals
Recreation Guide
Print & Mail Services



INTRODUCTION/BACKGROUND

The Cordova Recreation and Park District (“District”) was established in 1958 with the aim of serving the parks, recreation and open space needs of the region encompassed by the City of Rancho Cordova and unincorporated areas in Sacramento County including Gold River, Larchmont, Mather, Rosemont and Riviera East. Serving a population of over 110,000, it is one of the largest special districts in the Sacramento region.

With 37 parks, 7 facilities and over 600 acres of land, the District is home to a wide variety of neighborhood and community parks, special use facilities, a large regional sports complex, a golf course, a senior center, and a shooting range. The affordable cost of living, and several other quality-of-life indicators, has ensured continued population growth within District boundaries.

The District administers 30 neighborhood parks, 7 community parks, 2 community swimming pools, and 7 facilities including Hagan Community Center, Neil Orchard Senior Activities Center, Mather Sports Center, Cordova Shooting Center, Cordova Golf Course, White Rock Community Clubhouse and the District Office.

PURPOSE

Cordova Recreation and Park District is requesting proposals from experienced print and mail house firms to provide printing and mailing services for the District’s bi-annual Recreation Guide publication for June 1, 2017 through January 31, 2019 (2 years-4 publications).

GOALS & SPECIFICATIONS

The printing of this publication occurs twice per year. The Spring/Summer edition prints mid-January for mailing by Early-February. The Fall/Winter edition prints mid-July for mailing by Early-August. Specific deadlines will be provided.

SCOPE OF WORK

Description of Current Project:

Fall-Winter Guide 40 pages plus 4-page cover (44 total pages)

Spring-Summer Guide 48 pages plus 4-page cover (52 total pages)

Quantity: 50,000/edition (2 editions/year) approx. 48,000 mailed w/ 2,000 overrun for District use

Size: 8.5” x 10.5” page size

Stock-Cover: 80# White Gloss text #3

Stock-Text: 50# White Gloss text #4

Ink: 4 color process throughout with bleeds

Binding: Saddlestich & trim

SUBMITTAL REQUIREMENTS

Number of Copies: 1 hard copy and 1 electronic copy (emailed)

Deadline: April 24, 2017 at 5:00PM

Submit to: Becca Niles, Communications Department

Hard Copy

Cordova Recreation & Park District
Attn: Becca Niles, Communications Department
2729 Prospect Park Drive, Suite 230
Rancho Cordova, CA 95670

Electronic Copy

bniles@crpd.com

Format: Proposals should be 8½x11 inches bound in a single document, organized in sections following the order below, and **not exceed 12 pages**. Electronic copies should be in PDF format (emailed).

Contents: The submittal should include the following:

1. Brief introductory letter stating firm's interest in the project;
2. Proposed cost for work to be completed including printing fees, database fees, mailing fees, freight fees, postage (at current rate) based on the following:
 - i. Current page count:
 1. Guide 40 pages plus 4-page cover (44 total pages)
 2. Guide 48 pages plus 4-page cover (52 total pages)
 - ii. If we should cut pages:
 1. Guide 36 pages plus 4-page cover (40 total pages)
 2. Guide 44 pages plus 4-page cover (48 total pages)
 - iii. If we should increase pages:
 1. Guide 52 pages plus 4-page cover (56 total pages)
 2. Guide 56 pages plus 4-page cover (60 total pages)
3. Qualifications (to the maximum extent possible, relate qualifications to the activities identified in the "Scope of Work" section);
4. List of **relevant** projects, including your firm's experience and familiarity with similar projects
5. List of at least 3 references

Contract: The selected company will be required to enter into a 2-year contract with and provided by the District.

SELECTION PROCESS AND CRITERIA

Evaluation of the submitted Proposal may be made by a selection committee comprised of District staff. If necessary, the District may conduct interviews with the most qualified companies. The District reserves the right to negotiate a contract based on the submittals received. Selection of a company is anticipated by May 17, 2017 after Board approval.

Selection of a company will use the following criteria:

- Overall proposal (completeness, organization);
- Cost (based on total project cost);
- Company experience with similar projects/programs;
- Feedback from references provided.

This request for proposals does not commit the District to awarding a contract, to pay any costs incurred in the preparation of proposals/statements of qualifications for this request, or to procure or contract for services. The District reserves the right to accept or reject any or all submittals received as a result of this request, to negotiate with any qualified company or to modify or cancel in part or in its entirety this request if it is in the best interest of the District to do so.

DOCUMENTS FOR REVIEW

Attached:

- A. Electronic copy of most current Recreation Guide

CONTACT INFORMATION

Cordova Recreation and Park District
Becca Niles, Communications Department
2729 Prospect Park Drive, Suite 230
Rancho Cordova, CA 95670
(916) 842-3318
bniles@crpd.com