

A faded background image of a golf course with green grass, trees, and a flag on a green.

**Request for Proposals
Recreation Guide
Graphic Design, Print &
Mail Services**

INTRODUCTION/BACKGROUND

The Cordova Recreation & 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 120,000, it is one of the largest special districts in the Sacramento region.

The District is home to 37 unique neighborhood and community parks, a large regional sports complex, a golf course, five other special use community centers, two community pools and over 600 acres of land. Community Centers like Hagan Community Center, Neil Orchard Senior Activities Center, Mather Sports Center and White Rock Community Clubhouse are home to various recreational programs that provide education, leisure opportunities, and environments for creative expression at a reasonable cost. These programs are listed within a bi-annual recreation guide that is distributed to district residents.

PURPOSE

Cordova Recreation & Park District is requesting proposals from experienced print firms to provide graphic design, printing and mailing services for the District’s bi-annual Recreation Guide publication for May 1, 2019 through January 31, 2021 (2 years-4 publications).

GOALS & SPECIFICATIONS

The printing of this publication occurs twice per year. The Spring/Summer edition prints mid-December for mailing by Early-January. The Fall/Winter edition prints early-July for mailing by mid-July. 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: 50,250/edition (2 editions/year) approx. 48,000 mailed w/ 2,250 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: March 22, 2019 at 5 p.m.

Submit to: Cady Nagy-Chow, Communications Department

Hard Copy

Cordova Recreation & Park District
Attn: Cady Nagy-Chow
2729 Prospect Park Drive, Suite 230
Rancho Cordova, CA 95670

Electronic Copy

cnagychow@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 graphic designer fees, printing fees, database fees, mailing fees, freight fees, and estimated postage (at current rate) based on the following:
 - i. Current page count:
 1. Spring/Summer Guide - 48 pages plus 4-page cover (52 total pages)
 2. Fall/Winter Guide - 40 pages plus 4-page cover (44 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 two-year contract with and provided by the District.

SELECTION PROCESS AND CRITERIA

Evaluation of the submitted Proposal will 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 April 22, 2019 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 & Park District
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cnagychow@crpd.com