

REQUEST FOR PROPOSAL
RFP #2016-002-IT
July 22, 2016

Notice is hereby given that Miami Shores Village is accepting Requests for Proposals (RFP) for Professional Design Publication, Printing and Mailing Services. A copy of the RFP is available at www.miamishoresvillage.com under the Business tab.

Sealed packets containing the RFP are to be delivered to Elizabeth Keeley, 10050 N.E. 2nd Avenue, Miami Shores Village, FL 33138, to be received no later than 5:00 PM on Thursday, August 11th, 2016 at Miami Shores Village Hall, 10050 N.E. 2nd Avenue, Miami Shores. Fax or email submissions will not be considered.

Envelopes containing RFP's are to be sealed and marked as follows:

Professional Design Publication, Printing and Mailing Services
RFP #2016-002-IT
Submission deadline Thursday, August 11, 2016

The Village reserves the right to reject any and all submittals.

Pursuant to County Code, public notice is hereby given that a "Cone of Silence" is imposed concerning the Miami Shores Village competitive purchasing process, which generally prohibits communications concerning the RFP from the time of advertisement of the RFP *until* such time as the Village Manager makes a written recommendation to the Village Council concerning the competitive purchase transaction. For more information on the "Cone of Silence", please contact Communications Specialist, Elizabeth Keeley at keeleye@miamishoresvillage.com.

GENERAL INFORMATION

Miami Shores Village is interested in contracting with an experienced and qualified professional design firm to provide the Village with professional design support, publication, printing and mailing services for the monthly Village newsletter and other various design materials on an as needed basis. The required services and performance conditions are described in the Scope of Services.

BACKGROUND

The Village has a resident population of approximately 10,450, and was incorporated in 1932. The Village currently publishes an official monthly newsletter that is distributed both via mail to approximately 3800 addresses and electronic mail.

GENERAL INFORMATION

All general rules and conditions for Request for Proposals (RFP) will apply in this process. Firms are expected to fully familiarize themselves with the conditions, requirements and specifications reflected in this RFP before submitting a proposal. By submitting a proposal, the proposer implies the vendor is familiar with and will comply with all conditions.

REQUIRED ELEMENTS OF PROPOSAL SUBMITTAL REQUIREMENTS

Five (5) copies of the proposal must be submitted no later than 5:00 p.m. on Thursday, August 11th, 2016, to Elizabeth Keeley, Miami Shores Village, 10050 N.E. Second Avenue, Miami Shores, FL 33138. Proposals received after the date indicated will not be considered.

RFP submittals shall be 8 1/2 x 11 inches and organized in sections following the order specified under contents.

RFP submittals shall contain the following information:

1. A letter of transmittal signed by an individual authorized to bind the proposing entity.
2. A table of contents listing the material by section and by page number.
3. A list of current South Florida clients/references of approximately the same size and scope as Miami Shores Village.
4. General information about the firm (i.e., company, location of office(s), years in business, organization chart, number and position titles of staff, and any certification(s) or degree(s)).
5. Provide qualifications and experience of the professionals, firms, and subcontractors to be utilized in the undertaking of the agreed upon services.
6. Provide a conceptual plan for services to the Village that you believe are appropriate for the Village. Indicate how the resources of your firm (e.g., number and type of personnel allocated by hours) will be allocated to the Village.
7. Provide a portfolio of prior work in similar media (newsletters, flyers, graphic design.)

8. Provide proposed Fee Schedule. Prices shall be shown for each unit and shall include all associated costs related to design and editorial services.
9. Provide proof of compliance with insurance requirements and attach a copy of a valid insurance certificate for the firm's general liability, professional liability, and automobile insurance, and proof of adequate worker's compensation coverage for employees.
10. Certification of Drug-Free Workplace.
11. Sworn Statement on Public Entity Crimes.
12. Degree of work, if any, that is to be subcontracted.

Projected Timeline (Dates are subject to change)

Posting of RFP	July 22, 2016
Advertise RFP	July 25, 2016
Clarification Deadline	August 3, 2016
Amendment	August 5, 2016
RFP Submission Deadline at 5 PM	August 11, 2016
Recommendation to Award	September 6, 2016

The Village reserves the right to reject and/or award any and all quotations or parts thereof and to waive any formalities or technicalities according to the best interests of the Village. Vendors shall make all investigations necessary to thoroughly inform themselves regarding the supplies and/or services to be furnished in accordance with the RFP. No plea of ignorance by the Vendor or conditions that may exist or that may hereafter exist as a result of failure or omission on the part of the Vendor to make the necessary examinations and investigations will be accepted as a basis for varying the requirements of the participating entities of the compensation to the Vendor.

SCOPE OF SERVICE

Miami Shores Village uses various media and communication tools to meet its operational goals. The production and distribution of an official Village newsletter on a monthly basis is a component of the Village's communication strategy. The newsletter is sent via the USPS and electronic mail and is also published on the Village website. The Village seeks a qualified firm to design/redesign the newsletter, layout, print and mail the newsletter on a monthly basis to recipients on address files provided to the firm by the Village. The firm should also be able to provide additional graphic design support for other communications on an as needed basis.

The Village wishes to enter into an agreement with one Vendor to provide newsletter production and mailing services which include:

- Design, layout, pre-press and printing.
- Delivery to the mail house and ensure mailing.

The term of the Agreement is expected to be three years. The Village shall have the option, at its sole discretion, to renew this Agreement automatically for no more than three (3) additional two-year terms. All notices required shall be in writing.

The newsletter shall be created twelve (12) times per year on a monthly basis. A sample newsletter is available at www.miamishoresvillage.com. The Village uses Adobe Creative Cloud

to create files using InDesign. The Vendor should have compatible software. The newsletter is submitted to the design firm via electronic files or other shared method such as Dropbox. The newsletter submitted is not print ready. Additional supplements or design work may be required. The Vendor will edit, create and modify as necessary.

The Vendor and the Village shall determine a mutually acceptable work schedule for newsletter production. The Communications Specialist is the point of contact for the newsletter. All content and design must receive final approval from the Communications Specialist or designee prior to production of the newsletter.

The current size of the newsletter is four (4) pages consisting of one 11 x 17 sheet printed back and front and folded in half. It utilizes multiple colors. This design service will require quality, timely and efficient production for the Village.

The current essential factors for the newsletter include:

- Offset 4 Color Printing, Addressing, Fulfillment and Mailing
- Printing: 4/4 Color Process 2 sided
- Address and Permit *may* be printed by inkjet
- 11 x 17 folded to 8.5 x 5 (half page)
- #100 Gloss text paper stock
- PDF proof
- Apply tabs (currently 2) to seal
- Mail list data processing: Postal pre-sort, sort standard mail
- Postal verification and delivery to post office
- Current quantity of newsletters printed: 4,000
- Approximate quantity of newsletters mailed: 3850
- Remainder of newsletters printed to be delivered to Village Hall.

In addition, an electronic version (pdf) shall be provided for posting to the Village website.

The Village may or may not (depending on cost) want to increase the size of the newsletter. All other essential factors should remain the same. Below are other size options for which pricing should be included:

- 25.5 x 8.5 folded (tri-fold) to 8.5 x 5
- Two (2) 11 x 17 pages folded to 8.5 x 5
- An additional one-page, two-sided, four color insert

It is preferred that the newsletter be printed on recycled content paper. However, due to budgetary restrictions, please provide quote cost for both regular and recycled paper.

VENDOR REQUESTS FOR ADDITIONAL INFORMATION

Should the Vendor require additional information about this Request for Proposal, please submit questions to Elizabeth Keeley via email at keeley@miamishoresvillage.com. Questions are due no later than 4:00 PM on Wednesday, August 3, 2016. Any and all changes to these specifications are valid only if they are included by written addendum from the Village to all Vendors. A written addendum, if necessary, will be published no later than Friday, August 5, 2016.

VENDOR'S QUALIFICATIONS

No award will be made to any vendor that cannot confirm to the Village's satisfaction that they have sufficient ability and experience in this class of work as well as sufficient capital and equipment to do the job and complete the job successfully within the time frame. The Village's decision or judgment on these matters shall be final, conclusive and binding. The Village may make such investigations as it deems necessary. The Vendor shall furnish to the Village, if so required, all information and data the Village may request for the purpose of investigation.

The chosen Vendor should be proficient in the following:

The Vendor shall have a minimum of five years of experience in graphic design support similar in scope as those services desired by the Village. The Vendor shall have been in continuous operation for a minimum of the past five years from the RFP date of issue.

The Vendor shall provide qualifications and experience of the professionals, firms, and subcontractors to be utilized in the undertaking of the agreed upon services particularly the qualifications and successful experience in the areas of: (1) graphic design and editing; (2) certifications or degrees in graphic design, including training certifications in specific graphic design software; (3) experience providing services to, or relevant experience as an employee of a municipality or state agency specifically in the State of Florida. The resume or curriculum vitae of the professionals assigned to the project shall be included in the proposal. The prospective Vendor shall assign and identify a Project Manager. Three relevant references for both the key professionals involved and the principal firm involved with the delivery of the agreed services, and also for any and all subcontractors, if any, including: (1) project name and location, (2) municipality, agency or firm for which services were provided, with address, contact person and telephone number, and (3) brief project description and budget.

INSURANCE REQUIREMENTS

Under the terms and conditions of all contracts, leases, and agreements, the Village requires appropriate coverage listing Miami Shores Village as Additional Insured. This is done by providing a Certificate of Insurance listing the Village as "Certificate Holder" and "Miami Shores Village is Additional Insured as respect to coverages noted," Insurance companies providing insurance coverages must have a current rating by A.M. Best Co. of "B+" or higher. (NOTE: An insurance contract or binder may be accepted as proof of insurance if Certificate is provided upon selection of the service provider.) The following is a list of types of insurance required and the limits required by the Village. NOTE: This list is not all inclusive, and the Village reserves the right to require additional types of insurance, or to raise or lower the stated limits, based upon identified risk.

Types (Occurrence Based Only)

Minimum Limits Required

General Liability	General Aggregate	\$1,000,000
Commercial General Liability	Products-Comp/Op. Agg.	\$1,000,000
Professional Liability	Each Occurrence	\$ 100,000
Automobile Liability	Each Occurrence	\$ 300,000
Worker's Compensation	Statutory Limits	
Employer's Liability	Each Occurrence	\$ 100,000

Waiver of Subrogation: Required insurance coverages shall not prohibit the service provider from waiving the right of subrogation prior to a loss. Service provider shall waive all subrogation rights against the indemnified parties. Policies shall contain or be endorsed to contain such provisions.

Deductible: Any deductible or self-insured retention must be approved in writing by the Village and shall protect the indemnified parties in the same manner and to the same extent as they would have been protected had the policy or policies not contained a deductible or self-insured retention.

Failure to Maintain Coverage: The service provider agrees to suspend and cease all operations hereunder during such period of time as the required insurance coverage is not in effect and evidence of insurance has not been furnished to the Village. The Village shall have the right to withhold any payment due the service provider until compliance with the insurance provisions of this Agreement are satisfied.

COMPARATIVE EVALUATION CRITERIA

Proposal must be complete, submitted on or prior to the submission deadline, and must contain at a minimum, all the required elements of the proposal package as outlined in the Required Elements of Proposal Submittal Requirements. Failure to meet any submission requirement shall result in rejection of the proposal package.

Criteria

1. Meets years of experience and continuous operation (10%)
2. Quality of references (10%)
3. South Florida clients (10%)
4. Personnel - Type of experience / Certifications (20%)
5. Quality of the Proposed Conceptual Plan for Scope of Service (30%)
6. Fees (15%)
7. Meets Insurance requirements (5%)

PRESENTATIONS

The Village may require the Vendor(s) to provide an oral presentation in support of their proposal. The Village will notify the Vendor(s) with as much advance notice as possible.

Exhibit "A"

MIAMI SHORES VILLAGE

SUMMARY SHEET

Firm Name: _____

Firm Parent or Ownership: _____

Firm Address: _____

Firm Telephone Number: _____

Firm Fax Number: _____

Number of years in existence: _____

Management Contact (person responsible for direct contact with Miami Shores Village and services required for this Request for Qualifications):

Name: _____ Title: _____

Telephone Number: _____ Fax: _____

Email: _____

Project Manager (Person responsible for day-to-day servicing of the account):

Name: _____ Title: _____

Telephone Number: _____ Fax: _____

Email: _____

Types of services provided by the firm: _____

Please use additional sheet for any other personnel that will be servicing the account.

MIAMI SHORES VILLAGE

CONTRACTOR'S ACKNOWLEDGEMENT OF COMPLIANCE WITH INSURANCE REQUIREMENTS FOR *Professional Design Publication, Printing and Mailing Services* REQUEST FOR PROPOSAL

Contractor agrees, acknowledges and is fully aware of the insurance requirements as specified in Insurance Requirements of the Request for Proposal for Professional Design Publication, Printing and Mailing Services, and accepts all conditions and requirements as contained therein.

Consultant: _____.

Name (Please Print or Type): _____.

By: _____
Contractor's Signature

Date: _____.

This executed form must be submitted with Scope of Work proposal.

Exhibit "C"

MIAMI SHORES VILLAGE

CERTIFICATION OF QUALIFICATIONS

1. The undersigned hereby submits its proposal and, by doing so, agrees to furnish services to the Village in accordance with the Request for Proposal (RFP), dated July 22, 2016, and to be bound by the terms and conditions of the RFP.
2. This firm has carefully reviewed its proposal and understands and agrees that the Village is not responsible for any errors or omissions on the part of the proposer and that the proposer is responsible for them.
3. It is understood and agreed that the Village reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the Village.
4. The proposal includes all of the commentary, figures and data required by the Request for Proposal, dated July 22, 2016.
5. The proposal shall be valid for 90 days from August 11, 2016.

Name of Firm: _____

By: _____
(Authorized Signature)

Type Name: _____

Title: _____

Date: _____

**SWORN STATEMENT UNDER SECTION 287-133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid, Proposal or Contract No. _____ for _____.
2. This sworn statement is submitted by _____
(Name of entity submitting sworn statement)
Whose business address is _____
and (if applicable) its Federal Employee Identification Number (FEIN) is _____
3. My name is _____ and my relationship to the entity named above is _____.
4. I understand that a “Public entity crime” as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
5. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm’s length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a “person” as defined in Paragraph 287.133 (1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

_____ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989 AND (Please indicate which additional statement applies.)

_____ There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order.)

_____ The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)

_____ The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services.)

(Signature)

Date: _____

STATE OF _____

COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, _____
who, after first being sworn by me, affixed his/her signature in the space provided above on this
_____ day of _____, 20_____.

NOTARY PUBLIC

My commission expires: _____