

## REQUEST FOR PROPOSAL

Original Date Issued: Wednesday, October 05, 2022  
Deadline for Questions: Tuesday, October 18, 2022, 5:00pm EST  
Closing Date: Tuesday, October 25, 2022, 5:00pm EST  
Anticipated Award Date: Tuesday, November 1, 2022, 5:00pm EST  
Reference: ICMA Washington, DC  
Subject: **Request for Proposal No. ICMAHO/PM Magazine Printer/2022**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for printing its flagship publication, *Public Management Magazine*. ICMA anticipates awarding one (1) single award as a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to the ICMA Digital Managing Editor, Kerry Hansen, at [khansen@icma.org](mailto:khansen@icma.org). All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration, at [workwithus@icma.org](mailto:workwithus@icma.org).

All communications must include the solicitation title, ICMAHO/PM Magazine Printer/2022, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and look forward to a mutually beneficial business relationship.

Sincerely,

Kerry Hansen, Digital Managing Editor

## **PURPOSE**

ICMA is soliciting firms through this Request for Proposal (RFP) for printing, binding, and mailing of ICMA's flagship publication, *Public Management Magazine*, as described herein. Proposers should be experienced in providing such services to publications of a similar size and publication frequency. Based on the responses to this RFP, ICMA expects to retain one firm to provide magazine printing, binding, and mailing services.

## **ABOUT ICMA**

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to 13,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to [www.icma.org](http://www.icma.org).

ICMA's Dun and Bradstreet number is 072631831.

## **SCOPE OF WORK**

### **BACKGROUND**

In 2022, *Public Management (PM)* magazine celebrates its 104th year in print as the flagship publication of ICMA. Publication frequency is monthly. *PM* has an average print run of approximately 10,000 copies, with an average page count of 44 pages per issue with a saddle stitch binding. All but 200 copies are mailed to members/subscribers; the remaining 200 copies are shipped to the ICMA office in Washington, D.C. Past issues can be viewed at <https://issuu.com/icma-pm>.

### **DELIVERABLES**

Provide four-color printing, binding, and mailing services on a monthly basis for *PM* magazine per the following specifications:

- Publication frequency: monthly
- Desired mail date: hitting mailboxes around 10<sup>th</sup> day of the month
- Number of print copies: typically around 10,000
- Preferred paper stock: 80lb. silk text (but open to alternatives)
- Trim size: 8.25” x 10.875”
- Binding: Saddle stitch on 10.875” side
- Page count: Typically 44 pages with self cover, but occasionally a higher page count may be needed.
- Mailing of approximately 10,000 copies, primarily domestic with typically fewer than 20 international addresses. Approximately 200 copies are shipped to the ICMA office Washington, D.C.

### **SUBMISSION REQUIREMENTS**

Section 1. Company profile:	Please limit to no more than two pages. CV’s or resumes will not count toward the page limit. <ol style="list-style-type: none"> <li>1. Provide a description of your business</li> <li>2. Provide the year established in the current business for the services requested in this request for proposal.</li> <li>3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue.</li> <li>4. CV’s or resumes of key personnel. In a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person (s) undertake at the same time.</li> </ol>
Section 2: References:	Provide a summary of your firm’s printing experience with monthly publications similar in size and frequency to <i>PM</i> magazine. Please state the nature of that experience and the name of each such client. Respondents should provide references as follows: <ol style="list-style-type: none"> <li>1. At least three (3) examples of relevant work;</li> <li>2. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process.</li> </ol>
Section 3. Approach:	<ol style="list-style-type: none"> <li>1. Describe how your firm will provide the scope of services and meet the objectives requested in this RFP. <ul style="list-style-type: none"> <li>- Please describe your workflow and turnaround times for a monthly publication, listing target dates for all steps (receipt of files, blueline proofs, final printing, and mailing) for a January 1 issue.</li> <li>- Describe the costs associated with rush fees and the circumstances under which rush fees would be applied.</li> <li>- Describe your proofing process, including: (a) turnaround time for proof review and changes, and (b) what extra charges may be incurred for replacement pages submitted after the original files are submitted.</li> </ul> </li> </ol>

	2. Identify any additional tasks (e.g., on-going or one-time) that your firm believes need to be covered in this engagement that were not identified in the Scope of Services. Describe why you believe each task is relevant.
Section 4. Pricing:	1. Discuss and present your firm's fees to provide the services requested in this RFP, specifically monthly publication of <i>PM</i> magazine. 2. Discuss any additional fees associated with completing the Scope of Services.

**TYPE OF CONTRACT TO BE AWARDED**

Purchase Order

**CONTRACT TERM AND DELIVERY DATES**

The term of the contract will be for a period of 36 months. Either side may, in its discretion, terminate the contract at any time during that term upon 60 days' notice.

**EVALUATION AND AWARD PROCESS**

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
  - a. section 1 (20%)
  - b. section 2 (20%)
  - c. section 3 (35%)
2. price (25%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

**INSTRUCTIONS TO THE RESPONDENTS**

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 20 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org) with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

**APPENDICES (REQUIRED FORMS)**

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New Vendor Form (if applicable)

**GENERAL CONDITIONS**

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation,

sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.