



Contract 3478P

Parks, Recreation and Culture Guide Designer

1. Introduction

The City of Richmond proposes to engage the services of an experienced and qualified Firm or Individual (hereafter called “Proponent”) to provide design (pre-press assembly) services for the Richmond’s Parks, Recreation and Culture Guides as outlined below.

The objective of this request for proposal is to provide the City with qualified Proponents capable of carrying out the work herein defined. The subsequent Proponent submissions will form the basis for evaluation, interview and selection.

2. Submission Details

Three copies of proposals marked “**Contract 3478P – Parks, Recreation and Culture Guide Designer**” addressed to the Purchasing Section, will be received at the Information Counter, Main Floor, Richmond City Hall, 6911 No. 3 Road, Richmond BC V6Y 2C1, until

Thursday, February 26, 2009 12:00 p.m. local time.

Submissions received after this time will be returned to the sender.

The City reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.

Proposals may be withdrawn by written notice only provided such notice is received at the office of the City’s Purchasing Section prior to the date/time set as the closing time for receiving proposals.

Proposals shall be open for acceptance for 90 days following the submission closing date.

All proposals will remain confidential, subject to the Freedom of Information and Protection of Privacy Act (BC).

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Richmond. It is the sole responsibility of the potential proponents to check with the City of Richmond’s Website, and/or BC Bid to ensure that all available information has been received prior to submitting a bid.

Except as expressly and specifically permitted in these instructions, no Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFP, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim.

3. Enquiries

3.1 Clarification of terms and conditions of the proposal process shall be directed to:

Purchasing

Daianna Panni

Buyer

Purchasing Section

Business and Financial Services Department

City of Richmond

Telephone: 604-276-4270

E-mail: purchasing@richmond.ca

3.2 Technical clarification shall be directed to:

Technical

Angela Hogan

Marketing Specialist

Parks, Recreation and Cultural Services

City of Richmond

Telephone: 604-276-4062

E-mail: ahogan@richmond.ca

The City, its agents and employees shall not be responsible for any information given by way of verbal communication.

Any questions that are received by City of Richmond Staff that affect the Proposal Process will be issued as addenda by the City of Richmond.

4. Project Background

The City of Richmond publishes their 120-136 page Parks, Recreation and Culture Guide, three times per year for residents of Richmond to participate in programs and services provided at Richmond's Parks, Recreation and Cultural facilities. Twenty-five thousand Guides are printed for both Spring and Summer issues and 30,000 Fall/Winter Guides are printed.

The City proposes to engage the Proponent to design the Parks, Recreation and Culture Guide.

The City proposes to engage a Proponent for three Guides with the option to extend the contract up to three additional publications upon mutual agreement.

This delivery schedules for completion of the designed Guide is as follows:

| | |
|------------------------------|--|
| 2009 Summer Guide: | mid-May 2009 (design to begin mid-March 2009) |
| 2009-2010 Fall/Winter Guide: | August 2009 (design to begin June 2009) |
| 2010 Spring Guide: | late February 2010 (design to begin mid-December 2009) |

5. Project Scope

Working with City representatives, the responsibilities of the successful Proponent, will include, but will not be limited to, the following:

1. The contract includes design (pre-press assembly) of the following issues: 2009 Summer, 2009-2010 Fall/Winter and 2010 Spring Guide
2. During pre-production the successful Proponent will arrange courier services to deliver copy and proofs to and from the City of Richmond if required.
3. The successful Proponent will liaise with the City of Richmond Project Coordinator.
4. The successful Proponent will be expected to communicate promptly and effectively with the Project Coordinator on issues and concerns around the production schedule and Guide material. Emails, telephone calls and in person meetings of both the City and the successful Proponent will be acknowledged in a reasonable and timely manner.
5. Copy, charts, tables, photographs and advertisements will typically be supplied electronically but in some cases hard copies will be provided.
6. Community groups and organizations allowed by the City that purchase display advertisement space may require a basic ad design with 1 logo and/or 1 image as per the client's specifications and there will be no additional charge for this service.
7. Editorial changes will be required upon proofing each draft. There shall be two (2) editorial drafts plus a final courtesy proof.
8. Sourcing of graphic images may be requested from the successful Proponent but the Project Coordinator will supply the majority of graphic images.
 - If scanning of images is required the expectations include: high resolution, quality editing and photo adjusting, optimizing for print media compensating for dot gain in newsprint publication.
 - City shall reimburse for only those stock photographs required and pre-approved by the Project Coordinator.
9. If required, the successful Proponent is expected to scan (or arrange for scanning) and image edit all photographic images for placement into document. The City will require digital files with all photos and graphics placed.
10. The successful Proponent will use above information and direction from the Project Coordinator to produce the Guides. The size for a full Guide (i.e. Summer, Fall/Winter, Spring) will vary from 120-136 pages. The number of pages does not include the front and back covers. Size increases must occur in 8 page increments.

11. Process (confirmed timeline for the Summer 2009 issue is attached) will be as follows:

- a)** Assemble; design and place submitted advertising content as required.
 - Receive electronic MS Word document.
 - Receive miscellaneous documents and/or text (including events, birthday parties, Diversity Services, photos, charts, etc.) to be merged with MS Word document by successful Proponent.
 - Generate appropriate and requested directories/indexes.
 - Create first draft for proofing.
- b)** Receive corrections to first draft, make appropriate changes. Submit second draft for review.
 - Receive corrections and/or approvals from advertisement clients and make appropriate changes until they are satisfied and sign off.
 - Project Coordinator reserves option to repeat b) for a second draft.
- c)** Receive final corrections and make appropriate changes.
- d)** In each a) & b), the successful Proponent is to provide the Project Coordinator, with one colour laser-printed copy of the draft.
- e)** Upon the Project Coordinator's approval and sign off of the final laser printed draft, the successful Proponent is to:
 - Provide the Project Coordinator with one (1) copy of the final document; laser printed at 600 dpi for internal photocopying purposes.
 - Prepare and save all native files to removable media as per the City's Printer's specification. Final document, including all graphic links and fonts are to be packaged and saved to removable media.
 - Send digital file to printer according to their specification. Act as liaison with printer to ensure that all colour breaks are understood and will print accurately.
 - Provide a digital copy of the final version to the Project Coordinator for uploading to the City's website. (as per the City's Project Coordinator's specifications)

12. A typical pre-production schedule and timeline is attached as 'Appendix A'

13. The successful Proponent will be notified of any change in the City's printing vendor. The current provider is Mostad Print & Design Group (inner content) and Horseshoe Press (cover).

6. SPECIFICATIONS FOR PREPRESS ASSEMBLY

The City uses Microsoft Office 2003 running on Windows XP. In most cases, source files will come in MS Word 2003 format. (NOTE: The City may be changing over to MS Vista in the future so Proponent will need to be able to accept source files in this format.) The successful Proponent will be expected to accept text and graphic files via e-mail, portable media (CD/DVD, Flash Drive etc.) and also hard copy.

As well, the successful Proponent may be asked (during preproduction) to deliver native files/graphics or PDFs to the City for use in other publications and printed materials.

Mostad Print & Design Group

General Electronic Document Specifications:

Photoshop Requirements:

1. Required DPI Resolution: inside requirements 300 DPI gray-scale
2. Required DPI Resolution: cover requirements 300 DPI CMYK colour profile
3. Preferred File Formats: Uncompressed TIFF, EPS, PSD, high-resolution JPEG
4. Non-Allowable File Formats: BMP, WMF
5. Preferred Dmin/Dmax range of Scans:
 - a) Minimum Highlight Dot: 2 – 3%
 - b) Maximum Shadow Dot: 90%

It is recommended that the default Photoshop settings be used for colour separation set-up. Contact the persons if you require detailed information on any of these parameters.

Quark XPress or Adobe InDesign:

1. All fonts (Printer and Screen) must be supplied.
2. Traps should be set to default.
3. When choosing colour schemes for the publications avoid using heavy black components as part of a process colour set-up. The same colour effect should be achievable using Cyan, Magenta, or Yellow. This will ensure the best reproduction of your product on the presses.
4. Supply Laser (Colour) proofs of all pages.
 - a) In Quark Xpress, please use the 'Collect for Output' function to ensure that all pertinent files are included with the master document.
 - b) In InDesign, please use the package for press option or function to ensure that all pertinent files are included with the master document.
5. Ensure that all pages are in printer's spread and not in reader's spread.
6. Contact the City if you require information on pagination for your product.
7. When planning out your document set-up size, do not exceed the maximum printing area of our image setters. The maximum image areas for these machines are:

- a) **Agfa Selectset:** 25.6” Width x 22” Height
- b) **Heidelberg Herkules:** 21.8” Width x 29.6” Height

If you require additional information or have any questions regarding the above specifications and digital output, contact Merle Cobbe at Mostad Print & Design Group, tel: 604-599-9931.

7. SPECIFICATIONS FOR WEB DISPLAY AND OTHER PRINT MEDIA

For every issue, the successful Proponent will supply both the Commercial Printer and the City with a link to download (or CD/DVD) the entire Guide in (High Resolution) PDF Format. Additionally, a pre-flight report summarizing fonts used and graphic element placement is to be attached to the email containing the download link (or contained on the CD/DVD).

The City’s Corporate Communications Department extracts, optimizes and formats the PDFs for the City’s website. The City will require native, prepress files for the design and development of other supplementary print media and display materials after the publication has gone to press. The content creator will be asked to provide the City with a CD/DVD containing all native files including any linked graphics or photographs (Collected for Output).

8. Proposal Submissions

All proponents are required to provide the following information with their submissions, and in the order that follows:

- A brief profile of the people who will work on this project including a summary of their training and experience, with emphasis to similar projects;
- Team Composition – a complete listing of all key personnel who will be assigned to this project. This will include their relevant experience, qualifications for this project, roles and responsibilities, leadership, etc., in addition to their availability for this project;
- Provide sample(s) of your most recent relevant work;
- A minimum of three (3) client references from projects of a similar size and scope.
- Priced methodology

9. Working Agreement

The successful Proponent will enter into a contract for services with the City based upon the information contained in this request for proposal and the successful Proponents submission and any modifications thereto.

Proponents may include their standard terms of engagement.

10. Evaluation Criteria

Proposals shall be evaluated to determine the best value offered to the City against conformance to the following criteria:

- Understanding of project objectives/outcomes and vision
- Team Composition – Experience and Qualifications of those staff to be assigned to the project.
- Project Deliverables
- Value for Money
- References
- Interview (if required)



City of Richmond
Business & Financial Services Department

Notice of No Bid

Note: Receipt of this completed form will assist us in calling for future bids. Please complete and submit this form prior to the closing date and time as shown on the Request for Quotation/Proposal/Tender form.
Please remember to include Quotation/Proposal/Tender No. at right.

Quotation/Proposal/Tender No.
3478P

A Quotation/Proposal/Tender is not being submitted for the following reason(s):

- | | |
|--|--|
| <input type="checkbox"/> We do not manufacture/supply the required goods/services | <input type="checkbox"/> Cannot obtain raw materials/goods in time to meet delivery requirements |
| <input type="checkbox"/> We do not manufacture/supply to stated specifications | <input type="checkbox"/> Cannot meet delivery requirements |
| <input type="checkbox"/> Specifications are not sufficiently defined | <input type="checkbox"/> Cannot quote/tender a firm price at this time |
| <input type="checkbox"/> Insufficient information to prepare quote/proposal/tender | <input type="checkbox"/> Insufficient time to prepare quote/tender. |
| <input type="checkbox"/> Quantity too small | <input type="checkbox"/> We are unable to competitively quote/tender at this time. |
| <input type="checkbox"/> Quantity too large | <input type="checkbox"/> We do not have facilities to handle this requirement |
| <input type="checkbox"/> Quantity beyond our production capacity | <input type="checkbox"/> Licensing restrictions (please explain) |
| <input type="checkbox"/> Cannot meet packaging requirements | <input type="checkbox"/> Agreements with distributors/dealers do not permit us to sell directly. |
| <input type="checkbox"/> Cannot handle due to present plant loading | <input type="checkbox"/> Other reasons or additional comments (please explain below) |

| | | |
|---|---|---|
| I / We wish to quote / tender on similar goods / services in future <input type="checkbox"/> Yes <input type="checkbox"/> No | Authorized Company Official – Signature and Title | Date |
| This space for City of Richmond Comments | | Firm Name |
| | | Address |
| | | |
| | | City |
| | | Province Postal Code |
| | | Telephone Number |

Appendix “A”

| | Summer 2009 |
|---|---------------------|
| Advertising campaign – securing of new sponsors | Feb-Mar |
| Start sorting through photos and hire photographer to take pictures of needed images | |
| Go over formatting changes with designer | |
| Review Specialty pages – Events, Local Arts, Volunteer, Birthday Parties, Diversity Services, Parks, Public Art, Library Services, all schedules/tables, Guide cover contest | Feb |
| If necessary, meet to explain Guide process with all GUIDE contributors/review time line/specialty pages | |
| Advertising confirmed | Mar 17 |
| Create workbooks for staff | by Feb 11 |
| Download from Book-It for 1 st Master word document draft | Feb 27, 10am |
| Edit download | Feb 27-Mar 2 |
| 1 st proof of WORD document. At this session Guide contributors are to bring hard copies of non-Book-It info and specific photos and be prepared to show placement on WORD document (non-Book-It documents to be emailed to Angela/Dave) | Mar 4-5 |
| Amalgamate Book-It and non Book-It changes and information into WORD document | Mar 6-9 |
| 2 nd proof of WORD document (which now includes ALL programs, charts, specific image placements, etc. | Mar 10-11 |
| Corrections to 2 nd proof WORD document and organize binder with all elements for designer | Mar 12-16 |
| Meet with Designer to go over WORD document and non-Book-It info and to give binder that outlines each section of the Guide | Mar 17 |
| Design, layout for full Guide (15 working days – 3 wks) | Mar 17-Apr 3 |
| 1 st design proof back to Angela/Dave for review | Apr 6 |
| 1 st design proof to Guide contributors | Apr 6-7 |
| Organize 1 st design changes | Apr 8-14 |
| Designer – make changes as required | Apr 15-17 |
| 2 nd design proof back to Angela/Dave for review | Apr 20 |
| 2 nd proof to Guide contributors if required | Apr 21 |
| Organize 2 nd design changes | Apr 21-22 |
| Designer – make changes to 2 nd proof as required | Apr 23-24 |
| Directory and confirm changes with designer | Apr 27 |
| All changes completed | Apr 27 |
| File to printer | Apr 28 |
| Colour proof and blue line to designer/Angela/Dave and return to printer | Apr 29 |
| Print date and bindery (Web) (2 full weeks – 10 working days) | May 14 |
| Send file to Renee Moffatt to post on web site | May 4 |
| All changes completed in Book-It for web page upload | Apr 25-May 13 |
| Guide available on-line | May 14 |
| Printer to deliver Guides to NDA | May 14 |
| NDA to deliver Guides to City facilities | May 19 |
| NDA to delivery Guides to stores (Save-On-Foods and Safeway) | May 19 |
| Registration | Wed, May 20 |



City of Richmond

Fax Cover Sheet

| | | |
|--------------|--|---|
| To: | Name: TO THOSE WHO HAVE Company: RECEIVED COPIES OF 3478P | File: Date: February 18, 2009 Fax: |
| From: | Department: Purchasing Name: Daianna Panni | Phone: 604-604-4270 Fax: 604-604-4162 |

If you have any problems with this fax, contact: at 604-276-4270

Total no. of pages, including cover sheet:
Mailed original to follow:

Message:

**Re: RFP 3478P
Addendum No. 1
Parks, Recreation and Culture Guide Designer**

Questions

1) What is the budget for this project ?

Answer: Up to \$12,000 per Guide. This price includes all charges (proposal, delivery, taxes)

2) The production schedule (Feb 11) states 'Create workbooks for staff' - can you explain exactly what this is?

Answer: N/A for Designer

3) Are you looking for a complete redesign of the current Leisure Guide?

Answer: No, we just did one for the Spring Guide (not online yet but a pdf is available for viewing) so we will keep the same general design and the current designer will forward all files to the successful Proponent.

4) Will any of the current design remain in the new version?

Answer: Yes, the majority with the exception of some new sections i.e. Public Art addition

5) Will the size change from current size?

Answer: No

6) Is the current trim size of your guide 8.25"x10.5"?

Answer: No, it's 8 X 10"

7) Will the colours remain the same as current? Full colour covers and greyscale inside pages? (this question is being asked because the notes indicate that the proofs should be colour laser-printed)

Answer: - Yes, full colour cover, greyscale inside pages PLUS one colour (the Spring Guide was green - 368U - and the Summer Guide colour has not been confirmed yet)

8) Approximately how many custom Ads would need to be designed per issue?

Answer: 4 maximum for the Summer Guide and maybe a few more than that for subsequent Guides

9) Content - is it correct to assume that Book-It/Non-Book-It is similar to Class/Non-Class?

Answer: Yes

10) Can program listings in Book-It be assigned style tags for importing in InDesign?

Answer: - No. Book-It downloads to a plain text format which is then edited and delivered to the designer in a MS Word format

11) Can proofs be sent as a pdf rather than a hard copy laser print ?

Answer: Yes

12) Clarification on the difference between the Profile of Personnel section versus the Team Composition section.

Answer: There is overlap so the Team Composition should be completed fully and the Profile of Personnel can be omitted.

13) Can I view the current Spring Guide in a pdf format ?

Answer: Yes, please contact Angela Hogan @ ahogan@richmond.ca

14) When I prepare the proposal I am to supply 2 copies. However I have only 1 set of samples - should I supply the 2 copies with a DVD of the samples?

Answer We require a hard copy of the samples

Sorry for any inconvenience.

Yours truly

Daianna Panni
Buyer I
City of Richmond