REQUEST FOR PROPOSALS FOR
The Turnpike Traveler
Customer Newsletter

ISSUING OFFICE
Pennsylvania Turnpike Commission
Public Affairs Department

RFP NUMBER
03-141-2671

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REQUEST FOR PROPOSALS FOR
The Turnpike Traveler, RFP-03-141-2671

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PART I

GENERAL INFORMATION FOR CONTRACTORS

I-1. **Purpose.** This request for proposals (RFP) provides interested contractors with sufficient information to enable them to prepare and submit proposals for consideration by the Pennsylvania Turnpike Commission (Commission) to satisfy a need for the design, layout, printing and delivery of the Turnpike Traveler customer newsletter. The publication is issued three times per year using a web process printed on newsprint. The contractor will also be required to provide a four-color offset poster for each edition and make one-time delivery of each edition of the newsletters/posters to approximately 50 locations across the Turnpike system.

I-2. **Issuing Office.** This RFP is issued for the Commission by:

Public Affairs Department
Pennsylvania Turnpike Commission
700 South Eisenhower Blvd.
Middletown, PA 17057

**CONTACT:** Carl E. DeFebo Jr.
Public Information Manager
Phone: 717-939-9551 ext. 2934
Fax: 717-986-9649
E-mail: cdefebo@paturnpike.com.

The Issuing Office is the sole point of contact in the Commission for this RFP.

I-3. **Scope.** This RFP contains instructions governing the proposals to be submitted and the material to be included therein; a description of the service to be provided; requirements which must be met to be eligible for consideration; general evaluation criteria; and other requirements to be met by each proposal.

I-4. **Problem Statement.** This RFP involves the graphic design, layout, printing and delivery (and all related services) for the Turnpike Traveler customer newsletter published three times annually by the Commission. A detailed work statement is included in Part IV of this RFP.

I-5. **Type of Contract.** It is proposed that if a contract is entered into as a result of this RFP, it will be for a firm, fixed annual cost to produce all materials and provide all services outlined in this RFP and will contain the Standard Contract Terms and Conditions shown in Appendix A. The Commission may in its sole discretion undertake negotiations with contractors whose proposals as to price and other factors show them to be qualified, responsible, and capable of performing the work.

I-6. **Rejection of Proposals.** The Commission reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing contractors.

I-7. **Incurring Costs.** The Commission is not liable for any costs incurred by contractors prior to issuance of a contract.

I-8. **Preproposal Conference.** A MANDATORY pre-proposal conference will be held Wednesday, April 23, 2003 at 11:00 a.m., DST at the Turnpike Commission’s Central Administration Building, 700 South Eisenhower Blvd., Middletown, PA 17057, as specified in the cover letter. The purpose of this
conference is to clarify any points in the RFP that may not be clearly understood. Questions should be forwarded to the Issuing Office prior to the meeting to ensure sufficient analysis can be made before an answer is supplied. Questions may also be asked at the conference. In view of the limited facilities available for the conference, it is requested representation be limited to two persons per contractor. The pre-proposal conference is for information only. Answers furnished during the conference will not be official until verified, in writing, by the Issuing Office. All questions and written answers will be issued as an addendum to and become part of this RFP.

I-9. Addenda to the RFP. If it becomes necessary to revise any part of this RFP before the proposal response date, addenda will be issued to all contractors who received the original RFP.

I-10. Response Date. To be considered, proposals should arrive at the Contracts Administration Department, Attention: Valerie Payne on or before the time and date specified in the cover letter. Contractors mailing proposals should allow sufficient delivery time to ensure timely receipt of their proposals. If, due to inclement weather, natural disaster, or any other cause, the Commission office location to which proposals are to be returned is closed on the proposal response date, the deadline for submission shall be automatically extended until the next Commission business day on which the office is open, unless the contractors are otherwise notified by the Commission. The time for submission of proposals shall remain the same.

I-11. Proposals. To be considered, contractors should submit a complete response to this RFP, using the format provided in PART II. Each proposal should be submitted in 6 copies to the Contracts Administration Department. No other distribution of proposals will be made by the contractor. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the contractor to its provisions and include the contractor’s Federal Identification Number. For this RFP, the proposal must remain valid for at least 60 days. Moreover, the contents of the proposal of the selected contractor will become contractual obligations if a contract is entered into.

Each and every contractor submitting a proposal specifically waives any right to withdraw or modify it, except as hereinafter provided. Proposals may be withdrawn by written or telefax notice received at the Commission’s address for proposal delivery prior to the exact hour and date specified for proposal receipt. However, if the contractor chooses to attempt to provide such written notice by telefax transmission, the Commission shall not be responsible or liable for errors in telefax transmission. A proposal may also be withdrawn in person by a contractor or its authorized representative, provided its identity is made known and it signs a receipt for the proposal, but only if the withdrawal is made prior to the exact hour and date set for proposal receipt. A proposal may only be modified by the submission of a new sealed proposal or submission of a sealed modification which complies with the requirements of this RFP.

I-12. Economy of Preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the contractor’s ability to meet the requirements of the RFP.

I-13. Discussions for Clarification. Contractors who submit proposals may be required to make an oral or written clarification of their proposals to the Commission to ensure thorough mutual understanding and contractor responsiveness to the solicitation requirements. The Issuing Office will initiate requests for clarification.
I-14. **Best and Final Offers.** To obtain best and final offers from contractors whose proposals are determined by the Commission, in its sole discretion, to be reasonably susceptible of being selected for award, the Commission may (a) enter into discussions; (b) schedule oral presentations; and (c) request revised proposals.

I-15. **Prime Contractor Responsibilities.** The selected contractor will be required to assume responsibility for all services offered in its proposal whether or not it produces them. Further, the Commission will consider the selected contractor to be the sole point of contact with regard to contractual matters.

I-16. **Proposal Contents.** Proposals will be held in confidence and will not be revealed or discussed with competitors, unless disclosure is required to be made (i) under the provisions of any Commonwealth or United States statute or regulation; or (ii) by rule or order of any court of competent jurisdiction. If a contract is executed, however, the successful proposal submitted in response to this RFP shall be subject to disclosure. All material submitted with the proposal becomes the property of the Pennsylvania Turnpike Commission and may be returned only at the Commission’s option. Proposals submitted to the Commission may be reviewed and evaluated by any person other than competing contractors at the discretion of the Commission. The Commission has the right to use any or all ideas presented in any proposal. Selection or rejection of the proposal does not affect this right.

I-17. **Debriefing Conferences.** Contractors whose proposals are not selected will be notified of the name of the selected contractor and will be given the opportunity to be debriefed. The Issuing Office will schedule the time and location of the debriefing. The contractor will not be compared with other contractors, other than the position of its proposal in relation to all other proposals for each criterion for selection.

I-18. **News Releases.** News releases pertaining to this project will not be made without prior Commission approval, and then only in coordination with the Issuing Office.

I-19. **Commission Participation.** Unless specifically noted in this section, contractors must provide all services to complete the identified work. Mr. DeFebo, the Project Manager, will serve as the editor of the newsletter. He will also be the signoff person at each proof phase in the production process, and will provide creative direction during the layout and design phase.

I-20. **Cost Submittal.** The cost submittal shall be placed in a separately sealed envelope within the sealed proposal and kept separate from the technical submittal. **Failure to meet this requirement may result in disqualification of the proposal.**

I-21. **Term of Contract.** The term of the contract will commence on the Effective Date (as defined below) and will end after 3 years plus options to renew for two additional 1-year periods. The Effective Date shall be fixed by the Issuing Office after the contract has been fully executed by the contractor and by the Commission and all approvals required by Commission contracting procedures have been obtained.

I-22. **Contractor’s Representations and Authorizations.** Each contractor by submitting its proposal understands, represents, and acknowledges that:
a. All information provided by, and representations made by the contractor in the proposal are material and important and will be relied upon by the Issuing Office in awarding the contract. Any misstatement shall be treated as fraudulent concealment from the Issuing Office of the true facts relating to the submission of this proposal. A misrepresentation shall be punishable under 18 Pa. C.S. 4904.

b. The price(s) and amount of this proposal have been arrived at independently and without consultation, communication or agreement with any other contractor or potential contractor.

c. Neither the price(s) nor the amount of the proposal, and neither the approximate price(s) nor the approximate amount of this proposal, have been disclosed to any other firm or person who is a contractor or potential contractor, and they will not be disclosed on or before the proposal submission deadline specified in the cover letter to this RFP.

d. No attempt has been made or will be made to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.

e. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.

f. To the best knowledge of the person signing the proposal for the contractor, the contractor, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four (4) years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as disclosed by the contractor in its proposal.

g. To the best of the knowledge of the person signing the proposal for the contractor and except as otherwise disclosed by the contractor in its proposal, the contractor has no outstanding, delinquent obligations to the Commonwealth including, but not limited to, any state tax liability not being contested on appeal or other obligation of the contractor that is owed to the Commonwealth.

h. The contractor is not currently under suspension or debarment by the Commonwealth, or any other state, or the federal government, and if the contractor cannot certify, then it shall submit along with the proposal a written explanation of why such certification cannot be made.

i. The contractor has not, under separate contract with the Issuing Office, made any recommendations to the Issuing Office concerning the need for the services described in the proposal or the specifications for the services described in the proposal.

j. Each contractor, by submitting its proposal, authorizes all Commonwealth agencies to release to the Commission information related to liabilities to the Commonwealth
including, but not limited to, taxes, unemployment compensation, and workers’ compensation liabilities.
PART II

INFORMATION REQUIRED FROM CONTRACTORS

Contractor proposals must be submitted in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements in this part of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. Each proposal shall consist of two (2) separately sealed submittals. The submittals are as follows: (i) Technical Submittal, in response to Sections II-1 through II-6 hereof; (ii) Cost Submittal, in response to Section II-7 hereof.

The Commission reserves the right to request additional information which, in the Commission’s opinion, is necessary to assure that the contractor’s competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the contract.

The Commission may make such investigations as deemed necessary to determine the ability of the contractor to perform the work, and the contractor shall furnish to the Commission all such information and data for this purpose as requested by the Commission. The Commission reserves the right to reject any proposal if the evidence submitted by, or investigation of, such contractor fails to satisfy the Commission that such contractor is properly qualified to carry out the obligations of the agreement and to complete the work specified.

II-1. Statement of the Problem. State in succinct terms your understanding of the problem presented or the service required by this RFP.

II-2. Management Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided.

II-3. Work Plan. Describe in narrative form your technical plan for accomplishing the work. Use the task descriptions in Part IV of this RFP as your reference point. Modifications of the task descriptions are permitted; however, reasons for changes should be fully explained. Indicate the number of personhours allocated to each task. Include a Program Evaluation and Review Technique (PERT) or similar type display, time related, showing each event. If more than one approach is apparent, comment on why you chose this approach.

II-4. Prior Experience. Include experience in newsletter/newspaper design, layout and printing. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Projects referred to should be identified and the name of the customer shown, including the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted. Respondents should PROVIDE AT LEAST THREE EXAMPLES OF SIMILAR WORK (i.e., three samples of a tabloid-sized newspaper or newsletter that was designed and printed on a web press). It is not necessary to include poster examples.

II-5. Personnel. Include the number, and names where practicable, of executive and professional personnel, customer service-representatives and creative staff, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the work. Include through a resume or similar document education and experience in newspaper layout, graphic design, pre-press service and printing/print production. Indicate the responsibilities each will have in
this project and how long each has been with your company. Identify subcontractors you intend to use and the services they will perform.

II-6. Objections and Additions to Standard Contract Terms and Conditions. Contractor will identify which, if any, of the terms and conditions contained in Appendix A it objects to and what additional terms and conditions contractor requires. Contractor’s failure to object or to request additions will result in its waiving its right to do so later, but the Commission may consider late objections and additional requests if it is in the best interest of the Commission to do so.

II-7. Cost Submittal. The information requested in this section shall constitute your cost submittal. This portion of the proposal should be bound and sealed separately from the remainder of the proposal. The total cost you are proposing must be broken down into the following components:

a. **Direct Labor Costs.** Itemize so as to show the following for each category of personnel with a different rate per hour:
   (1) Category: e.g., partner, project manager, designer.
   (2) Estimated hours.
   (3) Rate per hour.
   (4) Total cost for each category and for all direct labor costs.

b. **Printing Costs.** Show paper stock (sheet-fed and newsprint) as an itemized cost.

c. **Shipping & Delivery Costs.**

d. **Total Cost.**

Only work satisfactorily performed after execution of a written contract, after the contractor’s receipt of a notice to proceed from the Commission and after the contract term has begun will be reimbursed.
PART III

CRITERIA FOR SELECTION

III-1. Mandatory Responsiveness Requirements. To be eligible for selection, a proposal must be (a) timely received from a contractor; (b) properly signed by the contractor; and (c) formatted such that all cost data is kept separate from and not included in the Technical Submittal.

III-2. Proposals will be reviewed and evaluated by a committee of qualified personnel selected by the Commission. This committee will recommend for selection the proposal which most closely meets the requirements of the RFP and satisfies Commission needs. Award will only be made to a contractor determined to be responsible in accordance with Commonwealth Management Directive 215.9, Contractor Responsibility Program.

III-3. The following areas of consideration will be used in making the selection:

   a. Understanding the Project. This refers to the contractor’s understanding of the Commission needs that generated the RFP, of the Commission’s objectives in asking for the services, and of the nature and scope of the work involved.

   b. Contractor Qualifications. This refers to the ability of the contractor to meet the terms of the RFP, especially the time constraint and the quality, relevancy, and recency of comparable projects completed by the contractor. This also includes the contractor’s relevant work samples.

   c. Personnel Qualifications. This refers to the competence of personnel who would be assigned to the job by the contractor. Qualifications of personnel will be measured by experience and education, with particular reference to experience on projects similar to that described in the RFP.

   d. Cost. While this area will be weighted heavily, it will not be the deciding factor in the selection.
PART IV

WORK STATEMENT

IV-1. Objectives.

a. **General.** The design, layout, printing and delivery of the Turnpike Traveler customer newsletter. The publication is issued three times per year using a web process printed on newsprint. The contractor will also be required to provide a four-color offset poster for each edition and make one-time delivery of each edition of the newsletters to approximately 50 locations across the Turnpike system.

b. **Specific newsletter objectives.**

   Frequency:..................3x/year (see below)
   - Fall Edition published before Labor Day
   - Winter Edition published before Christmas
   - Summer Edition published before Memorial Day

   Page Count:.................summer edition is 16 pages, others are 12 pages
   Quantity: ...................summer edition is 125,000, others are 100,000
   Ink: ..........................4-Color Process throughout
   Stock: ........................40/lb or better bright white newsprint on web
                                      (may consider offset and other alternatives)
   Bindery: .....................Trimmed and folded to 10.5 x 13 inches (or other
                                      “tabloid” format or size)

c. **Specific poster objectives:** The poster is inserted into the Turnpike Traveler display rack inside the service plazas to advertise the content of the edition and to encourage people to take one of the free publications.

   Poster Ink: .................4-Color Process
   Poster Paper: ..............80/lb. glossy
   Poster Size: ..............12 by 15 inches
   Poster Quantity: ........100
   Poster Delivery: ........Turnpike Headquarters, 700 S. Eisenhower Blvd.,
                         Middletown, PA 17057

d. **Specific shipping and delivery objectives:** Vendor is responsible to deliver the completed newsletters as per instructions to about 50 locations across the Commonwealth (see below). A specific list of addresses will be provided by the Turnpike. NOTE: Newsletters are packed 500 per box or carton, and can be packed 250 per box for the larger (16 page) summer edition.

   - 21 Turnpike service plazas receive 6-8 boxes each
   - 21 Turnpike gas stations receive 3 boxes each
   - 20 PA Hotels/Motels receive 2-4 boxes each
   - 6 AAA offices receive 2-4 boxes each
   - 2 Turnpike regional offices receive 4 boxes each
   - Turnpike Central Office (Middletown) receives balance of newsletters

a. **NEWSLETTER:** Turnpike supplies all copy (stories) as well as photo captions and headlines for the newsletter via e-mail or diskette. The Turnpike will furnish all photographs (some photographs may be provided digitally, others as hard copy). Turnpike will also provide a mock-up or “dummy” showing the approximate placement of stories and photos in the newsletter. Vendor does design and layout and creates any graphic illustrations needed (maps, charts, illustrations, etc.). For the purposes of this proposal, assume that there are an average of three basic visual graphic illustrations per edition. (Samples of the newsletter will be provided at the pre-proposal meeting.)

b. **POSTER:** The Turnpike supplies a headline and a picture or suggestion for a graphic theme. The contractor designs and prints the posters and delivers them to the Turnpike Headquarters in Middletown. Poster samples will be given at the pre-proposal meeting.

IV-3. Requirements. The contractor must provide drafts (black-and-white laser proofs) of the newsletter during the production process. The first draft should be provided upon completion of the layout to address cutting stories, captions and headlines to fit. The B&W laser proofing will continue until the final has been signed off. Then the contractor will provide the blueline and color keys.

IV-4. Tasks.

a. **Scheduling:** The contractor will produce a schedule of production for each issue, with the delivery taking place by the dates listed above.

b. **Pre-production (kickoff) meeting:** The contractor will attend a face-to-face meeting at the start of the production of each edition at the Turnpike administration building. During the meeting, the Turnpike will supply the text, photos, headlines and mock-up of the edition. During the meeting, the Turnpike will review the mock up, provide any special instructions, and review the production schedule. **Design and contents of the poster will also be addressed at this time.** The contractor’s project manager and lead designer at a minimum should attend.

c. **Design and Layout:** The contractor will incorporate the text and images into a creative, polished and professional-looking publication.

d. **Drafts and proofs:** During the production and pre-press stages, the contractor will supply all necessary drafts and proofs as indicated in section IV-3 above. These may be provided electronically (adobe .pdf), or by courier, overnight or in-person delivery in hard copy format. Fax proofs will only be accepted in emergency situations.

e. **Printing:** The contractor will print the newsletters and posters as outlined in section IV-1 above. **NOTE:** Alternatives may be offered that deviate from this section (see “Modifications” note below.) The contractor may propose a different paper stock, printing process or method, or other format change that results in enhanced quality. We are open to other suggestions as long as the cost is commensurate with the web printing process.

f. **Shipping and Delivery:** as per section IV-1 (d.).

[**MODIFICATIONS:** As indicated in Part II of the RFP, the contractor is given the opportunity to recommend modifications to the task segmentation in the proposal. However, to facilitate effective evaluation of such changes, the task statement in the RFP should be painstakingly prepared.]