

**CITY OF AUSTIN**  
**SCOPE OF WORK**  
**FOR**  
**PRINTING AND BULK MAIL PREPARATION SERVICES**  
**INVITATION FOR BID NO. 1500-CRR1004REBID**

**1.0 PURPOSE**

The City of Austin ("City") seeks bids from vendors (herein referred to as "Contractor") qualified to provide a variety of flat sheet printing services ("Printing Services"). This scope of work ("SOW") establishes the minimum requirements for these services. The Contractor shall provide products and services as described herein. The Contract will be utilized by Austin Resource Recovery ("ARR"), as well as other City departments. The City reserves the right to add or remove City departments as needed over the life of the Contract.

**2.0 BACKGROUND**

In 2011, the Austin City Council unanimously approved adoption of ARR's Master Plan. The Master Plan is a culmination of two years of research, stakeholder engagement, and community input, and it serves as a guide for the City to achieve its goal of Zero Waste by reducing the amount of trash sent to landfills by 90% by the year 2040. Zero Waste is a shift from traditional waste management, where recyclables are kept out of the trash, to materials management, where trash is what remains once we reduce, reuse, recycle, and compost. The Public Information Office and ARR's marketing group are charged with educating and informing the public about Zero Waste. The materials printed with this contract aid largely in that endeavor.

The City provides large Brush and Bulk collection services to its residential customers approximately two times per year per service. Since the fall of 2000, the City has been notifying customers via collection notification cards two to four weeks in advance of the week in which their Brush or Bulk collection service is scheduled. For each 26 week collection cycle, the City has 22 route areas for Bulk collection and 26 route areas for Brush Collection. Each Brush collection and Bulk collection notification card shows the week of the scheduled collection as well as information pertaining to acceptable/unacceptable materials and setout guidelines.

**3.0 SCOPE OF WORK**

The Contractor shall provide the Printing Services in a way that falls in line with ARR's Zero Waste initiative focusing on reuse and recycling methods.

**3.1 Material Requirements**

3.1.1 Recycling Requirement: ARR prefers all items printed on paper with 100% recycled content of which 30% is made from post-consumer recycled material. However, as an absolute minimum, all paper provided by the Contractor under this agreement must have 30% recycled content and be Forest Stewardship Council ("FSC") Certified. Failure to meet the minimum requirement will result in disqualification of the bid.

3.1.2 Printing Services shall be done on various paper sizes up to and including 18" x 24". Printing Services shall include, but not be limited to:

- A. Printing on one or two sides of paper;
- B. Printing on bond, offset (uncoated), cover, pre-printed letterhead, memo paper, or special paper as required;

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- C. The printing and finishing (when applicable) of brochures, booklets, single-sheet forms, or mailings;
- D. Some finishing operations, including folding and binding;
- E. The printing of print-ready, suitable for photo direct, materials, possibly with bleed; and
- F. Completion of quantities from one sheet to greater than 200,000 per original.

3.1.3 The Contractor shall furnish materials, equipment, and operations necessary to comply with the Printing Services in accordance with these specifications.

3.1.4 ARR shall furnish print-ready art consisting of text matter, images, line art, and other pre-production materials for the completion of the projects. Before beginning each project, the Contractor shall determine if all materials are of sufficient quality, as specified herein, to complete the project as required.

3.1.5 The Contractor shall have access to supplies sufficient to prevent delays in the turnaround time for completing print projects.

**3.2 Performance Requirements**

3.2.1 Quality of Work: The Contractor shall follow the specifications with care and precision. While color match, register, and uniformity of inking throughout the run are important, extreme quality may be slightly compromised in favor of cost. ARR's goal is maximum quality at a competitive price.

3.2.2 Print-ready files with bleed and trim marks will be provided by ARR with placement of order.

3.2.3 Presswork shall include printing on one side or two sides (head to head or head to foot) in black or full color.

3.2.4 Finishing and binding shall be as indicated by ARR, and limited to the following:

- A. Drilling with two or three 1/4" to 5/16" diameter holes;
- B. Folding to size, one, two, three, four, or five folds per sheet, in any standard fold (i.e., single, French, letter, accordion, half accordion, and gatefold);
- C. Collating and stapling up to a maximum of 70 originals, with one or two staples, as requested;
- D. Binding, to include the options of Plastikoil, GBC, Tape, Perfect, Booklet, or Saddle- Stitch; and
- E. Packaging, as requested, with kraft wrap. The Contractor shall not use shrink wrap in packaging under these Printing Services. Boxes containing packages shall require a copy of the printed job on the outside of the box as a label.

**3.3 Packaging Requirements**

3.3.1 The Contractor shall pack product in shipping boxes. Each box shall not exceed 10 pounds when fully packed. The Contractor shall pack product to include cardboard

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dividers to prevent shifting in the box, as requested. The Contractor shall furnish shipping boxes of sufficient strength and construction to protect the contents under ordinary conditions and handling.

- 3.3.2 Each box shall be labeled with the purchase order number, name of job, department address, name of contact person, quantity per box, and the box number and number of boxes included in the order (e.g., Box 1 of 20).
- 3.3.4 ARR reserves the right to change the delivery location and/or add additional locations as needed throughout the term of the contract, at no additional charge.

**3.4 Art Work and Project Files**

- 3.4.1 The Contractor shall not perform any unapproved alterations of digital files as part of this contract. Should ARR need such services from the Contractor, said services will be procured as a separate purchase with prior approval from the Contract Operations Manager (or Contract Manager). The Contractor shall submit separate invoices, one for work under this contract number and another for independent work. For more information regarding invoice requirements, please review section 8.2, Invoices.
- 3.4.2 The Contractor shall be responsible for advising ARR if the artwork and/or files furnished to the Contractor are of an inferior quality and will not print well. The Contractor shall be responsible for providing advice prior to beginning any printing job.

**3.5 Postcards for Bulk and Brush Collection Notification Requirements**

- 3.5.1 The Contractor shall print, address, and prepare the 8½" x 5½" notification cards on card stock recycled paper that is at least 0.009" thick, in full accordance with United States Postal Service (USPS) presort standard mail requirements, for Brush and Bulk collection using the database provided by the City (see Section 5.2.2).
- 3.5.2 The Contractor shall deliver each set of Brush and Bulk collection notification cards to the USPS office in a manner that will ensure that customers are notified a minimum of two weeks and a maximum of four weeks prior to the first day of the Brush and Bulk collection week.
- 3.5.3 The Contractor shall make the date changes for the separate Brush and Bulk collection notification cards for each set of weekly mailings as specified by the City from the latest database provided.
- 3.5.4 The Contractor shall be responsible for providing an email address (preferred) or other mutually agreed upon means for facilitating the electronic transfer of database files and artwork from the City.

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- 3.5.5 The Contractor shall, at the Contractor's expense, acquire and add all addressing information necessary to ensure that the City receives the lowest possible presort standard mail rate (e.g., enhanced carrier route line of travel, bar coding). Each address listed in the aforementioned database shall receive exactly one notification for each individual service collection date.
- 3.5.6 The City would prefer to have all items printed on 100% recycled content of which 100% is made from post-consumer recycled material. However, as an absolute minimum, all paper provided by the Contractor under this agreement shall have 30% recycled content and be certified by the FSC or the Sustainable Forestry Initiative.
- 3.5.7 The Contractor shall print Brush collection notification cards on yellow paper with black ink on both sides and a photo on one side, and the Contractor shall print Bulk collection notification cards on blue paper with black ink on both sides and a photo on one side.
- 3.5.8 The Contractor shall ensure that the address file matches the respective service area as scheduled by the City of Austin. (Example: The Bulk address file matches the Bulk service area according to the scheduled date provided.)
- 3.5.9 The Contractor shall print addresses directly onto pieces to be mailed.
- 3.5.10 The Contractor shall mail pieces according to the USPS presort standard mail requirements for the lowest possible mail rate. The Contractor shall deliver pieces on a weekly basis to Austin Main USPS office at 8225 Cross Park Drive, Austin, Texas 78710 using the City's presort standard mail permit number.
- 3.5.11 All work is subject to review and acceptance by City staff. All errors identified by the City or the Contractor shall be corrected in time to provide customers notice, as specified in Section 3.5.2.
- 3.5.12 The Contractor shall, at the Contractor's expense, be responsible for developing, printing, and mailing City-approved apology notes to each customer who should not have received a mail-out notification card but did, or received an incorrect mail-out notification card, due to Contractor error. The Contractor shall, at the Contractor's expense, be responsible for printing and mailing additional pieces to each customer who should have received a mail-out notification card but did not, or received an incorrect mail-out notification card, due to Contractor error.
- 3.5.13 The Contractor shall be responsible for any additional charges assessed to the City by the USPS as a result of the Contractor failing to comply, under the terms of this specification, with USPS presort standard mail requirements.
- 3.5.14 The Contractor shall be responsible for any administrative, labor, or fuel expenses incurred by the City or its contractors directly resulting from Contractor errors in the

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scheduled mailings. The use of incorrect address files for scheduled mailings results in the City having to provide service to two routes instead of one for each service (Brush and Bulk). In such cases, the City has to provide service to the routes that received the mailings in error as well as the routes that should have received the mailings. Many customers are used to checking the City's website for their normal scheduled collection dates, so even if they do not receive a mail brochure they would still set out materials based on the Web site schedule. The City would have to split their crews in half in order to provide service to both routes. This would result in unplanned overtime for the City to service twice the number of homes in the same week. This would also result in doubling the Brush and Bulk collection program's fuel costs for that week because of the additional miles covered. Additional staff time would be required by administrative, supervisory, and managerial personnel to respond to customer questions resulting from the confusing schedules, redistributing workloads to ensure all customers receive the proper service.

- 3.5.15 Notification cards rejected for presort standard mailing due to non-compliance with USPS regulations shall be redone by the Contractor at no additional charge to the City and shall be corrected in time to provide customers a minimum of two weeks' notice.
- 3.5.16 In the case of Contractor error, the City reserves the right to retain 10% of the total order amount until all work, including any apology notes and additional mail-outs, is completed.

**3.6 Facility Requirements**

The Contractor must have and maintain an office and service facility within 25 miles from the Texas State Capitol.

**3.7 Bulk Mail Preparation Services**

- 3.7.1 Each year, the Contractor shall be required to provide bulk mail preparation services for ARR related to various printing projects. Bulk mail preparation services may include, but are not limited to:
  - A. Various postcards;
  - B. Self-mailers;
  - C. Oversized envelopes; and
  - D. Various letters.
- 3.7.2 For each bulk mailing, the City will provide the Contractor with:
  - A. An electronic file (Microsoft Excel) of all addresses that are to receive mail; and
  - B. A City of Austin Bulk Mail Permit Number to be utilized for the mailing.
- 3.7.3 For each bulk mailing, the Contractor shall:
  - A. Provide Coding Accuracy Support System ("CASS") Certification as required by the United States Postal Service ("USPS");

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- B. Review pieces for compliance with USPS mailing regulations and notify ARR during proofing phase if there are any discrepancies;
- C. Print or stamp addresses onto each piece of mail (addresses must be visible and not rub off during the mailing and sorting process);
- D. Sort pieces according to USPS specifications; and
- E. Deliver all pieces to the Post Office.

3.7.4 The City does not guarantee any bulk mail quantities and reserves the right to adjust quantities as required during the course of the agreement. Unit prices provided on the bid sheet shall remain valid for the term of the agreement regardless of quantity adjustments.

**3.8 Additional Services**

In the event the department has a job that requires additional services that are not provided for under the agreement, it will be at the department's discretion to:

- A. Have such services performed by an independent vendor, with printing services performed by the Contractor of this contract; or
- B. Have the entire job completed independently by a vendor of the department's choice following proper City bidding procedures.

**3.9 Purchase Specifications for "Plant Guides" (Watershed Protection Department)**

All orders for Plant Guides must match these specifications:

- A. FLAT SIZE: 8.5" x 22" double-sided
- B. FINISH SIZE: 8.5" X 11" double-stapled on 8.5" side, 52 pages plus 4 pages cover.
- C. ARTWORK: The City will provide via a file transfer protocol (FTP) site an Adobe InDesign 5.0 digital file with placed graphics and fonts, using 4-color process plus two pantone matching system (PMS) colors.
- D. PAPER
  - i. Smart Papers, Knightkote matte 80 lb. white text and 100 lb. white cover, 30% post-consumer recycled content, 50% total recycled fiber, or City approved equal.
  - ii. Mohawk Options, 80 lb. True White text and 100 lb. True White cover, 100% post consumer waste, or City approved equal, or
  - iii. Productolith, 80 lb. white matte text and 100 lb. white matte cover, 10% recycled content or City approved equal.
- E. BLEED INFO: Full bleed
- F. REGISTRATION: Tight

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- G. PROOF/PRESSCHECK: The Contractor shall provide film output, full color proof, and press check for written City approval prior to each production run.
- H. FINISHING: All finishing shall be Booklet cut, folded, scored and double-stapled, packaged in labeled boxes of approximately 50 booklets, with minimal space left in each box to facilitate stacking for storage. The City's storage capacity is very limited.
- I. DELIVERY NOTICE: The Contractor shall provide 24 hour advance notice via email to the City prior to delivery.

**3.10 Purchase Specifications for "Grow Green Fact Sheets" (Watershed Protection Department)**

- A. There are four possible types ("Type") of fact sheet, each with a 4-color process:
  - i. 8.5 x 11" double-sided, not folded (2 sides);
  - ii. 11 x 17" double-sided, folded to 8.5 x 11" (4 sides);
  - iii. 25.5 x 11" double-folded, folded down to 8.5 x 11" (6 sides); and
  - iv. 11 x 17" folded with 11 x 17 insert, folded down to 8.5 x 11", saddle-stitched.
- B. ARTWORK: The City will provide Adobe InDesign digital files with placed graphics via FTP.
- C. INK: 4/4 color process
- D. PAPER: All paper shall be a minimum of 10% post-consumer recycled content, or City approved equivalent.
- E. BLEED INFO: Full bleed
- F. REGISTRATION: 4-color register
- G. PROOF/PRESSCHECK: The Contractor shall submit all proofs for written/email by the City. A hard copy laser proof shall be required prior to production run. The City may allow the Contractor to supply an electronic version or a hard copy of the proof delivered to our graphics representative. Written City approval of the press check shall be required prior to production run.
- H. FINISHING: All fact sheets shall be cut to size and folded, and packed in sturdy, stackable cardboard boxes not to exceed 10 pounds per box and shall measure no larger than 9" x 12" x 5". Each fact sheet title shall be boxed separately and labeled on the end. There should be no extra space in the boxes.
- I. DELIVERY NOTICE: The Contractor shall provide 24 hour advance notice to the City required prior to delivery.

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**4.0 OTHER RESPONSIBILITIES OF THE CONTRACTOR**

**4.1 Project Manager**

The Contractor shall provide a Project Manager who shall oversee the contract. The Contractor shall also provide contact information for the Project Manager and for an alternate contact person who must be available by telephone or email between 8:00 a.m. and 5:00 p.m. Central Time, Monday through Friday. The Contractor shall also provide ARR with contact information for an emergency contact with availability after-hours and on weekends. The City reserves the right to request a change in Project Manager.

**4.2 Equipment and Materials**

The Contractor shall be solely responsible for obtaining/providing all materials, equipment, supplies, labor, and other services required by the contract as may be necessary to fulfill the requirements of the contract.

**4.3 Termination**

The terms below are in addition to, not in lieu of, the termination clause as stated in the City of Austin's Standard Purchase Terms and Conditions and Supplemental Purchasing Provisions. The contract awarded from this solicitation may be terminated with cause due to the following:

- A. Late Delivery: Late delivery occurs when the Contractor delivers a job one or more days late (according to the specifications stated herein or the agreed upon delivery time specified in the original order request). Three late deliveries in a month's time, verified by the City's Purchasing Office, may result in contract termination;
- B. Failure to Replace Defective Goods: Failure to replace defective goods occurs when the Contractor delivers a poor quality product, as determined by ARR, and fails to replace it with acceptable quality work within a timeframe to be determined by the Contracts Operations Manager dependent on the type of product and priority of the project. Three occurrences during the term of the contract, verified by the City's Purchasing Office, may result in contract termination; and/or
- C. Excessive Poor Quality: Excessive poor quality occurs when there is a consistent delivery of poor quality products, as determined by ARR, even though replaced with acceptable quality products. Three occurrences in a month's time, verified by the City's Purchasing Office, is considered excessive and may result in contract termination.

**5.0 CITY'S RESPONSIBILITIES**

**5.1 Brush and Bulk Collections Postcard Design and Database**

5.1.1 Design: The City will provide the initial artwork template within 30 days of the contract award date. The City may choose to change the artwork for either Brush or Bulk collection notification and will give the Contractor at least a 30 day notice of such change.

5.1.2 Database: The City will provide a database to the Contractor that contains a complete list of all addresses that are to receive the mailing. Fields included in the database are: address (including house number, street direction, street name, street type and unit, and building number, where applicable), city, state, and five digit zip



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code. The City will provide the database in the format selected by the Contractor: either Microsoft Access (preferred), Microsoft Excel Spreadsheet, or Dbase sent in a zip file. The City will update the database monthly and will send it to the Contractor on the same schedule.

NOTE: The Contractor shall protect the integrity of customer information and data and comply with all aspects of the Fair and Accurate Credit Transactions Act ("FACTA"). All customer information collected shall remain private, secure, and unviewable by the public or any unauthorized party and unavailable to search engines or information-gathering systems of any kind.

5.1.3 The City will pre-pay postage using the City's presort standard mail permit number.

**6.0 OMISSIONS**

**6.1 Omissions**

It is the intention of this IFB to acquire the services described herein. All items and/or services omitted from this document which are clearly necessary to meet the objectives of the services described will be considered requirements, although not directly specified or called for herein. Pricing and discounts (if applicable) for any necessary but omitted item or service shall be listed in the Contractor's proposal sheet.

**7.0 MINIMUM QUALIFICATIONS**

The Contractor shall submit information demonstrating compliance with the minimum qualifications specified below. Bids that do not meet the minimum requirements will be deemed non-responsive and will not be considered. The Contractor:

- A. Shall furnish at least five references for which they have performed the type of work described herein within the last six months. Failure to do so may result in disqualification of the bid. The Contractor must have proven ability to produce high volumes of work, in short turnaround times, with a high degree of accuracy and high level of quality for similar clients;
- B. Must have the ability to print directly from digital originals or digital data files;
- C. Must have and maintain an office and service facility within 25 miles from the Texas State Capitol;
- D. Must have offset and digital printing capabilities; and
- E. May specify more than one brand of paper for each paper type indicated. However, all paper, at a minimum, must have 30% recycled content and be FSC Certified (reference Section 3.1). Failure to meet the minimum requirement will result in disqualification of the bid.

**8.0 PERMITS, SUSTAINABILITY, AND AUDITS**

**8.1 Certifications, Licenses and Permits**

8.1.1 The Contractor shall have, maintain, and make available upon request throughout the term of any resulting contract all licenses and permits required by federal, state, and local agencies to provide all services described herein.

8.1.2 The Contractor and all subcontractors shall comply with all laws applicable to the

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services under this contract, including all federal, state, and local laws, and Travis County and City ordinances. The Contractor and all subcontractors shall have and maintain current identification numbers, licenses, permits, and other governmental approvals or authorizations required by all applicable environmental or safety laws. ARR may, at any time, terminate this contract with cause based on the Contractor's or any subcontractor's noncompliance with applicable environmental or safety laws. The Contractor shall be solely responsible for its compliance and its subcontractors' compliance.

**8.2 Sustainability Preferences**

- 8.2.1 The City's sustainable purchasing objectives include purchasing products and services that:
- A. Conserve natural resources including water, energy, and raw materials throughout the product life cycle
  - B. Minimize environmental impacts such as water and air pollution during usage
  - C. Eliminate or reduce toxins that create hazards to workers, citizens, wildlife, and the environment
  - D. Support up-cycling and recycling efforts as well as utilize products with high recycled content
  - E. Encourage vendors to reduce environmental impacts in their production and distribution systems
  - F. Support worker health, safety, and fair wages
  - G. Consider total cost of ownership during the product's useful life, including operation, supplies, maintenance, and disposal cost.

**8.3 Audits and Inspections**

- 8.3.1 Authorized City staff will have the right to inspect/audit, at any time, all written licenses, permits, or approvals issued by a governmental entity involving the Contractor and its agents. The Contractor shall notify and provide copies to the City of any amendments, renewals, or replacements to their applicable licenses and permits within 30 days after the effective date of amendment, renewal, or replacement.
- 8.3.2 Authorized City staff will have the right to inspect/audit, at any time, the Contractor's premises (offices and facilities) and vehicles being used in support of the services under the contract. The Contractor and any subcontractors shall also allow access authorized City staff to audit financial statements and all environmental, safety, and training records.