

SCOPE OF WORK

3.0 INTENT

The City of Arlington is requesting proposals for the provision of Printing Services to obtain cost effective, high quality printing services for the City including specialized print projects required in a timely manner. Proposer will receive print document files from City of Arlington departments via file transfer methods designated on a continuous basis. The Proposer will be responsible for providing all labor, equipment, material, and consumables necessary for the production of printed material by copying and/or offset printing and scheduling a properly staffed print operation so as to meet business needs and the service levels as set forth.

3.1 OVERVIEW –SCOPE

The successful proposer will do all the work and furnish all the management, supervision, labor, components, tools, and accessories necessary or proper for the performance of the project in the manner called for by the scope, terms and conditions herein, and to the satisfaction of the City of Arlington. Projects may include requests such as, but not be limited to, the following: monthly 4-color print runs for 2 to 4 utility bill inserts at 84,000 each double-sided copies, Offset forms, NCR forms, multi-color brochures and exhibition announcements, various page catalogues, program flyers, business cards and department stationery. Printing quality must be sharp and clear which includes having no unintended color overlap, no mis-registration, and no smears. The Proposer will be required to allow on-site press checks.

- Maintain a high level of Customer Service; the proposer must be willing to provide details on all procedures used. Proposals should address how customer service will be provided, e.g. how you will interact with departments and other applicable staff. The proposer's customer service staff will be responsible for assisting departments in preparing their request for print jobs, recommending cost-effective ways or alternative methods of reproduction, proof coordination, and providing estimates for budgetary purposes.
- Provide a means for complaint resolution.
- Produce quality products at the lowest possible cost with a turnaround time schedule by job type including a provision for rush work. ; provide Rush work will be defined as work requiring same day service or work to be performed on the weekend. If this requirement would result in any special handling or premium charges.
- Proposer will provide customer pick up service's at no charge. Delivery pricing must be included when applicable.
- In the event City furnished materials are provided for a job, proposer will bear the responsibility to notify the requesting department if those materials are substandard and will not result in a finished product of satisfactory quality. Such notification will be electronic or in writing and given before any work on the job has begun. The requesting department will determine whether the work will continue with the furnished materials. Such determination will be in writing to the proposer. Proposer is responsible for keeping City furnished materials safe from all hazards. (theft, fire, rain/wind etc.)
- All originals, negatives, artwork, and materials used in preparing print orders are the property of the City of Arlington.
- Proofs will be required on all new and/or any changes on copy submitted with printing request which must be signed off on by the user department when approved. Fax transmittals and emails for all communications for this contract will be allowed.
- The proposer will package work in individual cartons in a size suitable to handle, clearly marked with user name, department name, order number, description of material, and quantity.

- Proposer will invoice the City for services by the 10th of each month. Proposer will include a complete report of individual usage separated by entity, department, charge code, and requestor. The report will provide sufficient detail of service requested, date requested, and amount charged. The report will be provided in both Excel and PDF format. The Excel version will conform to the City required layout, attached as Exhibit "A"
- Proposer will use reasonable efforts to submit a monthly invoice by the 10th of each month for Services rendered the previous month. The CITY shall make monthly payments in the amount shown by Proposer's monthly invoices that are in compliance with the requirements and other documentation submitted within thirty days from the receipt of invoice.
- Proposals which include value added services such as annual customer surveys, on-site services, document shredding, packaging, and/or mailing services, etc. will be reviewed favorably.

3.2 REQUIREMENTS

Project Details— the following requirements apply to all categories of work described below:

1. Orders will be placed by various city departments on an "as needed" basis. The city will not be obligated to any minimum or maximum quantities.
2. The proposer will support, maintain, and coordinate all online print/media activities associated with the services acknowledging receipt of print document files by electronic confirmation of successful file transmissions to customers. Confirming the physical integrity of the file, file layout and content layout provided, customer acknowledges that service provider is not responsible for confirming the integrity of the content or performing data validation, immediately notifying the originator when the transmission of the print document file is not correctly transmitted.
3. Direct customer service communication with City of Arlington's departments is required. Direct customer contact by phone and/or e-mail to receive data, adjust data, modify template, and to work from written instructions are necessary.
4. All artwork and logos must comply with the City of Arlington identity guidelines. Logos must be used exactly as they are provided; no modifications may be made to the logos.
5. Printing must be clean and crisp, without background toning or offset. Coverage must be consistent and solid throughout entire run with no streaking, mottling, etc.
6. Proposer shall provide quantities specified per print job with no overcharges allowed for overruns. Shortages will require department contact approval and could result in a penalty charge of 5% discount off of total invoice.
7. Failure to meet all the printing specifications noted above may result in vendor exclusion for further jobs until problems are resolved. Jobs under contract to that vendor will be re-bid to other vendors.
8. All work completed will be subject to inspection and approval by the ordering city department and the city reserves the right to reject and refuse acceptance of work, which is not in accordance with the instructions, specifications, drawings, data or quality standards of same. Rejected work shall be at the expense of the vendor(s).
9. The city requires vendor(s) to have the capability to receive and reproduce text, including word processing compatible graphics via electronic files (email, internet, disk, drive, and FTP (must be able to receive our files through ftp). The city generally uses Microsoft Office and Adobe products and vendors must be able to produce copies from all MS Office and Adobe file formats.
10. Proposer must agree to an average turnaround time of five days for most jobs he/she produces unless otherwise agreed to at order entry. All jobs must be delivered within requested time frames. Failure to meet this specification

shall be cause for a 10% penalty deduction from invoice or possible termination of annual contract for consistent failure.

11. Use of the logos and seals is governed by the City of Arlington. If materials are not compliant with the guidelines, the material will be recreated at the vendor's cost. All service guidelines shall be coordinated with the CITY's Knowledge Services Manager, or his designated representative.
12. Proposer will invoice the City for services as provided monthly. Proposer will include a complete report of individual usage separated by entity, department, charge code, and requestor. The report will provide sufficient detail of service requested, date requested, and amount charged. The report will be provided in both Excel and PDF format. The Excel version will conform to the City required layout, attached as Exhibit "A". Proposer will also need to provide a system generated, character separated value (.csv) file that is summarized by account string for interfacing into the City's Workday ERP system.
13. Proposer will use reasonable efforts to submit a monthly invoice by the 10th of each month for Services rendered the previous month. CITY shall make monthly payments in the amount shown by Proposer's monthly invoices that are in compliance with the requirements and other documentation submitted within thirty days from the receipt of invoice.

3.3 GENERAL SPECIFICATIONS

1. Vendor must match type style, print position, logos, and ink colors.
2. Pricing quotes will be all inclusive of artwork, negatives, raw materials, and production costs. No other charges will be allowed. No variation from specifications or samples will be allowed.
3. The Proposer shall be able to accept orders via city department contact utilizing the department charge account number. The City can submit these by fax or email depending on the vendor's preference. No work shall proceed at any time unless a valid email approval has been received by the originating department contact.
4. Proposer will process job orders as assigned by the Staff. It is the City's intent to establish a primary source for printing work required by City Staff. In those instances in which the Proposer is unable to meet the City's requirements, the Proposer may use the services of a secondary City of Arlington vendor as necessary. Proposer must be willing to work with the City of Arlington's third party vendors or contacts.
5. Proposer must be able to provide same day service if received by 8:00 a.m., guaranteed complete by 5:00 p.m. same day, or within 48 hours. Proposer's proposal must provide dollar mark-up amount or specify hourly rate for rush jobs. Proposer must define "RUSH" parameters. Proposer's proposal must indicate if after-hours (after 5:00 pm) emergency or rush services are available (6-hour turnaround time), week-end services (24-hour turnaround) and the fees for such services
6. While City staff will make every effort to plan projects with plenty of time, Proposer must be flexible enough to handle jobs with short turnaround or unexpected last minute changes prior to City of Arlington printing
7. Designated pickup and delivery areas within a 5-mile radius of City of Arlington, at No Charge; local proximity highly desirable.
8. **Specialty Services;** The Firm(s) must be capable of offering a wide range of services including graphic design, maps, calendars, annual reports, and multi-faceted informational packages. The City will request quotes from qualified firms for these type specialty services. Please provide the capability to service this type of work and hourly rates for design services. Mail merge capability for mailed pieces with delivery to post office is desirable.

Postage

As an Agent of the City utilizing the City's USPS permits, proposer will affix the correct postage to any mail item needing postage. Postage may be affixed using reproductions of the City's bulk mail and First Class permits. The City will maintain sufficient funding in the postal accounts for mailings. Proposer will provide the City's Contract Administrator a weekly log of postage used, by department and charge code. Additionally, Proposer will provide address verification software including regular updates and maintenance, for use by the City of Arlington.

3.4 TRAINING AND SERVICE REQUIREMENTS

Online order entry and customer support training for COA departments is necessary.

1. How will your services meet the needs of the Department's customers?
2. In the event of a routine problem, who is to be contacted within your organization?
3. In the event of the identification of a problem by the Department, describe how you will address such problems and the timeframe for addressing them

3.5 Account Management and Service Requirements

Proposer must provide one specific account representative to handle the City's accounts. The account representative will inform City's user departments of new materials and processes, handle billing problems, special orders, etc. Proposer will also provide back-up contact information in case the primary representative is unavailable and there is an urgent issue to be addressed.

- Maintaining a high level of accuracy in completing requests for printing and finishing services,
- Consistently being responsive to customer requests and schedule.
- Providing print and finishing services in a timely manner.
- Providing regular training to customers on the best use of the online ordering system and print center services.
- Maintaining reliability in production equipment and software systems.
- Maintaining a high level of customer service satisfaction.
- Reporting on the service trends.
- Suggesting and Implementing service efficiencies and cost saving measures.
- Generating quarterly reports on service level performance.
- Providing appropriate notification to customers for service changes, such as service interruptions or improvements.
- Maintaining defined processes and procedures to deliver these service levels.
- Coordinate with the City's Contract administrator or designees for seamless service delivery, in areas such as postage, inserting, mail delivery, etc.
- Rejected work shall be at the expense of the vendor(s). All services shall be coordinated with the CITY's Knowledge Services Manager, or his designated representative.

3.6 ONLINE ORDERING

The online ordering system should be configured for order submission, tracking, internal billing, financial reporting and distributed spend tracking accounts. The software should also be configured with the following capabilities:

- 1) Browser-based architecture that supports IE11 the City's standard browser
- 2) Open system architecture;
- 3) User friendly online "catalog"-type interface for ordering;
- 4) Secure password-protected order and approval chain;
- 5) Group-level security;

- 6) Ability to “attach” various MS Office file types to orders;
- 7) Online End-user tracking capability from order placement to delivery;
- 8) Order processing system will be used for internal chargeback;
- 9) Cost accounting features should have at least 3 levels of subaccounts;
- 10) Flexible reporting by subaccount and order type, trend analysis and forecasting;
- 11) End-user management of budget – departments will be allocated a certain amount and will be responsible for staying within budget.
- 12) Online quotes for orders;
- 13) Electronic authorization and automated routing of orders to appropriate levels of approval prior to order processing;
- 14) Distributed printing capability to any Ethernet IP-based laser printer;
- 15) On-line Proofing.

3.7 ADEQUATE STAFFING

It is understood and agreed that the Proposer shall, at all times, have sufficient staff and appropriate equipment to meet obligations as listed. The routine use of off-site facilities shall not wholly substitute for adequate vendor staffing, copying capability or equipment operational deficiencies.

3.8 PRIORITIZATION

A higher and faster level of service is to be afforded to certain departments within the City. These departments’ jobs are to be advanced over any other department’s requests in the event of conflicting deadlines. High Priority Service Departments not subject to rush fees are considered the following:

- City Manager’s Office
- Mayor and Council Office

Three annual budget book projects for the Arlington City Council require priority each year.

- Proposed Budget: 300 pages with spot color print, 18 Tabs, 3 ring binder. 30 book copies total. Art received end of day and 15 books are required next day by 11:00am. Typically August 1st schedule.
- CAFR: 150 pages with spot color print, 8 Tabs, Wire-O bind, clear cover front and back. 60 book copies / 2 day delivery.
Typically March 1st schedule
- Final Budget: 400 pages with spot color print, 18 Tabs, Wire-O bind, clear cover front and back. 50 book copies / 5 day delivery. Typically Mid November schedule

In the event that these high priority departments are in conflict with each other, reasonable judgment should be used to accommodate all requests. All other department request will follow the priority matrix as follows:

Administer job priority and accuracy according to the following established targets:		
Job Priority Level		Time to Complete
1	A	Rush - 4 hours
2	B	Print Ready (No Bindery) - 48 hours
3	C	Print Ready (Minor Bindery/Editing) - 72 hours
4	D	Print Ready (Full Bindery & Editing) - 96 hours
5	V	Vended or Custom Work - 120 hours
Accuracy 99%		Number of job errors divided by the number of jobs monthly

3.9 LOGO USAGE

The successful Proposer will be provided with the official logos for the City. These logos must be used exactly as they are

provided; no modifications may be made to the logos. Failure to use the proper logo will result in a reprint of the job at the Proposer's expense.

3.10 STORAGE & RETURN OF ARTWORK

The successful Proposer will store all electronic files for all jobs at their location for the duration of this contract. These may be used when a re-print of a job is necessary. All digital and non-digital are wholly-owned by the City. All hard copy originals must be returned to the City with the completed job.

3.11 STORAGE OF MATERIALS

The Proposer's facility must have the capacity to store in a clean, dry, indoor area any materials not immediately delivered to the City. Any materials deemed confidential by the City, i.e. test materials, employee data, etc. that are pending delivery or held in storage must be maintained in a manner which will prohibit access by unauthorized individuals. Digital files must be secured in a manner which will prohibit access by unauthorized individuals

3.12 DESTRUCTION OF MATERIALS

Any misprints of confidential material which may be discarded, or inventory which is no longer needed, must be return to the City for proper destruction.

3.13 PROJECT MANAGEMENT

All service guidelines shall be coordinated with the CITY's Knowledge Services Manager, or his designated representative. The desired firm must have the ability to handle the City's printing needs outside of normal business operating hours (Monday thru Friday, 8 a.m. to 5 p.m.) including Monday thru Friday, after 5 p.m. and weekends, rush jobs or emergencies.

3.14 PRICING/COST

The fee information is relevant to a determination of whether the fee is fair and reasonable in light of the services to be provided. Provision of this information assists the City in determining the firm's understanding of the project, and provides staff with tools to negotiate the cost, provided in a table. Include any other cost and price information, plus a not-to-exceed amount or discount %, that would be contained in a potential agreement with the City.

