

## SECTION 3 SCOPE OF WORK

### 3.0 OVERVIEW - GENERAL

The City of Arlington is requesting proposals for the provision of Printing Services to obtain cost effective, high quality printing services for the City Utility Bill 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 2-4 utility bill inserts at 83,000 double-sided copies each, monthly 2-color print runs for utility bills at 83,000 copies each. 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 "B & C"

- 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. City of Arlington's Water Bill production and mail. Approximately- 90K per month, 4,500 per day. Exhibit C 8.5 x 11, 2 color print with 3.5625" perforation. Variable data mail file printing. Letter fold and insert into #10 standard window envelope provided by the City of Arlington. Also up to four additional 3.5" x 7.5" 4cp cards can be inserted. See Exhibits B, C, and D.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. Proposer shall provide quantities specified per print job with no overcharges allowed for overruns. Shortages are not allowed. Every Utility customer must receive a utility bill.
8. 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.
9. 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).
10. 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.

11. All jobs must be delivered within requested time frames. Failure to meet this specification shall be cause for possible termination of annual contract for consistent failure.
12. 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 Document Services Manager, or his designated representative.
- ~~13.~~ 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.
14. Proposer will use reasonable efforts to submit a monthly invoice by **the 10<sup>th</sup> 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. 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.
4. 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
5. 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
6. Designated pickup and delivery areas within a 5-mile radius of City of Arlington, at No Charge; local proximity highly desirable.
7. **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.

#### **8. City Water Bill**

The City of Arlington's Water Utility a full-service municipal utility that has been in operation for over 100 years. The municipal utility system is owned and operated by the City (and therefore the City residents and businesses). The

customer segments COAWU serves include residential, commercial, corporate, institutional and industrial classes. The benefits COAWU provides include competitive rates, fast response, local political control, reliable delivery and a positive environmental focus.

COAWU may be running multiple printing projects simultaneously and/or require a fairly quick turn-around time. COAWU requires a Proposer with a flexible and simple job request and price quoting process, especially to accommodate projects OTHER than regular routine jobs like the monthly bill inserts.

COAWU shall utilize the services of the selected Proposer(s) to provide printing production, as well as mailing service coordination to assist in communicating with its residential and business utility customers. The Proposer will be expected to coordinate and work with COAWU's graphic designer(s).

**Water bills are printed, inserted, and mailed daily:** Approximately 4,000 to 6,000 water bill letters are produced each day to total approximately 90,000 water bill letters monthly. The water bill production schedule follows a City of Arlington Enquesta calendar that will be provided each year.

Awarded Proposer will produce and handle The City's water bills statements in accordance with the following guidelines:

- 1) Data processing and Printing, which includes receiving and manipulating data to fit required printing format, black laser image on 8.5x11 white bond paper with standard printed image and 3.5625" perforation at bottom.
- 2) Providing CASS Software for address verification, postal sorting, and tray tag creation for bulk mail using the SuiteLink processes required by USPS or other program that meets the USPS requirements;
- 3) Folding of the water bill statement, insertion of water bill statement and up to four insert cards into a #10 window envelope, and sorting of the water bill statements in preparation for mailing. # 10 window envelopes will be provided by the City.
- 4) Meter each completed statement for correct postage for US postal deliver or utilize Permit 54 permit.
- 5) Deliver the completed bill statements to the United States Post Office or the City's mail drop off location within one (1) Business Day after the applicable Determination Date (as Defined herein). The "Determination Date" is the date which data is received via electronic transmission (FTP or email) if prior to 3:00 PM, Central Standard Time. If data is received after 300 PM, Central Standard Time, or not on the date of the agreed upon production schedule, the Determination Date is the Business Day immediately following the date data is received.
- 6) Water bills mailed over two days after the determination date will result in a penalty fee of \$1000.00.

#### 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 daily 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 Water Utilities, in conjunction with the production of the water bill statements.

#### Disaster Recovery

In the event of a disaster, terrorist attack, act of nature, etc., CONTRACTOR shall have 24-48 hours from the declaration of the disaster to activate one of its disaster recovery sites (or such longer period as is reasonable in the event that the disaster is of such a wide-spread nature as to affect CONTRACTOR's disaster recovery sites as

well) for limited production of water bill statements. A disaster backup plan for water bill production is required in case of emergency. Please describe your plan for disaster operations.

### **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 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.

### **3.9 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.

### **3.10 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

### **3.11 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.

### **3.12 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.

### **3.13 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.

**See Attachment – Pricing/Cost Sheets.**

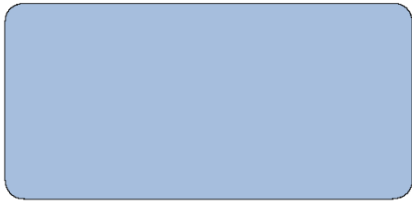
**Exhibit B:** City Water Bill (BLANK Shell) 8.5" x 11" Blue/Black, perforation at 3.5625" from bottom



Combined Utility Billing

**City of  
Arlington**

[www.arlingtontx.gov/water](http://www.arlingtontx.gov/water)  
[www.savearlingtonwater.com](http://www.savearlingtonwater.com)



**Meter Information**

**Account Activity**

**PAYMENT COUPON**



Exhibit C: City Water Bill (PRINTED) 8.5" x 11" Blue/Black, perforation at 3.5625" from bottom



Combined Utility Billing

City of Arlington

www.arlingtontx.gov/water  
www.savearlingtonwater.com

Customer Services (M-F, 8 a.m.-5 p.m.)..... 817-275-5931  
Main Office ..... 101 W Abram St, 1st Floor, City Hall  
South Service Center ..... 130 SW Green Oaks Blvd  
Credit Card Payments..... 817-275-5931  
24 hr Emergency (main break overflow)..... 817-459-5300  
Garbage/Recycling ..... 817-317-2000  
Drinking Water Quality Questions..... 817-375-8884

Account Number	<del>41-0071800</del>
Billing Date	12/28/2015
Due Date	1/12/2016
Amount Due	\$89.35
Name and Service Address	<del>2616 BRENWOOD CIR ARLINGTON TX 76004</del>

Meter Information

Meter Number	Previous		Current		Usage (1000 gals)	Sewer Flow
	Date	Read	Date	Read		
<del>10100000</del>	1-15-2015	363	12/18/2015	375	10	8

Account Activity

<b>Previous Activity:</b>	
Previous Balance	78.27
Payment Received - 12/04/15	78.27CR
Balance Forward	\$0.00
<b>Current Charges:</b>	
Water Service - 1	32.24
Sewer Service - 1	38.50
Garbage	12.37
Garbage Sales Tax	0.99
Storm Drainage	5.25
<b>Total Current Charges</b>	<b>\$89.35</b>

Your Water Usage Over The Last 13 Months



\*\*\* IMPORTANT NOTICE \*\*\*

To avoid having a 1/3% PAST DUE FEE added to your account, all bills must be paid in full by the due date each month.

PAYMENT COUPON

Arlington Utilities  
P.O. Box 90020  
Arlington, TX 76004-3020

Partnerships for Arlington

Care & Share \_\_\_\_\_

Urban Forest \_\_\_\_\_

Animal Services \_\_\_\_\_

Library \_\_\_\_\_

Build A Dream \_\_\_\_\_

Public Art \_\_\_\_\_

Donation Subtotal \$ \_\_\_\_\_

Make payable to: Arlington Utilities

Account Number	41-0071800		
Service Address	2616 BRENWOOD CIR		
Bill Date	12/28/2015	Due Date	1/12/2016
Amount Due:	\$89.35	Amount Enclosed	

#BWNGTYC



~~2616 BRENWOOD CIR~~  
~~ARLINGTON TX 76004~~  
ARLINGTON TX 76013

5208 29

Arlington Utilities  
PO Box 90020  
Arlington TX 76004-3020