



Request for Proposals – Printing and Mailing Services

Release Date: February 3, 2023

Proposal Due: February 14, 2023

Submit Proposals: Email to Nsalerno@rocusa.org

Contract term: February 27, 2023 through March 30, 2023

OVERVIEW

ROC USA® is issuing this Request for Proposals to contract with a qualifying printing company to perform printing, binding, and mailing for ROC USA’s newsletter. It is the intent of this RFP to solicit proposals from all interested companies possessing expertise in commercial and administrative printing.

ABOUT ROC USA

ROC USA is not your typical affordable housing organization. We are a non-profit social enterprise with a mission to make quality resident ownership viable and successful nationwide and expand economic opportunities for homeowners living in Manufactured Home Communities.

Resident ownership is achieved when homeowners in Manufactured (“Mobile”) Home Communities (MHCs) form a co-op and acquire the underlying land from a commercial owner. To make ownership possible, **ROC USA** creates purchase opportunities through market development in industry and negotiations with investor-owners, provides training and technical assistance through both a network of 10 affiliated non-profits (**CTAPs**) and a national team in states not served by an affiliate. ROC USA also provides financing through **ROC USA Capital**, a \$500 million national CDFI.

ROC Association is the association of resident owned communities (ROCs) supported by ROC USA. Its purpose is to support a strong peer network of co-op leaders and advocate for and represent ROCs on the ROC USA Board of Directors and with stakeholders across the country.

Today, ROC USA represents more than 300 ROCs and more than 21,000 Member-owners in 21 states. By 2028, we expect to serve more than 30,000 Member-owners. For more details see www.rocusa.org.

SCOPE OF WORK

Every household, as of the release of this request totals 21,535 homesites, will need to receive the ROC USA newsletter in English. Out of those, 1,356 will need to be printed for a Spanish version. Plus 1,000 extra English and 200 extra Spanish versions to be bulk delivered to ROC USA’s Concord, N.H., offices.

Historically, the newsletter has been 12, 16 or 20 pages, with a saddle stitch bound finishing. Further details follow on previous experience with our mailing:

- 11x17 White 100# Condat Silk Text FSC Silk
- Folded to 8.5 x 11, 4 sheets, printed, 40 colors front in 4 color process ink, 4 colors back in 4 color process ink
- Prep charges
- Nonprofit postage

ROC USA seeks one Contractor with documented expertise in meeting the administrative printing and postage needs of similar activities. Since the exact quantities will change based upon the number of households at the time of print, ROC USA is seeking proposals that will identify the quantity price based on the range provided above. Final costs will be determined at the point of printing and mailing.

Date and Deliverables

Item(s)	Due Date
Print roughly 22,535 newsletters (Version 1) Print roughly 1,556 newsletters (Version 2) Both versions are same page count, color pages, etc.	End of February – Early March 2023
Postage and Mail	Mid-March 2023
Returned Mailings and Necessary Close-out	End of March 2023

Proposal Requirements

The Vendor must submit the proposal electronically with their technical and price proposals to nsalerno@rocusa.org no later than 5:00 PM, February 10th. The subject line should read: Proposal for Printing and Mailing Services.

Proposals will be submitted in two distinct parts, technical and price. Proposals must respond to each of the requirements in these sections, providing all requested information. Proposals that merely agree or disagree with the requirements will not be considered responsive.

Question Submission

Questions must be submitted electronically to nsalerno@rocusa.org. The subject line should read: Questions to Printing and Mailing Services. If you decide to provide a proposal and would like to receive any updates based on the questions that may be asked by other potential bidders, please submit an email to nsalerno@rocusa.org with your intent to apply so you can receive regular updates.

TECHNICAL PROPOSAL

1. Cover Letter

A cover letter must include a point of contact name, address, telephone and email address and the Vendor's website URL. The cover letter should briefly describe:

- a) Briefly introduce your experience
- b) Relevant qualifications
- c) Justification on why you and/or your firm is a good match for this Project
- d) Any exceptions you and/or your firm takes to this RFP scope of work, required deliverables, or terms and conditions.

The cover letter should not exceed one page in length.

2. Background and Experience

This section should identify the Project lead and team members (if applicable) along with their relevant background and qualifications. Relevant background and qualifications should respond to the following deliverable areas:

- a) **Description of how the proposed services will be provided.** This should include a description of how the Contractor will successfully complete the end product; printed and mailed newsletter for an estimated 21,535 homesites in manufactured housing communities for Version 1 (English) and 1,356 homesites in manufactured housing communities for Version 2 (Spanish).
- b) **Demonstrative samples of your work.** Provide a sample of your work as an attachment to your proposal.
- c) **Key Personnel.** Identify any key personnel who will be assigned to this project. Detail their experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person for this opportunity. In this section, also state the intention, if that is the case, to utilize subcontractors to perform any of the work for this project. For each subcontractor, provide the name and address of the subcontractor, description of the work.

You may attach as much information as necessary or work products to illustrate relevant experience.

3. Technical Approach

Using the scope of works as a guide, propose an approach to carrying out the deliverables included in your proposal. Your approach should highlight any creative or innovative techniques that you plan to use to maximize efficiency or ensure high-quality products.

4. Past Performance (References)

Provide contact information for three professional references who can speak to your performance on completing the project and/or proposed deliverables of similar scope, size, and complexity. Include a brief description of the projects associated with the references.

Price Proposal

The price proposal must include the price breakdown for each of the proposed deliverable wherein prices are organized by major deliverable areas and their associated activities. Please outline proposed labor categories and hourly rates when deriving an overall estimated price of completing the work for that deliverable. If you are requesting additional direct costs, itemize and provide a justification for them.

Evaluation Criteria

The successful Vendor will present evidence of both technical skill and a proven record of accomplishment in providing the required services. ROC USA will assess potential Contractors according to the following criteria:

1. Background and Experience

- All prospective Contractors should have at least ten (10) years of combined experience in the administrative printing and mailing.
- All prospective Vendors should provide high-quality and relevant references that demonstrate the ability to carry out the proposed services.
- Likelihood that the proposal will provide the best value compared to other submitted proposals.

2. Technical Approach

- Demonstrate an understanding of the project requirements and work to be performed.
- Demonstrate the application of the Contractor's background, experience, and subject matter expertise.
- Establish a sound, logical approach to completing the required services that is in line with the requested scope of services.
- Clearly delineate roles, responsibilities, and timelines to ensure successful project completion.
- Contractor must be able to meet the timelines specified in the Project schedule.

3. Past Performance

- Contractor's references checks should indicate no major past performance issues, concerns, or risks associated with the Vendor's performance.
- If applicable, the Contractor has delivered quality, timely, and cost-effective products through previous engagements with ROC USA.
- Contractor will perform the services outlined in the scope of work for a competitive price.

ROC USA will make an award to the Contractor(s) whose proposal(s) represents the best value for ROC USA, considering both cost and non-cost factors. ROC USA may upon its discretion establish a competitive range of qualified proposals for award consideration. ROC USA will not conduct discussions and/or negotiations with Contractors not in the competitive range and those Contractors will not be considered for an award.