

**REQUEST FOR PROPOSAL (RFP) #18-02**  
**PRINTING – CLASS SCHEDULES – DISTRICT**



SAN DIEGO COMMUNITY COLLEGE DISTRICT  
3375 CAMINO DEL RIO SOUTH, ROOM # 270  
SAN DIEGO, CA 92108

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## **I. OVERVIEW**

The San Diego Community College District (hereinafter referred to as the "District") is seeking sealed responses from qualified firms who can provide production, printing and delivery of the District's Class Schedule on an as required basis. The District comprises three Colleges within San Diego County as well as several Continuing Education sites. Content, printing and delivery requirements for each of these locations may vary widely from site to site. Finished quantities produced as well as delivery scheduling may also vary widely from site to site. The intent of this Request for Proposal ("RFP") as issued will result in awarding a requirements contract by the District and will require the District to select a Class Schedule printing provider that will meet all the different requirements of each of the individual campuses and sites. Coordination of Schedule(s) contents will require collaboration amongst the District's Online Learning Pathways Department as well as the awarded service provider.

### **GENERAL BACKGROUND**

Class Schedules for each of the District sites are an integral marketing tool which provides specific, detailed information for each College. Periodic production, printing and deliveries will be made only upon authorization of the Purchasing and Contract Services Department of the District and shall be made as and when required and ordered by the District at such intervals as directed by the Purchasing and Contract Services Department.

Deliveries of finished product shall be to the location as identified within each Purchase Order as issued by the District.

Quantities shown on the RFP are estimated quantities only. The District reserves the right to purchase more than or less than the quantities as stated within this solicitation.

### **A. AGREEMENT TERM AND RANGE**

The District will contract for a one-year term with optional renewals for two subsequent years; Notification for the exercise of this option shall be made by the District at its discretion in writing and delivered to the Contractor within thirty days prior to the expiration of each agreement or renewal term.

Questions regarding this solicitation should be directed Edward L. Cook, Purchasing and Contract Services Department of The San Diego Community College District (619) 388-6562.

## **II. GENERAL TERMS AND CONDITIONS**

### **A. SUBMITTING RESPONSES**

- 1. Response to Solicitation** All responses to this solicitation must be recorded in ink or typewritten. No pencil figures or erasures are permitted. Mistakes may be crossed out, corrections inserted adjacent thereto, and initialed in ink by the person signing the response. Oral changes to a response will not be accepted.

**A response must be separately recorded for each item. Prices must be stated in unit of issue specified in the solicitation.**

**2. Specifications** All specifications as stated within the RFP are based upon design and performance criteria which have been developed by the District as a result of extensive research and careful analysis of the data. Subsequently, these specifications reflect the only type of equipment, material(s) or supplies that is/are acceptable at this time. Exceptions may be reviewed by the District if they are minor, equal, or superior to that which is specified, and provided that they are listed and fully explained on a separate page entitled “Exceptions to Specifications”. The exceptions shall refer to the specification page and paragraph number.

The District’s Purchasing and Contract Services Department shall determine which (if any) exceptions are acceptable and this determination shall be final. Exceptions are to be submitted with enough clarity and specificity to determine equality. This determination is also final to the satisfaction of the District. Insufficient detail will result in the RFP submittal being given a “non-responsive” designation.

**3. Submittal of Response** Each response must be delivered in a separate, sealed envelope with the District's solicitation number printed on the outside. Responses must be received in the District's Purchasing and Contract Services office at 3375 Camino del Rio South Rm 270 on or before 3:00 PM PST on Monday, April 16, 2018.

**ANY RESPONSE RECEIVED AFTER THE SCHEDULED TIME OF OPENING, OR WITH INSUFFICIENT POSTAGE, SHALL BE REFUSED AND RETURNED TO THE SELLER UNOPENED.**

- 4. Alternate Responses** Proposers shall quote on only one product for each solicitation item listed herein, and shall submit only one response. Alternate responses will not be considered. Proposers responding with more than one product and/or unit price per item may result in the RFP/proposal deemed non-responsive.
- 5. Changes After Opening** Proposers should verify their responses before submission to the District. A response cannot be withdrawn after public opening. No response can be corrected or altered after being opened. *The District will not be responsible for errors or omissions on the part of Proposers in making their responses.*
- 6. Designation of Subcontractors** Each Proposer shall submit with his/her response a list of the proposed subcontractors. This list must include the names, addresses, and particular function of the proposed subcontractors.

If the Proposer fails to specify a subcontractor for any portion of the work to be performed under the contract, the Proposer shall be deemed to have agreed to perform such portion, and shall not be permitted to subcontract that portion of the work except under the conditions hereinafter set forth.

Subletting or subcontracting of any portion of the work as to which no subcontractor was designated in the original response shall only be permitted in cases of public emergency or necessity, and then only after a finding reduced to writing as a public record of the District.

**7. Discounts** Trade discounts or purchased quantity discounts should be computed within the unit price as part of the response within the submittal and only the net amount shall be shown on the response.

8. **Taxes** State and local retail sales tax, and use tax, if applicable, will be paid separately by the District and are not to be calculated nor included within the RFP submittal. The District is exempt from federal excise and transportation taxes. The District will provide its exemption number to the successful awardee. The District is exempt for the mailed class schedules. It is not exempt on taxes for the campus quantities.
9. **Failure to provide response** Proposers who choose not to respond to this solicitation should return the RFP document marked "NO response" and state the reason(s). Failure to do so will result in removal of the Service provider's name from the District's potential bidder's list.
10. **Withdrawal Of Responses** Any potential Proposer may withdraw his or her response, either personally or by written request, at any time prior to the scheduled closing date/time for receipt of responses. (See "Calendar" portion of this RFP)
11. **Proposer's Interested In More Than One Response** NO person, firm or corporation shall be allowed to make or submit more than one response for the same goods and services.
12. **Affirmative Action Plan** All proposers providing a response are required to file an Affirmative Action Plan and Certificate of Compliance with Federal and State Laws on Equal Employment Opportunity and the District Policy on Affirmative Action (Suppliers) within their submittal.
13. **Minority, Woman and Disabled-Veteran-Owned Business Enterprise Certification** All Proposer's to this RFP who anticipate doing business with the District are required to file a "Minority, Woman and Disabled Veteran-Owned Business Enterprise Program Certification" form for the responding firm or any listed subcontractors as part of the response. Failure to provide the certification may result in the rejection of the RFP/proposal as non-responsive. A copy of the certification document is attached.
14. **Release of Information** Proposers providing responses as a result of this solicitation will be notified of Purchasing and Contract Services' recommendation for award to the District's Board of Trustees, in advance of the Board's decision.

## B. EVALUATION OF RESPONSES

1. **Evaluation Criteria** This RFP process is being undertaken to enable the District to select one Proposer that will provide the services and printing product(s) that are the subject matter of this RFP. A review of the responsiveness of the submittals will be conducted to ensure that all requirements of the RFP have been met. District staff will evaluate RFP submittals initially to determine the responsiveness in meeting the terms, conditions, and specifications of the solicitation.

**Costs - 30%** Submittals will be evaluated on the basis of the pricing offer which will be determined by adding the sum of the costs of the class schedules as offered in Section A

**References - 15%** The Proposer firm will provide three references for which comparable work has been performed within the past three years. Information on each reference should be verified by Proposer prior to submittal in order to ensure accurate information presented to the District. Proposer shall provide the name of the client, a contact name who knew of Proposer's work, a telephone number, the nature of Proposer's work and the dates of association. Past quality of services, whether performed on schedule and within budget will be evaluated. If Proposer provides more than three references, then the District will randomly pick three of the references.

**Narrative Response – 55%** The Proposer shall provide information on a separate sheet (a maximum of 6 total pages) which sets forth the criterion that evaluates the Proposer's ability to meet our timing

requirements and the ability to deliver to Post Office locations as per our non-profit periodical rate.

**Key personnel** – Names of key personnel, their respective titles, experience and periods of service with the firm shall be included in the NARRATIVE RESPONSE. The personnel identified within the Narrative Response, as submitted, shall remain responsible throughout the period of this project and the lifetime of the Contract.

**Statement of Qualifications** - A narrative or other statement by the firm of its qualifications for the proposed project and the Proposer's statement of verification of their ability to meet all timing requirements as well as the ability to directly deliver to various Post Office locations at The District's non-profit periodical rate.

**Availability** - A brief statement of the availability of key personnel of the firm to undertake the proposed project.

- 2. Evaluation of Proposed Equal Product** The specifications contained herein describe products and/or services considered acceptable to the District. Specifications considered to be equal by the proposer may be submitted when authorized herein. It is the responsibility of the Proposer to provide full documentation as part of the response in order to establish a claim of proposed equal product offering.

Review of all such submitted documentation, examination of any Proposer's submittal, and determination as to whether a submittal meets the specifications contained herein shall be made by the District. **The opinion of the District shall be final.**

### C. LEGAL ISSUES

- 1. Acceptance of Response** A Proposer's response is subject to acceptance by the District at any time within ninety (90) days after opening of same, unless otherwise stipulated herein. Terms and conditions additional to or not identical to the terms and conditions contained herein are not solicited and may render the RFP/proposal non-responsive.
- 2. Assignment of Agreement** Contractor shall not assign, transfer, convey, sublet, or otherwise dispose of the items appearing in this solicitation, which he or she may be awarded, or any rights accruing there under, title or interest therein, funds to be received hereunder, or any power to execute the same without the prior consent, in writing, of the District.

**Notice is hereby given that the District will not honor any assignment made by the contractor unless the District has consented in writing.**

- 3. Cancellation Of Agreement** The District reserves the right to cancel the agreement resulting from this solicitation in its entirety upon thirty (30) days' written notice at no cost except for products/services rendered. Such cancellation would be reserved for unsatisfactory service, discontinuation in District funding, reduction in enrollment, or change in scope of District programs and/or policies.
- 4. Excuse For Nonperformance** Contractor and or the District, shall be excused from performance hereunder during the time and to the extent that they are prevented from obtaining, delivering or performing in the customary manner, by act of God, fire, strike, partial or total interruption of, loss or shortage of transportation facilities, lockout, commandeering of raw materials, products, plants or facilities by the government. When satisfactory evidence thereof is presented to the District, and such evidence is satisfactorily established that the nonperformance is not due to the fault or negligence of the contractor, Contractor and or the District shall be excused from performances.
- 5. Hold Harmless** Contractor agrees to indemnify and to hold free and harmless the District, its officers, employees and agents, from all loss, liability, damages, costs or expenses (including reasonable legal

expenses and court costs) to the highest level of indemnification required that may or might at any time arise or be asserted against District, its officers, employees and agents, arising by reason of, in the course of, or in connection with, the performance of this contract including any loss, liability, damages, costs or expenses resulting from the sole negligence of the contractor, or both contractor and District, but excluding any loss, liability, damages, costs or expense resulting from the sole negligence of the District.

The indemnification shall include, but is not limited to, liability of any nature or kind whatsoever, on account of use by the publisher or author, manufacturer or agent, of any copyrighted or un-copyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used under this solicitation and any resulting contract.

**6. Protection Of Work And Property** The awarded Contractor shall be responsible for all damages to persons or property that occur as a result of his/her fault or negligence in connection with the execution of this contract and shall be responsible for the proper care and protection of District property and all materials provided. All work shall be performed solely at the Contractor's risk. Contractor shall take all necessary precautions for safety of all personnel on the work site and shall comply with all applicable safety laws and codes to prevent accidents or injury to persons on or about the premises where work is being performed.

**7. Right to Reject/Waive** The District reserves the right to reject any or all responses, or to waive any minor irregularities or informalities in any response, or in the solicitation process.

The District also reserves the right to waive minor variations in specifications and evaluate Proposers and make awards considering the equipment and services being responded.

**Responses varying from District specifications in any major detail are not considered responsive and are automatically disqualified. The District's opinion shall be final.**

**8. Insurance** Contractor shall take out and maintain, during the life of this contract, such public liability and property damage insurance in an amount not less than \$1,000,000.00; fire insurance in an amount not less than full replacement cost, and insurance covering special hazards such as automotive and trucks, in an amount not less than \$1,000,000.00, as shall protect Contractor and the District from all claims for personal injury, including accidental death, as well as all claims of property damage arising from operations under this contract. District shall be added as an insured under said policies of insurance. Said policies of insurance shall provide for a 30-day written notice to District before cancellation or material change.

Contractor shall require its subcontractors, if any, to maintain similar public liability and property damage insurance in amounts as hereinafter set forth. Contractor shall not commence work nor shall it allow any subcontractor to commence work under this contract until it has obtained all required insurance and certificates, which have been delivered to and approved by the District Purchasing and Contract Services Manager.

#### **D. DELIVERY**

**1. Conformity To Specifications** . All products and services furnished as a result of this solicitation must comply with the specifications cited herein. Materials, equipment, and services provided are subject to inspection and approval after delivery. The District reserves the right to reject any portion of a shipment or service that is defective or fails to comply with the specifications, without invalidating the remainder of the order. Such rejection will be at the risk and expense of the contractor.

#### **E. SPECIAL TERMS AND CONDITIONS**

**1. Performance Bond** The successful proposer shall be required to furnish a bond of surety from a

company satisfactory to the Board of Trustees, cash or certified cashier's check payable to the San Diego Community College District, guaranteeing faithful performance of any contract resulting from this solicitation, including but not limited to delivery, warranty terms, and post-warranty maintenance terms. The period of the bond or other surety must be for a minimum of five years from award of the contract. Such surety must be provided within ten business (10) days from award of contract.

For purposes of this solicitation, **\$5,000.00** (non-interest bearing) will be considered appropriate performance surety.

**Failure of the successful proposer to provide the performance surety after award of agreement as required may result in the termination of the contract.**

- 2. Liquidated Damages** If services are not provided by the Contractor in accordance with the terms, conditions, and specifications of the Contract resulting from this solicitation, it is understood that the District will suffer damage. It being impractical and infeasible to determine the amount of actual damage, it is agreed that Contractor shall pay to the District as fixed and liquidated damages, and not as a penalty, the sum of One Hundred Dollars (\$100.00) for each calendar day that equipment is not functioning or services are not provided in accordance with the Contract.

Liquidated damages shall not be charged because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of Contractor including, but not restricted to, acts of God, or of public enemy, acts of Government, acts of the District, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather or delays of manufacturers due to such causes. Contractor shall within ten (10) days of the beginning of any such delay, notify the District in writing of the causes for delay; thereupon the District shall ascertain the facts and extent of delay and grant an extension of time for delivery when in the judgment of the District, the findings of fact justify such an extension. The District's findings of fact thereon shall be final and conclusive on the parties hereto.

- 3. Cancellation For Default By Contractor** The District may by written notice terminate a Purchase Order and/or Contract resulting from this solicitation for Contractor's default, in whole or in part, at any time, if Contractor refuses or fails to comply with the provisions of said Purchase Order or Contract, or so fails to make progress as to endanger performance and does not cure such failure within a reasonable period of time, or fails to make deliveries of the materials or perform the services within the time specified or any written extension thereof. In such event, the District may purchase or otherwise secure the materials or services, and except as otherwise provided herein, Contractor shall be liable to the District for any re-procurement costs incurred by the District in excess of the costs which the District would have had to pay under this Contract.

The District shall recover such excess costs by any means necessary including but not limited to claims against the Contractor's performance bond, deducting the amount from any outstanding invoices from the vendor for other products or services, or through litigation.

## F. CALENDAR

**April 26, 2018** RFP's are available.

**April 30-May 1, 2018 - Receipt of Questions.** Any oral communication concerning this RFP is not binding amongst any party or Proposer to this RFP and shall in no way modify the RFP or the obligation of the District. All communication shall be in writing & email to Mr. Edward L. Cook [ecook@sdccd.edu](mailto:ecook@sdccd.edu) during the question period only. *Receipt of written questions shall conclude on Tuesday, May 1 at 4pm.*

**May 1, 2018 - Optional Sample Schedules Available.** Proposers interested in obtaining prior Schedule(s) for review and example purposes *ONLY* shall contact Jeff Mills to arrange for pick up at the



District Office 619.388.6717 or email [jmills@sdccd.edu](mailto:jmills@sdccd.edu). Alternately, proposers may provide Federal Express Account numbers or self-addressed/stamped envelopes for Schedule(s) mailing to Jeff Mills  
*Sample Schedules will be available until 4pm Tuesday May 1, 2018*

**May 1, 2018 - OPTIONAL Pre-Proposal Conference/Informational Exchange Meeting.**

Start Time: 11:00 am  
Location: San Diego Community College District  
District Office Room 245  
3375 Camino del Rio South  
San Diego, CA 92108

The purpose of the Pre-Proposal Conference shall be to clarify the contents of this Request for Proposal in order to prevent any misunderstanding of the District's intent and/or position. Any clarification requirement regarding this Request for Proposal or any apparent omission or discrepancy shall be presented to the District at this conference. The District shall determine appropriate action, if any. As required, the District shall issue a written addendum to this Request for Proposal following the Pre-Proposal Conference.

**May 16, 2018 - RFP Closing.** Completed Submissions are due and must be received by 9:00 am. PST. Late submittals will be disqualified. Proposals must be submitted in original format for all documents in a SEALED envelope or carton clearly marked with the RFP number. Any information not responsive will be disregarded.

Send Responses to:  
Purchasing and Contract Services  
San Diego Community College District  
3375 Camino Del Rio South, Suite 270  
San Diego, CA 92108  
RFP # 18-02 Printing of Class Schedules

**May 16, 2018 - Response Opening.** Submissions shall be unsealed and read aloud at 10:30 am at 3375 Camino Del Rio South, San Diego, California 92108 Suite 245.

**June 7, 2018 – Board Meeting**

**G. SUBMISSION REQUIREMENTS/CHECKLIST**

The District reserves the right to reject any and all submittals that do not respond to all instructions in this RFP.

Proposers must submit the required number of sets of all requested information, including but not limited to the following:

- Addenda Receipt Acknowledgement
- Contractor's renewal option questionnaire (page 15 #1)
- Designation of Subcontractor's Sheet (page 4 #6)
- EEO & Affirmative Action Certification
- Minority, Woman and Disabled Veteran Owned
- Narrative Response (page 5 #1)
- Non-collusion Affidavit
- Price List (Section A, page 16-19)
- Production Facility Statement (page 15 #2)
- Production Timeline (Section C, page 20)
- Subcontractor's References
- Three References (3)
- Workers Compensation Certification

### III. PROPOSER'S RESPONSE SECTION

Proposers must provide the following information in their RFP/proposal. Failure to provide any of the requested information may result in a RFP/proposal being determined non-responsive.

#### A. PROPOSED SUBCONTRACTOR

If Proposer is proposing to use a subcontractor to perform under any contract resulting from this solicitation, Proposer must disclose the proposed subcontractor's name, address, contact name/telephone number, and function of subcontractor.

### IV. SPECIAL TERMS AND CONDITIONS

A. **SAMPLE SCHEDULES are available upon request.** Available from the district representative during a specified time only, see sample schedule page 8 of 20.

#### B. QUALITY CONTROL

The proposer must have an established facility under his/her control capable of performance under the section of the contract(s) proposal upon. Contractor shall designate one person to be sole contact for quality control and production scheduling. This person shall be responsible for supervising production, maintaining quality and contacting the District representative in the event of any production problems.

#### C. DISTRICT POINT OF CONTACT

The District point of contact for performance under this contract will be the Vice Chancellor, Instructional Services, or designee. Name and phone number will be provided at time of award of the contract. All contractual issues (i.e., changes in scope of contract, including pricing) should be addressed to and authorized in writing by the District's Purchasing and Contract Services Department, (619) 388-6562.

#### D. SCOPE OF WORK

The following class schedules are covered under this Proposer/contract:

Spring, Summer, Fall

1. Combined class schedule for colleges (City, Mesa, and Miramar).
2. Combined class schedule for Continuing Education Centers.

#### E. CONTRACTOR RESPONSIBILITY

Contractor is responsible for composition, printing, binding, packaging, and delivery to US Post Office Destination Delivery Units (DDUs), and District locations. Pick-ups and deliveries of materials and proofs are to be made at various SDCCD locations.

#### F. PRINTING SPECIFICATIONS

##### 1. Witnessing Press Runs

The District reserves the right to have a representative present during all or part of the press run of each class schedule issue. The contractor shall notify the District representative not less than thirty-six hours prior to the beginning of the press run of the time that the issue will go on the press, and shall make open to the District all appropriate parts of the printing plant during the press run.

The District representative or designee retains the authority to review samples during the press run and evaluate them for printing and binding quality. Presence of a District representative during the press run does not absolve the contractor of responsibility to maintain independent high standards of quality control.

## 2. Quality of Work

The contractor is expected to provide high-quality workmanship. For example, the contractor is required to render halftones clearly; produce even ink coverage on solids and translate illustrations and typography crisply so as to be true to the original image and the artist's/District's instructions; maintain consistency of ink coverage from page to page, signature to signature, and book to book; manifest no shadow marks, stray lines, smudges, blurriness, roller tracks or misaligned color work; and assure that all cutting, folding and stitching/binding are even, square, consistent, accurate, and bound without wrinkles or tears in the bound book.

Off-color screening due to color contamination may render screens useless and may not be accepted.

Smaller trim sizes and photocopy reductions will not be accepted.

Maximum tolerable variances are:  $\pm 10\%$  in screen tint;  $\pm 1/16$ " in register.

Quality control of the INDICIA IS MANDATORY. Indicia must be removed from covers for those schedules delivered to colleges.

## 3. Quantity

The contractor will bear all financial responsibility for rectifying any deviations in quantities including, but not limited to, rerunning schedules to correspond with quantities ordered, contractor staff time to obscure unwanted indicia or to apply unprinted indicia, and all associated pick-ups and deliveries.

Page increments and quantities represent historical quantities needed in previous year. Exact quantities will be determined for each printing that reflects present needs and current enrollment. Contractor will be notified in writing of exact quantities required for each semester.

**UNDERRUNS MAY NOT BE ACCEPTED; OVERRUNS IN EXCESS OF FIVE PERCENT WILL NOT BE PAID.**

## 4. Timeline/Deliveries

All deliveries to, and pick-ups from, District sites are the responsibility of the contractor. Section B(page 20) is a sample timeline with approximate dates showing expected pick-ups and deliveries. Firm dates will be provided to the contractor after award of contract. Deliveries are to be NO LATER than dates and times specified, and pick-ups are to be NO EARLIER than specified on the timelines provided by the District unless agreed in advance. The District will attempt to minimize the number of deliveries and pick-ups. Additional charges are not authorized for deliveries and pick-ups.

Split deliveries (e.g., mailing house and campuses) may be requested by District. Numerous stops are anticipated; locations and addresses are shown on Exhibit B for reference. District will provide exact delivery points. NO PARTIAL DELIVERIES ARE TO BE MADE TO ANY LOCATION without prior District approval.

**Contractor will be responsible for delivery to any mailing house selected by the District within San Diego County.**

Contractor is responsible for checking with each campus Receiving Department as to suitable time of day to deliver finished schedules (listing to be provided at time of award for each location, with telephone number).

Completed schedules are to be bundled for ease in handling for campus deliveries and in accordance with mailing house specifications for those deliveries.

**Unbundled copies will not be accepted at campus sites. Copies of delivery memoranda, signed by receiving**

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agent, must be sent to the District representative.

## G. PRINTING REQUIREMENTS

### 1. College Combined Class Schedule

The college combined class schedule is composed of narrative and the course listings of the three colleges.

Page size: 8 1/4" x 10 3/4" to 8 1/4 x 10 7/8 trim size as trimmed on three (3) sides. Printer to specify trim size on their Proposal response.

Stock: Guts - 30# white newsprint or equivalent.

Cover: 80# #3 gloss coated book, white.

Inks: Cover - 4 color process—inside and out.

Guts: Black and up to five additional PMS colors to differentiate the college and other sections. The district will coordinate with the printer representative to adjust the imposition/pagination guide if needed.

Binding: Saddle-stitched.

Art: Cover art and guts will be developed in Adobe InDesign and supplied in PDF format. The district can supply hard copy and electronic files on paper and storage media; or upload to a designated folder via the internet.

All art remains the property of the District and is to be returned to the District within five working days of completion of each issue.

Delivery: Completed schedules are to be plastic strap bound, **25 schedules to a bundle maximum**, for ease in handling for campus deliveries and in accordance with mailing house specifications for those deliveries. The pressure of the strap binding must be sufficient to hold the bundle together but not so tight that it tears or wrinkles individual schedules.

Unbundled copies will not be accepted at campus sites. Copies of delivery memoranda, signed by receiving agent, must be sent to the District representative.

Mailing Services: Completed combined schedules are to be saddle-stitched together. **Optional - Proposer may elect to handle mail preparation internally or subcontract to a mailing house.** The printer (or subcontractor) is responsible for labeling and delivery to the 22 San Diego-area Destination Delivery Unit Post Offices specified by the district (Exhibit B). Copies of delivery memoranda must be sent to the District representative.

Proofs: Contractor to provide District representative with a complete blueline. On the Proposer Response Form, the Proposer is to indicate the cost per page for author's changes to blueline; and the cost per page for extra blueline(s) requested by author.

For covers (outside front and outside back, inside front and inside back--four pages total), printer to provide to the District representative a match print quality proof (due to color sensitivity).

If the covers are printed by a subcontractor, the proof must be equivalent to match print quality. The subcontractor will produce the match print proof so the district representative can be assured that the proof is calibrated to the sub-contractor's press. Colors should be true and within registration.

Prices: Proposer to complete matrices in the Proposal Response Section.

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2. Continuing Education Class Schedule

Page size: 8 1/4" x 10 3/4" trimmed on three sides.

Stock: Guts - 30# white newsprint or equivalent.

Cover: 70# gloss coated, white book stock.

Insert: SDCE Community Education Program 12 pages. 4c process, 70# gloss coated, white bookstock (same specification as outside cover).

Inks: Cover: Four color process (outside). Black plus one PMS (inside).

Guts: Black plus one PMS color.

Color may run as 100% spot color and/or screens on all or part of the inside pages.

Binding: Saddle-stitched.

Art: Cover art and guts will be developed in Adobe InDesign and supplied in PDF format. The district can supply hard copy and electronic files on paper and storage media; or upload to a designated folder via the internet.

All art remains the property of the District and is to be returned to the District within five working days of completion of each issue.

Halftones: 133-lines per inch from continuous tone black and white reflectives. On the Proposal Response Form, the proposer is to indicate the cost per halftone.

Proofs: Match print quality. If the covers are printed by a subcontractor, the proof must be equivalent to match print quality. The sub-contractor will produce the match print proof so the district representative can be assured that the proof is calibrated to the sub-contractor's press. Colors should be true and within registration.

For covers (outside front and back), printer to provide to the District representative a match print proof (due to color sensitivity).

Delivery: Completed schedules are to be plastic strap bound, **50 schedules to a bundle maximum**, for ease in handling for campus deliveries and in accordance with mailing house specifications for those deliveries.

Unbundled copies will not be accepted at campus sites. Copies of delivery memoranda, signed by receiving agent, must be sent to the District representative.

Prices: Proposer to complete the matrices on the Proposal Response Form.

Information Items

3. Postcards

Stock: White bookstock #118, glossy finish

Size: 6 x 8.5 inches

Inks: Four color process Side A; Black plus one PMS color, Side B.

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Prices: For information purposes only, not considered as part of Proposal determination. Proposer to indicate cost per thousand below.

Quantities: For one semester:

City College	198,000 = \$ _____ per thousand
Mesa College	160,000 = \$ _____ per thousand
Miramar College	60,000 = \$ _____ per thousand

**4. Letterfold/Gatefold Individual Class Schedule Cover**

Same basic specifications (stock, ink, finish, binding, etc.) as #1 above but expanded to a Letterfold/Gatefold cover - six pages - three panels two sides (front cover has full-page inside flap)

Stock: Cover - 80# gloss coated book, white.

Size: Flat size: 24.75" x 10.625" plus bleed  
Trim Size: 10.625" x 8.25"

Inks: Cover: Side A (outside) and Side B (inside) - Black plus one PMS (a different PMS for each college).

*Printer to indicate if front cover must short fold to keep machine fold and bound, and what final front inside flap width should be on layout.*

Prices: For information purposes only, not considered as part of proposal determination. Proposal to indicate cost per thousand increase for this cover versus the cover specified in #1 above.

Quantities: For one semester:

City College	198,000 = \$ _____ increase per thousand
Mesa College	160,000 = \$ _____ increase per thousand
Miramar College	60,000 = \$ _____ increase per thousand

**H. SOLICITATION RESPONSE FORM**

All responses must be submitted on this and the following forms. Proposers must complete the forms in their entirety. Failure to provide the requested information may result in the response being judged non-responsive to the solicitation.

**1. Contract Renewal Option** The District reserves the right to renew through a formal extension of this contract for two additional one-year periods. Time of such extension is to begin the day after the end of the preceding term of the contract and end a full year thereafter. Vendor performance will be a major factor in determining whether to exercise the renewal options. By submitting this response, the Proposer accepts the District's right/option to extend the contract.

How long are the prices contained within Proposer's submittal firm through?

If Proposer's offer contains escalation pricing, Proposer must complete the following:

**PRICE ADJUSTMENT CLAUSE:**

Pricing should include anticipated paper fluctuation. Paper pricing 60 days prior to renewal must be submitted to the District for verification

First Renewal Option at District discretion, 06/08/19 thru 06/07/20 \_\_\_\_\_%

Second Renewal Option at District discretion 06/08/20 thru 07/06/21 \_\_\_\_\_%

Price increases for contract renewal periods are not automatic. Contractor must submit proposed price increases, with justification for such increases, to the District Purchasing and Contract Services Manager at least 60- days prior to the end of the current contract period.

Any price decreases allowed by contractor to other customers during contract period and/or renewal periods for similar work must be passed on to the District.

**FAILURE TO COMPLETE THE PRICE ADJUSTMENT CLAUSE WILL BE CONSTRUED BY THE DISTRICT TO MEAN OFFERED PRICES ARE FIRM FOR THE DURATION OF A THREE-YEAR CONTRACT.**

**2. Production Facility** - The contractor must have an established facility under his control capable of performance under this contract. The contractor must be within acceptable regions in order to facilitate press checks and timeline turnaround of proofs. Overnight delivery and pickups by overnight express is not acceptable. This criterion that evaluates the Proposer's ability to meet our timing requirements and the ability to deliver to Post Office locations as per our non-profit periodical rate

Name of facility \_\_\_\_\_

Location \_\_\_\_\_

Person to contact/Phone number \_\_\_\_\_

**3. Price Offer** Proposer must complete the following price offer information. Failure to provide any of the information required may result in the offer being determined non-responsive. See "Basis for Award and Evaluation Criteria" for information on how your offer will be evaluated.

**SECTION A: COST RESPONSE FORM**

**MATRIX PRICING (Exhibit A)**

The proposer is required to fill in all information requested for Exhibit A. Deletion of any piece of information in a single section will disqualify the proposer from consideration.

**The following matrices that cover all possible combinations of number of pages, colors, and copies of class schedules that the District may produce during the life of the contract. Proposers are required to propose on every circumstance as noted on the matrices (cells which are shaded gray need not be completed).FAILURE TO DO SO WILL RESULT IN THE PROPOSAL BEING DETERMINED NON-RESPONSIVE.**

"Numbers of pages" represents number of newsprint pages before a bookstock wrap cover. Price should include cost of bookstock wrap where called for in descriptive box.

Each price should be per/thousand price only.

**LEAVE SPACE BLANK**









**SECTION B: EXTRA COSTS**

Proposers must provide prices for increases or decreases in the number of blueline alterations.

1. Author alterations to blueline match print (no charge allowed for printer errors):

Number of blueline alterations without charge:

\_\_\_\_\_

Charge for additional blueline alterations:

\$\_\_\_\_\_/page

**SECTION C: PRODUCTION TIMELINE SAMPLE**

**District Online Learning Pathways  
Fall 2018 Schedule Production Timeline**

**City/Mesa/Miramar Colleges**

<b>Dates</b>	<b>Description</b>
11/6/17 - 11/12/18	Update Fall 2018 class information in Student System
4/13/2018	Student Services Changes
4/13/2018	First Download
5/11/2018	Second Download
5/18/2018	Student Services 1st review due back to Instructional Services
6/5/2018	Page Proofs Due to Instructional Services
6/9/2018	Review Final Page Proofs
6/13/2018	Page Proof Files due to Commercial Printers
6/18/2018	Printer Delivers Bluelines to Instructional Services
6/19/2018	Printer Picks Up Bluelines from Instructional Services
6/26/2018	Schedules Delivered to Colleges and DDUs
7/18/2018	Registration by Appointment Begins

***\*All new programs and program revisions must be approved by CIC, Board of Trustees, the California Community Colleges Chancellor's Office (CCCCO), and may be subject to Western Association of Schools and Colleges (WASC) approval before they may be published in the class schedule.***

**Deliveries: 10 a.m. Pick Up: 4 p.m. unless otherwise agreed.**

**This timeline may be subject to minor changes mutually agreeable to the District and to the awarded contractor, but final delivery dates are firm. In the event the District fails to meet production timelines, the delivery dates may be adjusted through negotiation between the District and the contractor.**