



Request for Proposal

RFP #20240620

ISU Printing and Mailing Postcards

Fall 2024

ISU College of Education

Albion Center

*** Amendment 1 (one), 7/9/2024, to change due dates of written questions due and answered. See next page (RFP Administrative Information)*

Issue Date: June 20, 2024

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1 RFP Administrative Information

RFP Title:	ISU Printing and Mailing Postcards Fall 2024 ISU College of Education Albion Center
RFP Project Description:	Obtaining lists and addresses, printing and mailing postcards to recipients on lists.
RFP Lead:	Wendy Holder, Sr. Buyer 208-282-2955 holdwend@isu.edu
To submit electronically, email Proposal to:	holdwend@isu.edu
To submit using mail carrier, send to:	Wendy Holder Idaho State University – Purchasing Services 921 S. 8 th Ave., Stop 8110 Pocatello, ID 83209
RFP Issue Date:	June 20, 2024
Pre-proposal conference call (optional):	June 28, 1 PM MT
Register for pre-proposal call by:	June 26, 4 PM MT
Deadline to Receive Questions (written):	July 3, 4 PM MT July 12, 4 PM MT
Questions Answered:	July 9, 4 PM MT July 17, 4 PM MT
RFP Closing Date (Proposals Due), late Proposals will not be accepted:	July 31, 4 PM MT
RFP Opening Date:	10:00 am Mountain Time The next business day after closing.
Term of contract:	1 campaign with the option of 1-3 additional campaigns upon mutual agreement.

- List of attachments:
- Attachment 1, Proposer Questions, located within this RFP document.
 - Attachment 2, Specifications – Mandatory
 - Attachment 2A, Scope of Work – Mandatory/Evaluated
 - Attachment 3, Cost Proposal – Mandatory/Evaluated
 - Attachment 4, References - Evaluated
 - Attachment 5, Signature Page – Mandatory

2 OVERVIEW

2.1 Purpose

Idaho State University (the University), through the College of Education's Albion Center for Professional Development is seeking proposals for a direct mail campaign to advertise continuing education courses to K-12 educators nationwide.

A sample of the postcard will be available by August 1, 2024.

2.2 Pre-Proposal Conference

A non-mandatory pre-proposal conference call will be held at the time indicated in Section 1, RFP Administrative Information, of this RFP. This will be an opportunity to ask questions, in person, with the ISU stakeholders. All interested parties are invited to participate by contacting the RFP Lead. Those choosing to participate must pre-register with the RFP Lead via email with the name and contact information of participant(s) to receive conference call meeting details and an invitation. Offerors must register by June 25, 4 PM MT. Any oral answers given by the University during the pre-proposal conference are unofficial, and will not be binding on the University. Questions asked during the pre-proposal conference are to be submitted in writing using *Attachment 1, Proposer Questions*.

2.3 Questions

All correspondence shall be in writing.

Questions relating to this RFP must be submitted in writing to the RFP Lead, by the date and time noted in Section 1, Administrative Information, in order to be considered.

It is requested that the email subject line state "RFP #20240620 Printing and Mailing ISU Postcards Fall 2024 Questions".

Official answers to all written questions will be posted on the Idaho State University Purchasing web page <https://www.isu.edu/purchasing/> as an addendum to this RFP.

Any questions regarding the **Terms and Conditions found within this RFP**, and the Idaho State University Standard Contract Terms and Conditions, found at <https://www.isu.edu/purchasing/>, "Vendor Resources", **must also be submitted in writing, using Attachment 1, Proposer Questions (located within the RFP document), by the deadline identified in Section 1.** The University will not consider proposed modifications to these requirements after the date and time set for receiving questions. Questions regarding these requirements must contain the following:

1. The rationale for the specific requirement being unacceptable to the party submitting the question (define the deficiency);
2. Recommended verbiage for the University's consideration that is consistent in content, context, and form with the University's requirement that is being questioned;
3. Explanation of how the University's acceptance of the recommended verbiage is fair and equitable to both the University and to the party submitting the question.

Proposals which condition the Proposal based upon the University accepting other terms and conditions not found in the RFP, or which take exception to the University's terms and conditions, will be found non-responsive, and no further consideration of the Proposal will be given.

3 INSTRUCTIONS FOR PROPOSAL SUBMISSIONS

The current versions of the Idaho State University Standard Contract Terms and Conditions and Solicitation Instructions to Vendors are incorporated, by reference into this solicitation, and any resulting contracts as if set forth in their entirety. In addition, the laws of the State of Idaho are referenced into this solicitation and shall apply. The Idaho State University Terms and Conditions can be found at: <https://www.isu.edu/purchasing/vendor-resources/terms-and-conditions/>

No other terms and conditions will apply unless submitted as part of the bid response, and accepted by the University. Failure, by any submitting vendor to obtain a copy of these documents will in no way constitute or be deemed a waiver by Idaho State University of any term, condition or requirement contained in the referenced documents; and no liability will be assumed by Idaho State University for a submitting vendor's failure to consider the Idaho State University Standard Contract Terms and Conditions and Solicitation Instructions to Vendors in preparing its response to the solicitation.

3.1 Submission of Bids – Manual / Electronic

Electronically submitted bids are preferred. Electronically submitted bids must be submitted via email to holdwend@isu.edu. Include all mandatory required documents. The subject line of the email should say, RFP #20240620 Printing and Mailing ISU Postcards Proposal Fall 2024.

If you wish to submit mail your proposal manually via USPS, Fed Ex, UPS, etc., use the mailing address in Section 1, Administrative Information. Your proposal package must include all of the required documents. Offerors submitting manually must also submit one (1) electronic copy of the proposal on a USB device. Word or Excel format is required (the only exception is for financials, brochures or other information only available in an alternate format). The format and content must be the same as the manually submitted proposal. The electronic version must NOT be password protected or locked in any way.

If your proposal contains trade secret information which you have identified, you must also submit a redacted copy of the Technical Proposal (in electronic format, with the word “redacted” in the file name) with all trade secret information removed or blacked out; as well as a separate document containing a complete list (per the instructions in Subsection 5.2, below) of all trade secret information which was removed or blacked out in the redacted copy.

Your Proposal must be sealed, and identified as “RFP 20240620 Printing and Mailing ISU Postcards Proposal Fall 2024”.

The Cost Proposal (Attachment 3) must be separately sealed, and identified as “Cost Proposal – Printing and Mailing ISU Postcards Proposal Fall 2024.”

The Technical Proposal and separately sealed Cost Proposal must be submitted at the same time. For manual proposals, place all proposal response materials within one package.

(M) Signature Page

Proposals must include an Idaho State University supplied signature page (Attachment 4), which must contain a HANDWRITTEN signature executed in INK and be returned with the relevant Solicitation documents. Your Signature Page should be included at the FRONT of your Technical Proposal.

4 PROPOSAL FORMAT

4.1 These instructions describe the format to be used when submitting a proposal. The format is designed to ensure a complete submission of information necessary for an equitable analysis and evaluation of submitted proposals. There is no intent to limit the content of proposals.

4.1.1 Evaluation Codes

(M) Mandatory Specification or Requirement - failure to comply with any mandatory specification or requirement may render Offeror's proposal non-responsive and no further evaluation will occur.

(ME) Mandatory and Evaluated Specification - failure to comply may render Offeror's proposal non-responsive and no further evaluation will occur. Offeror is required to respond to this specification with a statement outlining its understanding and how it will comply. Points will be awarded based on predetermined criteria.

(E) Evaluated Specification - a response is desired and will be evaluated and scored. If not available, respond with "Not Available" or other response that identifies Offeror's ability or inability to supply the item or service. Failure to respond will result in zero (0) points awarded for the specification.

Note: Offerors are directed to IDAPA 38.05.01.074.03.a, as well as IDAPA 38.05.01.091.05, which allow the designated UNIVERSITY official to waive minor informalities as well as minor deviations. The University also reserves the right to seek clarification on any **M** or **ME** requirement.

4.1.2 Table of Contents

Include a table of contents in the Technical Proposal, (sections 5, 6, and 7), identifying the contents of each section, including page numbers of major subsections.

4.1.3 Format

Proposals shall follow the numerical order of this RFP starting at the beginning and continuing through the end of the RFP. Proposal sections and subsections shall be identified with the corresponding numbers and headings used in this RFP. In your response, restate the RFP section and/or subsection, followed with your response.

Offerors are encouraged to use a different color font, bold text, italics, or other indicator to clearly distinguish the RFP section or subsection from the Offeror's response.

5 MANDATORY SUBMISSION REQUIREMENTS

5.1 **(M)** Cover Letter (Sections 5.1 – 5.1.8 and 5.3 are Mandatory)

The Technical Proposal must include a cover letter on official letterhead of the Offeror; with the Offeror's name, mailing address, telephone number, facsimile number, e-mail address, and name of Offeror's authorized signer. The cover letter must identify the RFP Title and number, and shall be signed by an individual authorized to commit the Offeror to the work proposed. In addition, the cover letter must include:

5.1.1 Identification of the Offeror's corporate or other legal entity status. Offerors must include their tax identification number. The Offeror must be a legal entity with the legal right to contract.

5.1.2 A statement indicating the Offeror's acceptance of and willingness to comply with the requirements of the RFP and attachments, including but not limited to Idaho State University Standard Contract Terms and Conditions <https://www.isu.edu/purchasing/vendor-resources/terms-and-conditions>

5.1.3. A statement of the Offeror's compliance with affirmative action and equal employment regulations.

5.1.4 A statement that Offeror has not employed any company or person other than a bona fide employee working solely for the Offeror or a company regularly employed as its marketing agent, to solicit or secure this contract, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the Vendor or a company regularly employed by the Vendor as its marketing agent, any fee, commission, percentage, brokerage fee, gifts or any other consideration contingent upon or resulting from the award of this contract. The Offeror must affirm its understanding and

agreement that for breach or violation of this term, the University has the right to annul the contract without liability or, in its discretion, to deduct from the contract price the amount of any such fee, commission, percentage, brokerage fee, gifts or contingencies.

5.1.5 A statement naming the firm and/or staff responsible for writing the proposal.

5.1.6 A statement that Offeror is not currently suspended, debarred or otherwise excluded from federal or state procurement and non-procurement programs. Vendor information is available on the Internet at: <http://sam.gov>.

5.1.7 A statement affirming the proposal will be firm and binding for one hundred twenty (120) days from the proposal opening date and through the duration of the contract.

5.1.8 A statement, by submitting its proposal, that the Offeror warrants that any contract resulting from this Solicitation is subject to Executive Order 2009-10 [http://gov.idaho.gov/mediacenter/execorders/eo09/eo_2009_10.html]; it does not knowingly and willfully employ persons who cannot legally work in this country; it takes steps to verify that it does not hire persons who have entered our nation illegally or cannot legally work in the United States; and that any misrepresentation in this regard or any employment of persons who have entered our nation illegally or cannot legally work in the United States constitutes a material breach and will be cause for the imposition of monetary penalties up to five percent (5%) of the contract price, per violation, and/or termination of its contract.

5.2 Trade Secrets

Trade secrets are described as a technique to “include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.” If there is any material in your proposal that contains trade secrets, mark sections with a trade mark notation. Offerors must also:

Identify with particularity the precise text, illustration, or other information contained within each page marked “trade secret” (it is not sufficient to simply mark the entire page). The specific information you deem “trade secret” within each noted page must be highlighted, italicized, identified by asterisks, contained within a text border, or otherwise clearly delineated from other text/information and specifically identified as a “trade secret.”

Provide a separate document entitled “List of Redacted Trade Secret Information” which provides a succinct list of all trade secret information noted in your proposal; listed in the order it appears in your submittal documents, identified by Page#, Section#/Paragraph#, Title of Section/Paragraph, specific portions of text/illustrations; or in a manner otherwise sufficient to allow the University’s procurement personnel to determine the precise text/material subject to the notation.

5.3 (M) Executive Summary

Include an executive summary in the Technical Proposal providing a condensed overview of the contents of the Technical Proposal demonstrating an understanding of the services to be performed.

The Technical Proposal consists of sections 5 (Mandatory Submission Requirements), 6, (Business Information), and 7, (Organization and Staffing).

6 BUSINESS INFORMATION

6.1 (ME) Experience

Idaho State University is seeking responses from proposers with a minimum of 5 years of similar experience, including buying mailing lists, printing large volumes of material (over 1 million pieces), coordinating the mailing of large quantities of pieces (over 1 million). Describe in detail your knowledge and experience in providing services similar to those required in this RFP. Include business history, and customer base. If possible, include a list of higher education institutions where you have provided similar services in the past 5 years. If your company doesn’t have the exact experience described, list experience that is as similar as possible.

6.2 (E) References

Provide three (3) completed Reference Questionnaires. *See Attachment 5*. The University prefers to receive references from firms for whom you have done similar work. ISU reserves the right to contact your references by phone and/or email; and to contact other entities with whom your firm has done business, whether or not they were provided as a reference.

7 ORGANIZATION AND STAFFING

Describe your qualifications to successfully complete the requirements of this RFP by providing a detailed response to the following:

7.1 (M) Key Personnel

Provide a list of key management, customer service, and other personnel, and their qualifications to be used in the fulfillment of this contract.

8 SCOPE OF WORK / SPECIFICATIONS (See Attachments 2 and 2A)

8.1 (M and ME)

Complete the Specifications document (Attachment 2), and the Scope of Work excel sheet (Attachment 2A), and attach it with your proposal.

9 COST PROPOSAL AND PAYMENT REQUIREMENTS (See Attachment 3)

(ME) Use Attachment 3 to respond to the cost proposal of this RFP. Do not alter the format of the attachment. Doing so may cause your proposal to be found non-responsive and to be given no further evaluation.

Your cost(s) must be fully burdened to include, but not be limited to, travel costs, administrative costs, and all other work required to meet all the requirements of this RFP.

Include any pre-payments that will, or may, be required.

10 PROPOSAL REVIEW AND EVALUATION

The objective of the University in soliciting and evaluating proposals is to ensure the selection of a company that will produce the best possible results for the funds expended.

10.1

All proposals will be reviewed first to ensure they meet the Mandatory Submission Requirements of the RFP as addressed in Sections noted with an **(M)**. Any proposal(s) not meeting the Mandatory Submission Requirements may be found non-responsive and will be given no further consideration.

10.2

The Technical Proposal will be evaluated first and determined as either “pass” or “fail,” based on compliance with those requirements listed in the RFP with an **(M)** or **(ME)**. All proposals which are determined to be responsive will continue in the evaluation process outlined in this section.

10.3

The Technical Proposals that pass will be evaluated and scored by a Proposal Evaluation Committee.

10.4

Total points earned in the evaluation will be taken in to consideration during the selection process. However, a contract will be awarded to the company that is determined to be in the best interest of the University, based on the committees' evaluation. Proposer company reputation and past history in doing business with ISU will be considered and evaluated. The award is NOT being made based on lowest cost.

EVALUATION CRITERIA

Step 1 – Technical Proposal

Mandatory Submission Requirements (Section 5)	Pass/Fail
Business Information (Section 6)	400 points
References (Section 6)	100 points
Organization and Staffing (Section 7)	300 points

Step 2 – Scope of Work (Section 8, Attachment 2) 500 points

Step 3 – Cost (Attachment 3) 200 points

Total 1500 points

**The University reserves the right to contact any school, organization, or client that uses your services whether or not you have listed them as a reference and/or provided their contact information.*

Best and Final Offer (BAFO) and other proposal discussions: Proposal discussions with individual Offerors (including the utilization of one or more BAFO's may be conducted in accordance with IDAPA 38.05.01.083 and .084, as determined by the University to be in its best interest. *NOTE: Offerors should submit their best proposals initially as there is no guarantee that the University will conduct any discussions.*

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ATTACHMENT 1 - PROPOSER QUESTIONS

PLEASE DO NOT IDENTIFY YOUR NAME OR YOUR COMPANY'S NAME OR PRODUCT NAMES OF INTELLECTUAL PROPERTY IN YOUR QUESTIONS.

ADD ROWS BY HITTING THE TAB KEY WHILE WITHIN THE TABLE AND WITHIN THE FINAL ROW.

The following instructions must be followed when submitting questions using the question format on the following page.

1. DO NOT CHANGE THE FORMAT OR FONT. Do not bold your questions or change the color of the font.
2. Enter the RFP section number that the question is for in the "RFP Section" field (column 2). If the question is a general question not related to a specific RFP section, enter "General" in column 2. If the question is in regards to a University Term or Condition or a Special Term or Condition, state the clause number in column 2. If the question is in regard to an attachment, enter the attachment identifier (example "Attachment 1") in the "RFP Section" (column 2).
3. Do not enter text in the "Response" field. This is for the University's use only.
4. Once completed, this form is to be e-mailed to the RFP Lead listed on the RFP Administrative Page. The e-mail subject line is to state the RFP number followed by "Questions."

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	RFP Section	Question	Response
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