

Jacket: 413-153
Title: Retention Wave 3 "Renew Today" Perf Letter & Postcard Mailing
Agency: FEMA
Bid Opening: September 9, 2020 at 11:00 AM

Contractor Name	Bid	Terms		Discounted Total
Specialty Print Communications	\$38,471.00	5.0%	20 days	\$36,547.45
Sourceone Output Technologies	\$37,202.88	0.0%	0 days	\$37,202.88
Advantage Mailing LLC-Anaheim	\$77,971.05	2.0%	20 days	\$76,411.63
Las Vegas Color Graphics	\$125,555.00	5.0%	20 days	\$119,277.25
			days	
			days	
			days	
			days	
			days	\$0.00
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			days	\$0.00
			days	\$0.00
			days	\$0.00
			days	\$0.00
			days	\$4.00
			days	\$0.00

BID OPENING: Bids shall be opened at 11:00 AM., prevailing Eastern Standard Time (EST), on September 9, 2020 by the U.S. Government Publishing Office, in Washington, DC 20401. Due to the COVID-19 pandemic, this will NOT be a public bid opening.

BID SUBMISSION: NOTE: Due to the COVID-19 pandemic, the physical office will NOT be open. Based on this, vendors MUST submit e-mail bids to bidsapsdc@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time.

The Jacket Number 413-153 and bid opening date must be specified in the subject line of the e-mailed bid submission. Bids received after 11:00 AM EST on the bid opening date specified above will not be considered for award.

For information regarding the solicitation requirements prior to award, email Mary Wheeler @mwheeler@gpo.gov. For contract administration after award, contact APS DC at 202-512-0307.

Additional e-mailed Bid Submission Provisions:

The Government will not be responsible for any failure attributable to the transmission or receipt of the e-mailed bid including, but not limited to, the following—

- (1) Emails over 75 MB may not be received by GPO due to size limitations for receiving emails.*
- (2) The vendor's email provider may have different size limitations for sending e-mail, however vendors are advised not to exceed GPO's stated limit.*
- (3) Illegibility of bid.*
- (4) When the email bid is received by GPO it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the e-mailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the e-mail is received by GPO's email server as the official time stamp for bid receipt at the specified location.*

***PLEASE NOTE, COVID-19 REQUIREMENTS:** Once awarded, the chosen printer will work directly with FEMA's agency, HWC, to determine exact quantities, version print schedule, and mailing timetables for this project. Quantities are not expected to vary by more than 10% for stock planning purposes and format/layout of printed pieces will not change. HWC will provide precise directives 10 business days in advance of each mailing. HWC's point of contact is Dana Cronyn (dana.cronyn@gmmb.com, 269-290-2730).

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (revised 9-19)).

PREAWARD CONFERENCE: Unless waived by the Contracting Officer, the total requirements of the job as indicated in these specifications will be reviewed by Government representatives with the contractor's representatives via telephone conference prior to award.

SECURITY WARNING: It is the contractor's responsibility to properly safeguard personally identifiable information (PII) from loss, theft, or inadvertent disclosure and to immediately notify the Government of any loss of personally identifiable information.

PII is "information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc., alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc. (Ref.: OMB Memorandum 07-16.) Other specific examples of PII include, but are not limited to:

- (a) Personal identification number, such as passport number, driver's license number, taxpayer identification number, or financial account or credit card number;
- (b) Address information, such as street address or personal email address; and,
- (c) Personal characteristics, including photographic image (especially of face or other distinguishing characteristic), fingerprints, handwriting, or other biometric image or template data (e.g., retina scans, voice signature, facial geometry).

NOTE: Prior to award; contractor will be required to submit to GPO, a security plan.

SECURITY CONTROL PLAN: The contractor shall operate and maintain an effective security system whereby materials used to perform the contract are manufactured and/or stored (e.g. while awaiting distribution or disposal) so as to ensure against theft and/or the unauthorized possession of the materials. Contractor is cautioned that Government provided information shall not be used for non-government business. Specifically, Government information shall not be used for the benefit of a third party. The Government retains the right to conduct on-site security reviews at any time during this contract.

1. The plan shall contain at a minimum how government files (data) will be secured to prevent disclosure to a third party prior to and after termination of contract;
2. Explain how all accountable materials will be handled throughout all phases of production;
3. How the disposal of waste materials will be handled; and,
4. How all applicable Government-mandated security/privacy/rules and regulations as cited in this contract shall be adhered to by the contractor.

PRIVACY ACT NOTIFICATION: This procurement action requires the contractor to do one or more of the following: design, develop, or operate a system of records on individuals to accomplish an agency function in accordance with the Privacy Act of 1974, Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Act may involve the imposition of criminal penalties.

-----**PRIVACY ACT**-----

(a) The contractor agrees:

- (1) to comply with the Privacy Act of 1974 and the rules and regulations issued pursuant to the Act in the design, development, or operation of any system of records on individuals in order to accomplish an agency function when the contract specifically identifies (i) the system or systems of records and (ii) the work to be performed by the contractor in terms of any one or combination of the following: (A) design, (B) development, or (C) operation;
- (2) to include the solicitation notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation when the statement of work in the proposed subcontract requires the design, development, or operation of a system of records on individuals to accomplish an agency function; and
- (3) to include this clause, including this paragraph (3), in all subcontracts awarded pursuant to this contract which require the design, development, or operation of such a system of records.

(b) In the event of violations of the Act, a civil action may be brought against the agency involved where the violation concerns the design, development, or operation of a system of records on individuals to accomplish an agency function, and criminal penalties may be imposed upon the officers or employees of the agency where the violation concerns the operation of a system of records on individuals to accomplish an agency function. For purposes of the Act when the contract is for the operation of a system of records on individuals to accomplish an agency function, the contractor and any employee of the contractor is considered to be an employee of the agency.

(c) The terms used in this clause have the following meanings:

(1) "Operation of a system of records" means performance of any of the activities associated with maintaining the system of records including the collection, use, and dissemination of records.

(2) "Record" means any item, collection or grouping of information about an individual that is maintained by an agency, including, but not limited to, his education, financial transactions, medical history, and criminal or employment history and that contains his name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a finger or voice print or a photograph.

(3) "System of records" on individuals means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

Proof of delivery must be emailed to yvette.williams2@fema.dhs.gov upon completion.

PRODUCT: Perforated mailers and postcards with extended mailing Print 225,965 (estimated) of each of the following materials: Item 1: Perf Letter Item 2: Postcard

NOTE: Each item must also have an address and a unique customer ID printed on it. The Excel file provided include list of 225,965 names, addresses, and unique IDs.

TITLE: Retention Wave 3 "Renew Today" Perf. Letter & Postcard Mailing.

QUANTITY: 451,930 total equal to 225,965 of each Item (Item 1: Letter, Item 2: Postcard). To include (1) set of digital deliverables.

Note: The quantities do not include spoilage from the manufacturing process. Contractor is expected to adjust quantities as needed to meet delivery.

NO SHORTAGES ALLOWED; No shortages will be allowed; therefore the contractor is cautioned that they will be required to make up any shortages at no additional costs to the Government. Contractor must replace all spoiled/damaged items.

TRIM SIZE:

Item 1: Perf Letter: 9-1/4 x 11-3/4" Flat; 9-1/4 x 5-7/8" folded.

Item 2: Postcards: 6 x 4-1/4"

PAGES:

Item 1: Perf Letter: Face and back after construction

Item 2: Postcards: Face and back.

GOVERNMENT TO FURNISH (GFM): Receive via email after award.

Purchase order.

One PDF file for each item. Contractor to extend bleed as necessary.

One Excel sheet Password Protected to follow for dist. (see more information under PRINTING). Password will be provided after award.

Identification markings such as register marks, commercial identification marks of any kind, etc., carried in the furnished electronic files, must not print on finished product.

GPO Form 892, Proof Label. (12/17)

Contractor can download the "Labeling and Marking Specifications" form (GPO Form 905, R. 7-15) from gpo.gov, fill in appropriate blanks, and attach to shipping containers.

NOTE: If you have any questions or concerns regarding the print files or printing instructions, please contact Dana Cronyn (269.290.2730 or dana.cronyn@gmmb.com).

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "GOVERNMENT TO FURNISH," necessary to produce the product(s) in accordance with these specifications.

ELECTRONIC PREPRESS: Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to the contract administrator.

The contractor shall create or change any necessary trapping, set proper screen angles and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level.

DIGITAL DELIVERABLE: Upon completion, the contractor must furnish one CD-R with final production files converted to a single simple Acrobat PDF file "Optimized for Press" with proper color mode. CD-R disc must be ISO 9660 compliant.

PROOFS: E-MAIL PROOFS (indicate margins): CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT". One set of E-Mailed Electronic Page Proofs. Contractor to submit one "Press Quality" PDF "soft" proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match.

E-Mailed proofs (marked with Jacket/Req. Number plus return name and E-Mail address) directly to the Agency at Yvette.Williams2@fema.dhs.gov. Contractor must call GPO Contract Compliance Section at (202) 512-0520 immediately upon E-Mailing proofs and immediately upon receiving the returned proofs (or OK E-Mail) back from the Department. Proofs will be withheld not more than (3) workdays from receipt at the Department to receipt in the contractor's plant.

If any contractor's errors are serious enough in the opinion of the GPO to require revised proofs, the revised proofs are to be provided at no expense to the Government. No extra time can be allowed for this reproofing; such operations must be accomplished within the original production schedule allotted in the specifications.

STOCK/PAPER: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the “Government Paper Specification Standards No. 13” dated September 2019. https://www.gpo.gov/docs/default-source/forms-standards-pdf-files/vol_13..PDF.

Item 1: Perf Letter: JCP Code* A91, Smooth Text; White, Basis Size 25 x 38”, 100 lbs.

Item 2: Postcards: JCP Code* L61, No. 1 Silk/Dull-Coated Cover, Basis Size 20 x 26”, 120 lbs.

NOTE: All paper used in each order must be of a uniform shade

PRINTING:

Perf Letter: Print face and back (head to head) with tints/solids, text/rule matter, images/illustrations, fine detailed departmental logo in Pantone 300U and Black with heavy coverage background plus some reversing out on both sides; no bleed. NOTE: The perforated lines are not for bleeds/cuts. They’re meant to be there for the customer to tear away.

Postcards: Print face and back (head to head) with type rule/matter, images and illustrations and fine detailed departmental logo in 4-Color process with heavy coverage. Face bleeds 4 sides - Back bleeds bottom & right. After printing flood coat the entire surface of face only with Satin Aqueous Coating to avoid scratching and smearing.

NOTE: Address File + Mailing Instructions (Excel)

For each item, the address file includes the following information fields that must be printed on the materials on one side only: First and last name, Address, city, state, zip, and Unique ID. The unique ID number should be printed on the gray box below the address.

Column K specifies the weekly batch number for each address, which corresponds to when the perforated letters must be mailed (see mailing schedule table above). Do not print the batch numbers on the pieces of mail. Batch number to be used as a reference ONLY for when to mail the materials. The Excel file will be password protected (password to be provided after award).

Mailers and Postcards are to be at the bulk/standard rate using mail house indicia (reimbursable).

Contractor is responsible for passing the address file through (CASS) certification and through the National Change of Address (NCOA) service database to verify addresses are NCOA-certified, as required using a Licensed USPS Full Service Provider. All related costs to perform this operation must be included in the bid. Contractor will process provided addresses via NCOA/CASS to adjust final list for standard issues such as bad addresses, plus remove

A- Truncated addresses (the FEMA input system truncates addresses that are too long)

B- Commercial addresses (i.e., PO boxes).

NOTE: Contractor to notify customer/agency if the addresses are to be corrected and if they will need to be e-mailed back. Client will be using USPS Informed Delivery, which requires contractor to upload mailing lists to the USPS platform in the form of IMb serial number ranges for each batch of mail sent, on a monthly or weekly basis.

The contractor will need to regularly provide the IMb serial number ranges for each batch of mail sent.
 Contractor to return to client the final address list after CASS system processing.
 Postage cost MUST be ITEMIZED separately from the bid (reimbursable).

INK: Perf Letter: Black and Pantone Blue 300U. Postcard: Face: 4 Color Process plus Flood Satin Aqueous Coating. Back: 4 Color Process.

CONSTRUCTION/ BINDING:

Perf Letter: Trim four size and Perf on the horizontal center of the layout. Fold, bind/glue, and perforate 3/8" along three outside edges.

Postcard: Trim 4 sides

MARGINS: Inadequate gripper (see description herein).

PACKING: See schedule herein.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing (page related) Attributes Level III.
- (b) Finishing (item related) Attributes Level III.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non destructive Tests General Inspection Level I.
- (b) Destructive Tests Special Inspection Level S 2.

Specified Standards: The specified standards for the attributes requiring them shall be:

Attribute	Specified Standard
P-7. Type Quality and Uniformity	Approved Proof/Furnished Electronic File
P-9. Solid or Screen Tints Color Match	Pantone Matching System
P-10. Process Color	Furnish Electronic Media

DISTRIBUTION: Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to yvette.williams2@fema.dhs.gov. The subject line of this message shall be "Distribution Notice for Jacket 413-153, Requisition 0-00957. Notice must provide all applicable tracking numbers, shipping method, and Title. Contractor must be able to provide copies of all delivery, mailing, and shipping receipts upon agency request.

Ship FOB Destination and Mail/Ship FOB contractor city per furnished distribution list and mailing schedule.
 NOTE: Contractor is responsible at their expense for the storage of all products awaiting distribution.

SCHEDULE: The Purchase Order and GFM will be available via e-mail or contractor's FTP site after award no later than September 14th, 2020.

Mailers and Postcards are to be at the presorted bulk/standard rate using mail house indicia.

REIMBURSABLE. Contractor to provide an estimated postage cost for type of mail required. This cost will not be a factor in award.

Deliver (F.O.B Destination) one sample copy of each Item plus one (1) digital deliverable of each jacket to: DHS/FEMA, 500 C Street, SW., Room 112, Washington, DC 20472, Attn: Yvette Williams, 202-646-3290
The materials must be mailed on a rolling basis over a 2 and a half-month period, at the presorted bulk/standard rate using mail house indicia. Mailing for this print job begins on Monday, September 28, 2020 and ends on Monday, January 4, 2021.

Addresses in the Excel file have been divided into 14 batches for each item (see Column K in the Excel file), which correspond to a 14-week mailing schedule. Each address will receive a perforated letter mailer and postcard. Each piece of mail has its own mailing schedule: see bullet points and tables below.

Item 1: Perf Letters are sent out first (starting on 09/28/2020 for Batch 1).

Item 2: Postcards are sent second, 7 days after the perforated letter (starting on 10/05/2020 for Batch 1).

Note: The batch number should not be printed on the pieces of mail. It should only be used as a reference for when to mail the materials.

See mail schedule below (Contractor MUST follow schedule below).

Materials must be printed and placed in the mail on the date specified by the schedule below using Bulk/standard-rate using the mail house indicia.

*HWC will provide final guidance to contractor in advance of printing to confirm which mail group version should be printed:

Mail Group Item 1: “Renew Today” Perf Letter*

Letter Mailing Schedule

Weekly Batch	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mail Date	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28
Mail Count	26,268	20,736	20,026	18,678	20,005	16,718	16,948	16,241	11,377	13,929	13,030	13,063	9,600	9,354

Mail Group Item 2: “Renew Today” Postcard*

Postcard Mailing Schedule

Weekly Batch	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mail Date	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	1/4
Mail Count	26,268	20,736	20,026	18,678	20,005	16,718	16,948	16,241	11,377	13,929	13,030	13,063	9,600	9,354

Submit proofs as soon as the contractor deems necessary in order to comply with the delivery schedule.

FOB Destination and FOB Contractor’s City: Ship complete by 01/04/2021.

Postage is Reimbursable. Contractor to provide an estimated postage cost for type of mail required. This cost will not be a factor in award.

Upon request of the contractor, partial payments shall be invoiced for printed products and completed mailing per contract terms, no more than monthly or as agreed upon by the Contracting Officer based on the following terms and conditions:

Title to material and work. When any partial payment is made under the contract, title to work performed under the contract shall vest in the Government, and title to all like property thereafter acquired or produced by the contractor and properly chargeable to the contract under generally accepted accounting principles shall vest in the Government. Notwithstanding the foregoing, the contractor shall bear the risk of loss of property, title to which vests in the Government pursuant to this clause. In the event of the loss or damage to, or destruction of, any such property prior to delivery to and acceptance by the Government, the contractor shall promptly replace such property at no additional cost to the Government or upon demand return any partial payment made pursuant to this clause.

Records and reports. The contractor shall maintain reasonable controls for proper administration of this clause and shall furnish such statements and information as may reasonably be requested by the Contracting Officer. The Government shall be afforded reasonable opportunity to examine the contractor's books, records, and accounts.

Default. If a contract is terminated for default, the contractor shall, upon demand, pay to the Government the amount of partial payments, less any amount payable to the contractor in accordance with the default clause. Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

Contractors are to report information regarding each order for compliance reporting purposes and include date of delivery (or shipment if applicable) for proofs and delivery schedules in accordance with the contract requirements by contacting Shared Support Services Compliance Section via e-mail to compliance@gpo.gov or by calling (202) 512-0520 or faxing (202) 512-1364. Personnel receiving the e-mail or call will be unable to respond to questions of a technical nature or transfer any inquiries.

OFFERS: Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for each additional 1000 copies of each version. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

- 1) Most recent profit and loss statement
- 2) Most recent balance sheet
- 3) Statement of cash flows
- 4) Current official bank statement
- 5) Current lines of credit (with amounts available)
- 6) Letter of commitment from paper supplier(s)
- 7) Letter of commitment from any subcontractor

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential, and used only for the determination of responsibility by the Government. Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

PAYMENT: Submitting invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing.

Instruction for using this method can be found at the following web address:

<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>.

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management, Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>

JACKET NUMBER	BID PRICE:	ADDITIONAL/M
412-153		
Perf Letter (Item 1)	\$ _____	\$ _____
Postcard (Item 2)	\$ _____	\$ _____
TOTAL	\$ _____	AFTER DISCOUNT \$ _____

(Estimated shipping cost – Reimbursable)

Perf Letter (Item 1)	\$ _____
Postcard (Item 2)	\$ _____
TOTAL	\$ _____

DISCOUNTS: Discounts are offered for payment as follows: _____ Percent, _____ calendar days. See Article 12 “Discounts” of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

AMENDMENT(S): Bidder hereby acknowledges amendment(s) number(ed) _____

BID ACCEPTANCE PERIOD: In compliance with the above, the undersigned agree, if this bid is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

BIDDER’S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms - Publication 310.2. When responding by fax, fill out and return one copy.

Bidder _____
 (Contractor Name) (GPO Contractor’s Code)

 (Street Address) (City – State – Zip Code)

By _____
 (Printed Name, and Title of Person Authorized to Sign this Bid)

 (Signature) (Date)

 (Telephone Number) (Email Address)

Contracting Officer Review: _____ Date: _____ Certifier: _____ Date: _____
 (Initials) (Initials)