



**Request for Proposal
for
County of La Crosse, Wisconsin**

Thursday, July 2, 2020

HUMAN SERVICES DEPARTMENT
Aging and Disability Resource Center (ADRC) of La Crosse County

La Crosse Senior Life Newspaper
AMENDED 7-13-2020

Proposals must be received no later than
3:00 p.m., July 29, 2020

SPECIAL INSTRUCTIONS:

- 1. Place the signed Signature Affidavit as the first page of your proposal.**
- 2. Proposers must submit an original and two (2) copies of all materials**
Label the lower left corner of your sealed submittal envelope as follows:
Proposer's name and address:
Proposal Title: La Crosse Senior Life Newspaper
- 3. Vendor Conference will be held via Microsoft Teams online and/or phone**
RSVP will be required to attend – **See Section 1.3**
- 4. Deliver on or before July 29, 2020, by 3:00 p.m. to**
La Crosse County Human Services - Contract Unit
Attn: Chris Sander
300 4th Street North
PO Box 4002
La Crosse, Wisconsin 54602-4002
Please see Section 2.4 for specific instructions due to building closure
- 5. Final award decision anticipated by September 1, 2020, with an estimated contract start date of January 1, 2021.**

LATE, FAXED AND/OR UNSIGNED PROPOSALS WILL BE REJECTED

TABLE OF CONTENTS

1.0	GENERAL INFORMATION	4
1.1	Introduction and Background	4
	Service Description.....	4
1.2	Clarifications and/or Revisions to the Specifications and Requirements	4
1.3	Vendor Conference	5
1.4	Calendar of Events.....	5
1.5	Contract Terms	5
2.0	PREPARING AND SUBMITTING A PROPOSAL	5
2.1	General Instructions	5
2.2	Public View of Proposals	6
2.3	Incurring Costs.....	6
2.4	Submitting the Proposal.....	6
2.5	Proposal Organization and Format	7
2.6	Multiple Proposals	7
2.7	Vendor Presentation/Interview.....	7
3.0	PROPOSAL SELECTION AND AWARD PROCESS.....	7
3.1	Opening of Bid.....	7
3.2	Preliminary Evaluation	7
3.3	Right to Reject Proposals and Negotiate Contract Terms	8
3.4	Proposal Scoring	8
3.5	Evaluation Criteria	8
3.6	Required Forms	8
3.7	Final Offers.....	9

La Crosse Senior Life Newspaper RFP
Human Services Department – Aging and Disability Resource Center of La Crosse County

3.8 Notification of Intent to Award will be Shortly Following Final Approval..... 9

4.0 SPECIAL CONTRACT TERMS AND CONDITIONS..... 9

1.0 GENERAL INFORMATION

1.1 Introduction and Background

The La Crosse Senior Life Newspaper was first introduced in August 2006 to provide local seniors with information/updates from the Aging Unit (not the ADRC) health and wellness, benefit and caregiver resources and information; local events and other senior programming and Senior Nutrition Program menus. It continues to serve as a great resource for older adults primarily residing in La Crosse County. Its distribution list continues to grow which has now exceeded 5,600 copies monthly.

Service Description

The La Crosse Senior Life is produced monthly. The ADRC sends the file, along with address list, to the current printer around the 15th of each month. Currently, the La Crosse Senior Life is printed on three, 13x23” sheets of newspaper and folded in half to create 12 pages, front and back. Two of the 13x23” sheets are printed full-color; the other 13x23” sheet is printed using black ink only. Please see example past papers on our website at <https://www.lacrossecounty.org/adrc/newsletter.asp>. The ADRC is open to reviewing other print/paper options if total costs are kept ~~within~~ **close to** the total annual budget. The La Crosse Senior Life is mailed to roughly 5,400 households; an additional 250 copies are mailed to the ADRC for distribution throughout the month.

La Crosse County prepares and sends the current mailing list to printer. Printer applies postage and mails it to readers. La Crosse County currently has an Address List Software that is used to cleanse the addresses. If the address is undeliverable, it is corrected or removed before sending off to the current printer who then prints and mails. As an option, La Crosse County is considering discontinuing the use of this software. La Crosse County would like to know if there would be an additional cost that would exceed the annual budget, if the printer takes this process on.

~~Proposal shall not exceed \$30,000 annually, including printing and postage expenses. The annual budget is \$30,000. This budget is somewhat flexible, if it is not possible to meet the needs within this budget.~~

1.2 Clarifications and/or Revisions to the Specifications and Requirements

This Request For Proposal (RFP) process is administered by La Crosse County, Human Services Department and the person responsible for managing the procurement process is Chris Sander.

Any questions concerning this document must be received via e-mail to csander@lacrossecounty.org by noon on Thursday, July 9th, 2020.

Providers are expected to raise any questions, exceptions, or additions they have concerning this document at this point in the process. If a provider discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in

La Crosse Senior Life Newspaper RFP

Human Services Department – Aging and Disability Resource Center of La Crosse County

this document, the provider should immediately notify the above named individual of such error and request modification or clarification.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this document, revisions/amendments and/or supplements will be provided via the La Crosse County Website and via email to all known interested parties.

1.3 Vendor Conference

A vendor conference will be held on Monday, July 13, 2020 via Microsoft Teams online and/or phone. This is held to respond to written questions and to provide additional instruction and information to providers on the submission of proposals. There will be minutes taken, posted on the website and emailed to all known interested parties. This will be the only forum where questions will be answered.

To receive the information on how to attend the vendor conference, please RSVP via email Chris Sander at csander@lacrossecounty.org by noon, Thursday, July 9th, 2020. Chris will forward you the link and phone information via email prior to the vendor conference.

1.4 Calendar of Events

July 2, 2020	Release date of La Crosse Senior Life Newspaper RFP
July 9, 2020	Questions on RFP due to County by noon
July 13, 2020	Vendor Conference, 1:30 pm – 2:30 pm – RSVP required
July 29, 2020	Proposals due from providers, receipt by 3:00 p.m.
August 13, 2020	Vendor Interviews- please hold these times open for possible vendor interviews (9 a.m.; 10 a.m.)
September 1, 2020	Anticipated notification of award sent to providers
January 1, 2021	Estimated contract start date

1.5 Contract Terms

The contract shall be effective from January 1, 2021 until December 31, 2023.

2.0 PREPARING AND SUBMITTING A PROPOSAL

2.1 General Instructions

The evaluation and selection of a provider and the contract will be based on the information submitted in the provider’s proposal and any required vendor presentation/interviews. Failure to respond to each of the requirements in the RFP may deem the proposer non-responsive.

Elaborate proposals (i.e. expensive artwork) beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

La Crosse Senior Life Newspaper RFP

Human Services Department – Aging and Disability Resource Center of La Crosse County

2.2 Public View of Proposals

To the extent permitted by law, it is the intention of La Crosse County to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of La Crosse County. At that time, all proposals will be available for review in accordance with the Wisconsin Public Records Law.

2.3 Incurring Costs

La Crosse County is not liable for any cost incurred by proposers in replying to this RFP.

2.4 Submitting the Proposal

Proposers must submit an original and two (2) copies of all materials required for acceptance of their proposal by **3:00 p.m., July 29, 2020** to:

Chris Sander
La Crosse County Human Services
Contract Unit – 4th Floor
300 4th Street North
La Crosse, Wisconsin 54602

Due to COVID, the offices are closed. If you would like to drop off your proposals, you can do that on Wednesday, July 29, 2020 between 1 pm and 3 pm. To set up a time to meet Chris outside the building between those times, email her at csander@lacrossecounty.org or call between those times at (608)785-5511.

You may also send proposals via mail, UPS or Fed Ex, but proposals must be received in the above office by the specified time stated above. Proposals must be available electronically if requested by La Crosse County.

All proposals must be packaged, sealed, and show the following information on the outside of the package:

- Proposer's name and address.
- RFP title: La Crosse Senior Life Newspaper

2.5 Proposal Organization and Format

Proposals should be typed and submitted on 8.5 x 11 inch paper bound securely. The “original” should be marked as such on the title page. Proposals should include a Table of Contents and be organized and presented in the order and by the number assigned in the RFP. Each heading and subheading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

- Evaluation Criteria (See Section 3.5 if this RFP)
 - Service Methodology
 - Organizational Capabilities
 - Funding/Price Proposal
 - Vendor Presentations/Interviews, if needed
 -
- Required Forms
 - Attachment A Signature Affidavit
 - Attachment B Vendor Data Sheet
 - Attachment C Purchase of Service Contract (return only if any requested revisions) or submit your suggested contract template.

2.6 Multiple Proposals

Multiple proposals from a provider will be permissible; however each proposal must conform fully to the requirements for proposal submission. Each such proposal must be separately submitted and labeled as Proposal #1, Proposal #2, etc. on each page included in the response.

2.7 Vendor Presentation/Interview

Top scoring proposers, based on an evaluation of the written proposal, may be required to participate in presentations/interviews to support and clarify their proposals. **These will be scheduled for August 13, 2020, following an internal meeting on August 7th. Please keep this date open for a possible presentation/interview.**

3.0 PROPOSAL SELECTION AND AWARD PROCESS

3.1 Opening of Bid

Proposals will be opened after 3:00 p.m. on July 29, 2020.

3.2 Preliminary Evaluation

The proposals will first be reviewed to determine if requirements in Section 2.0 are met and if additional mandatory requirements are met. Failure to meet mandatory requirements will result in the proposal being rejected. In the event that all providers do not meet one or more of the mandatory requirements, La Crosse County reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

3.3 Right to Reject Proposals and Negotiate Contract Terms

La Crosse County reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, La Crosse County may negotiate a contract with the next highest scoring proposer.

In addition, La Crosse County reserves the right to discontinue the RFP process at any time and makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more providers.

3.4 Proposal Scoring

Accepted proposals will be reviewed by an evaluation committee and scored against the stated criteria. The committee will review all proposals and may request vendor presentation/interviews and use the results of those meetings in scoring the proposals.

3.5 Evaluation Criteria

<u>Description</u>	<u>Points</u>
<u>Service Methodology</u>	25
Please describe how your agency is able to meet the ADRC’s needs of printing the newspaper in the desired format, along with any data cleansing capabilities and mailing efficiencies as outlined in Section 1.1 - Service Description.	
<u>Organizational Capabilities</u>	25
Describe proposer’s agency experience and ability in providing the service, including current infrastructure and experience serving other entities needing similar services. Please provide 2 names of references, along with contact information.	
<u>Funding/Price Proposal</u>	25
Please provide a breakdown of the proposed monthly charges to be billed. Please be sure to provide rate(s) per piece, including charges for printing, mailing and any other related expenses. Please outline separately what the cost would be for the NCOA cleansing, the IM Barcoding, and Cass Certification for your postal area. Please also outline any challenges there may be with staying within the \$30,000 annual budget, along with any potential solutions to ensure the proposed amount is as close to the budgeted amount as possible is not exceeded.	
<u>Vendor Interviews/Presentations, if needed</u>	75
<u>TOTAL</u>	150

3.6 Required Forms

The following forms must be completed and submitted with the proposal in accordance with the instructions given in Section 2.0. Blank forms are attached.

La Crosse Senior Life Newspaper RFP

Human Services Department – Aging and Disability Resource Center of La Crosse County

Attachment A	Signature Affidavit
Attachment B	Vendor Data Sheet
Attachment C	Purchase of Service Contract (only if you have requested revisions) or submit <u>your</u> suggested contract template.

3.7 Final Offers

The final decision is estimated to be made by the Internal Purchasing Approvers by September 1, 2020.

3.8 Notification of Intent to Award will be Shortly Following Final Approval

As a courtesy, La Crosse County may send a notification of award memo to responding providers at the time of award.

4.0 SPECIAL CONTRACT TERMS AND CONDITIONS

La Crosse County reserves the right to accept or reject any or all proposals or portions thereof without stated cause.

La Crosse County reserves the right to re-issue any solicitations.

Upon the selection of a finalist provider, La Crosse County by its proper officials, employees, or agents shall attempt to negotiate and reach a final agreement with this provider. If La Crosse County, for any reason, is unable to reach a final agreement with this provider; La Crosse County reserves the right to reject such provider and negotiate a final agreement with the provider who has the next most viable proposal or bid. La Crosse County may also elect to reject all proposals and re-issue a RFP.

Clarification of proposals: La Crosse County reserves the right to obtain clarification of any point in a provider’s proposal or obtain additional information.

La Crosse County is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability to meet the needs of La Crosse County.

La Crosse County reserves the right to waive any formalities, defects, or irregularities in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of La Crosse County.

La Crosse County reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the provider.

Indemnification

The Provider agrees to the fullest extent permitted by law, to indemnify, defend and hold harmless, the Purchaser, and its agents, officers and employees, from and against all loss or expense including costs and attorney fees by reason of liability for damages including suits at law or in equity, caused by any wrongful, intentional, or negligent act or omission of the Provider, or its

La Crosse Senior Life Newspaper RFP
Human Services Department – Aging and Disability Resource Center of La Crosse County

(their) agents and / or subcontractors which may arise out of or connected with activities covered by this contract.