



The Woodlands Township

Office of Communications
2801 Technology Forest Blvd.
The Woodlands, TX 77381

Request for Qualifications/Proposals

Advertising, Print and Mailing Services

for The Woodlands Community Magazine
the official magazine of The Woodlands Township

Contract No. C-2024-0223

January 5, 2024

The Woodlands Township is seeking proposals from qualified and experienced firms for advertising, printing and mailing services for The Woodlands Community Magazine, the official magazine of The Woodlands Township. The Woodlands Township has issued this Request for Qualifications/Proposals (RFQ/RFP) outlining the needs and requirements for participation in this bid/proposal process. Proposals will be evaluated in accordance with the criteria set forth within this RFQ/RFP. One or more professional firms may be selected to provide the requested services outlined in this RFQ/RFP.

Evaluation of the submitted proposals will be based on the following criteria:

- Printing Capabilities
- Fulfillment Capabilities
- Competitive Service Fees / Costs
- Qualifications and Experience

Proposals must be received no later than 4 p.m. (CST) on Friday, January 26, 2024.

| Key Dates | Activity |
|--|--------------------------------------|
| Friday, January 5, 2024 | Distribute RFP |
| Monday, January 22, 2024, at 10 a.m. (CST) | Mandatory Pre-Bid Meeting |
| Wednesday, January 24, 2024, by 4 p.m. (CST) | Deadline to Submit Written Questions |
| Friday, January 26, 2024, by 4 p.m. (CST) | Deadline to Submit Proposals |

BACKGROUND

The Woodlands Community Magazine is an official publication of The Woodlands Township. Its purpose is to inform The Woodlands residents about the activities of the Township and the services provided to them as taxpayers and residents of The Woodlands Township. It also provides a channel for communication among residents and villages. The publication has previously earned local and national awards and has consistently scored high readership ratings in Township residential surveys.

For more than 26 years, The Woodlands Township has produced this monthly magazine, mailed to all homes and businesses in The Woodlands, in partnership with a local publishing company, at no cost to the Township or its residents. The partnership has recently concluded, and the Township now seeks qualified vendors to continue the advertising, printing and mailing services for the magazine.

SCOPE OF WORK

Deliverables:

- Quality, full color magazine, delivered to all homes (single-family dwelling units) and businesses in The Woodlands on a regular, reliable schedule.*
- Additional copies to be delivered to the Township, the local Chamber of Commerce, two County libraries and any other locations agreed upon by the Township and the selected vendor.
- In order to assist with funding and offset the total cost to the Township, the selected vendor may opt to sell advertising or sponsorships in the magazine and should include that information in the proposal, if applicable.
- In the event that the Township cannot provide a mailing list, please include a description and cost of how you would obtain a mailing list for all homes and businesses in The Woodlands Township and how you propose to keep the list up to date for each mailing.

Printing Specs:

- Pages: At least 16 pages + 4 Cover*
- Trim Size: 8 x 10.875 inches*
- Paper: recycled 80 lb guts and cover, aqueous coated*
- Ink: 4/4, Process
- Finishing: Cut, Fold, Stitch (Saddlestitch)
- Shipping: Included
- Quantity: Approximately 45,000, exact number TBD
- Postage and Mailing to approximately 44,000
- File Preparation: PDFs to be supplied by The Woodlands Township for all editorial/content and cover pages
- Digital Proof to be supplied by the selected vendor

Fulfillment:

Fulfillment services shall include mailing the publication. Please provide quotes for the following mail-out frequency:

- Monthly (12 times per year)
- Quarterly (four times per year)

**Please note: The physical size of this publication and number of pages, along with how frequently it is mailed and weight of paper, is yet to be determined. These variables will depend on the cost effectiveness of services and suggestions submitted in response to this RFP. Proposers may respond using the specs above or may propose with recommended specs, or both.*

The contract for services will be with The Woodlands Township. The contract will be for work to be performed beginning immediately upon being awarded the proposal and the negotiated contract being signed by both The Woodlands Township and the awarded vendor.

PROPOSAL INSTRUCTIONS

Proposals must be received **no later than 4 p.m. (CST) on Friday, January 26, 2024.**

Submit proposals electronically to:

LeaAnn Petersen, Director of Communications, lpetersen@thewoodlandstowship-tx.gov and Mary Connell, Communications Manager, mconnell@thewoodlandstowship-tx.gov

All respondents are required to attend a Mandatory Virtual Pre-Bid Meeting on Monday January 22, 2024, at 10 a.m. via Teams (see information below). The Township will not accept proposals from agencies that do not attend the Mandatory Pre-Bid Meeting.

Any vendor questions must be received in writing by Wednesday, January 24, 2024, by 4 p.m. (CST).

Proposal submissions shall contain a thorough description and analysis of the following information in the order presented below.

1. Cover Letter/Letter of Introduction
2. Executive Summary
3. Lead Project Contact
4. Project Team
5. Firm Experience and Qualifications
6. Address Scope of Work and Any Recommendations
7. Cost Estimates for Scope of Work Deliverables and Fulfillment
8. Cost Estimates for Any Recommendations, if applicable
9. Example of Project Schedule for Proposed Timeframe(s)
10. References, including digital examples and related details of publications or similar projects previously produced by your company

This RFQ/RFP does not obligate The Woodlands Township or the selected vendor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The Woodlands Township shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

MANDATORY PRE-BID MEETING

To ensure a clear understanding of the project's scope, objectives, and requirements, the Township will host a virtual mandatory pre-bid meeting. This meeting will provide prospective bidders with valuable insights into the vision for the project. The meeting will be held virtually via Microsoft Teams on Monday, January 22, 2024, at 10 a.m.

| Microsoft Teams Meeting Link | Date | Time | Meeting ID | Passcode |
|---|---------------------|---------------|-----------------|----------|
| https://bit.ly/Woodlands-Magazine-RFP | Mon., Jan. 22, 2024 | 10 a.m. (CST) | 275 643 674 414 | NLjRA9 |

Attendance at this pre-bid meeting is mandatory for any vendor/firm intending to submit a proposal for The Woodlands Community Magazine. This meeting will provide a comprehensive understanding of expectations and allow potential bidders to ask questions directly to team members.

QUESTIONS

Any questions about the meaning, the intent or the specifications must be inquired by the proposer in writing by 4 p.m. on January 24, 2024. E-mail all questions to:

LeaAnn Petersen, Director of Communications, lpetersen@thewoodlandstowship-tx.gov and Mary Connell, Communications Manager, mconnell@thewoodlandstowship-tx.gov

Questions will not be responded to over the phone.

RIGHT TO REJECT

The Woodlands Township expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the The Woodlands Township's goals, objectives and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in The Woodlands Township's best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

NOTIFICATION OF AWARD

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate(s).

DISCLAIMER

The proposal will become the property of The Woodlands Township. This RFP in no manner obligates The Woodlands Township to pursue any contractual relationship with an entity that responds to this RFP. The Woodlands Township further reserves the right to cancel this RFP at any time if deemed to be in the best interest of the Township. Negotiations will be conducted with the selected company. In the event a mutually acceptable contract cannot be negotiated with the selected company, The Woodlands Township reserves the right to negotiate with other responding companies. The Woodlands Township reserves the right to amend or revise this RFP, in whole or in part, as it deems necessary and without further notice to the public.

It is the responsibility of the respondent to ensure that the proposal is received by The Woodlands Township by the date and time specified above. Late proposals will not be considered. All costs incurred in the preparation of the proposal to this RFP will be the sole responsibility of the respondent and will not be reimbursed by The Woodlands Township.

Additionally, The Woodlands Township shall incur no liability for the preparation and/or submission of any letter of interest incurred by a respondent. Any conditional submission may be cause for rejection. The Woodlands Township, being funded by tax dollars, operates in compliance with the Texas Open Meeting Act/Texas Open Records Act, and therefore, all submissions and resulting analysis may be subject to disclosure to the public.