Request for Proposals
Webinar

Printing and Mailing Services

July 7, 2021
Agenda

- Housekeeping
- Introductions
- RFP Submittal Process
- CPA + Printing and Mailing Background
- Webinar Q&A
- Wrap-Up
Housekeeping

- Audio – Disabled but please keep phone on mute if joining by phone
- Video – Disabled
- Questions must be submitted via the text chat window. Questions will be addressed in the Q&A time at the end of the presentation.
- Additional questions should be emailed by July 9, 2021 4:00pm to ahang@cleanpoweralliance.org with a copy to contracting@cleanpoweralliance.org.
- This presentation is being recorded and a transcript will be available on CPA’s website by 3:00 PM Friday, July 9.
Introductions
Printing and Mailing Services RFP

RFP Submittal Process
Proposal Submittal Process

• Proposals should be submitted by 4PM (pacific time) on July 23, 2021 to
  ahang@cleanpoweralliance.org with a copy to
  contracting@cleanpoweralliance.org.

• The subject line of your submittal should include “PROPOSAL FOR
  PRINT AND MAILING SERVICES”.

• Submissions MUST include the following components, as described in
  the RFP Addendum #1:

  1. Completed affirmation of proposer’s ability to meet the Qualifications and
     Experience and the Scope of Services. See Attachment I.

  2. Completed pricing form. See Attachment J.

  3. Proposer’s completed Prospective Contractor References Form. See
     Attachment B.

  4. Any changes to CPA’s Sample Contract. See Attachment D.
4 Required Documents for Submission

1. Completed affirmation of proposer's ability to meet the Qualifications and Experience and the Scope of Services. See Attachment I.
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Printing Example
1. Completed affirmation of proposer's ability to meet the Qualifications and Experience and the Scope of Services. See Attachment I.

Mailing Example
4 Required Documents for Submission

1. Completed affirmation of proposer's ability to meet the Qualifications and Experience and the Scope of Services. See Attachment I.

Printing and Mailing Example

Scope of Services:

**Printing Services:** Printing Services, including but not limited to:
- Print up to 200,000 pieces per weekly batch.
- Print in formats including letters, postcards, bi-fold, or others, as CPA may determine from time to time.
- Sourcing and printing on a percentage recycled paper, as decided by CPA or as revised by CPA from time to time.
  **Deliverables:**
  - Printing must be completed within the time specified in the Order Form (Attachment F).
  - Vendor should submit a proof of each notice to CPA within 3 business days, if not sooner, for CPA review and approval.

**Mailing Services:** Mailing Services, including but not limited to:
- Review and provide a report of National Change of Address.
- Mail notices, either via bulk and standard mailing, as directed by CPA or as revised from time to time.
- Sign non-disclosure agreements for handling sensitive customer data, sign acknowledgments of CPA’s privacy and confidentiality policies, renew such acknowledgments, if amended from time to time (see Attachment G).
  **Deliverables:**
  - Report of National Change of Address must be provided upon request.
  - Confirmation that the notices have been mailed must be sent to CPA within 1 business day of the mailing.
  - NDAs and acknowledgments must be executed at the time of contract execution.
  - Mail all move-in mailers within one week of receipt of the weekly mailing lists provided by CPA or its designee.

**Printing and/or Mailing Services:** Tracking and Reporting of Progress and Costs, including but not limited to:
- Track and report on progress of projects from initial proof and/or through delivery to post office.
- Track and report on printing costs and/or postage monthly with itemized breakdown.
  **Deliverables:**
  - Report of progress of projects must be provided within 1 business day of request.
  - Report on printing costs and/or postage must be provided on a monthly basis.

**Printing and/or Mailing Services:** Other ad hoc printing and/or mailing of program collateral, including but not limited to:
- Printing and/or mailing of other notices, including but not limited to CPA program collateral.
  **Deliverables:**
  - Report of progress of projects must be provided within 1 business day of request.
  - Vendor will be expected to submit a proof of each notice to CPA within 3 business days, if not sooner.

Name (Print): ____________________________ Signature: ____________________________
Date: ________________________________
# 4 Required Documents for Submission

2. Completed pricing form. Attachment J.

<table>
<thead>
<tr>
<th>Project</th>
<th>Format</th>
<th>Paper</th>
<th>Anticipated Quantities</th>
<th>Estimated Cost for Printing</th>
<th>Estimated Cost for Mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Full color • Double-sided postcard • 6 x 10.5 • Printed address 30,000 printed at once, but three batches addressed and mailed weekly to new move-in customers approximately 5,000/week.</td>
<td>30% recycled 100-130lb Silk cover</td>
<td>10% recycled 100-130lb silk cover</td>
<td>100% recycled 100-130lb silk cover</td>
<td>30,000</td>
</tr>
<tr>
<td>2</td>
<td>Full color • Single page one-sided letter • 8.5 x 11 • Regular #10 envelope with printed address (please specify recycle content % used for quote)</td>
<td>30% recycled 24 – 60 lb.</td>
<td>10% recycled 24 – 60 lb.</td>
<td>100% recycled 24 – 60 lb.</td>
<td>50,000</td>
</tr>
<tr>
<td>3</td>
<td>Full color • Double-sided postcard • 6 x 10.5 • Printed address 500,000 must be printed within one month.</td>
<td>30% recycled 100-130lb Silk cover</td>
<td>10% recycled 100-130lb silk cover</td>
<td>100% recycled 100-130lb silk cover</td>
<td>500,000</td>
</tr>
<tr>
<td>4</td>
<td>Full color • Double-sided postcard • 6 x 10.5 • Printed address</td>
<td>30% recycled 100-130lb Silk cover</td>
<td>10% recycled 100-130lb silk cover</td>
<td>100% recycled 100-130lb silk cover</td>
<td>60,000</td>
</tr>
<tr>
<td>5</td>
<td>Pricing to produce one National Change of Address (NCOA) report. CPA expects to request NCOA reports up to 5 times per calendar year. If discounts are available for larger volumes of reports, please describe the discount.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4 Required Documents for Submission

3. Proposer's completed Prospective Contractor References Form. See Attachment B.

<table>
<thead>
<tr>
<th>Name of Firm</th>
<th>Address of Firm</th>
<th>Contact Person</th>
<th>Telephone #</th>
<th>Fax #</th>
</tr>
</thead>
<tbody>
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Name or Contract No.  # of Years / Term of Contract  Type of Service  Dollar Amt.

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Name or Contract No.  # of Years / Term of Contract  Type of Service  Dollar Amt.
4 Required Documents for Submission

4. Any changes to CPA’s Sample Contract

- Please submit any required changes to the Sample Contract. Attachment D.

- If no changes are required, then you do not need to submit the Sample Contract.
Proposal Submittal Process

• Submissions MUST include the following components, as described in the RFP Addendum #1:

  1. **Completed Attachment I** - affirmation of proposer’s ability to meet the Qualifications and Experience and the Scope of Services.
  2. **Completed Attachment J** - pricing form.
  3. **Completed Attachment B** - Prospective Contractor References Form.
  4. Any changes to CPA’s Sample Contract. **See Attachment D.**
Printing and Mailing Services RFP

CPA Background
CPA Background

- Clean Power Alliance is a not-for-profit community electricity provider that began offering retail electric services in February 2018.

- Provides 3 million customers in 32 communities across Los Angeles and Ventura Counties with reliable electricity from clean power sources.

- CPA was formed when communities coordinated their electricity buying power to provide more clean power choices, including 100% Green Power, at competitive rates.
CPA Service Territory

Members
- Agoura Hills
- Alhambra
- Arcadia
- Beverly Hills
- Calabasas
- Camarillo
- Carson
- Claremont
- Culver City
- Downey
- Hawaiian Gardens
- Hawthorne
- Los Angeles County
- Malibu
- Manhattan Beach
- Moorpark
- Ojai
- Ontario
- Paramount
- Redondo Beach
- Rolling Hills Estates
- Santa Monica
- Sierra Madre
- Simi Valley
- South Pasadena
- Temple City
- Thousand Oaks
- Ventura County
- Ventura City
- Whittier
- West Hollywood

[Map credit: UCLA Luskin Center for Social Innovation in March 2013]
Printing and Mailing Services RFP

Printing and Mailing Background
Types of Mailers: Move-in Mailers

- Print 3 versions ~ 3 months of inventory at once
- Mailings go out weekly ~ 5,000 total (three different types)
Types of Mailers: Compliance

- **Joint Rate Comparison Mailer**
  - Arrive in mailboxes by July 1 (printing and mailing in May and June)
  - Four versions
    ~100,000; 20,000; 60,000; 320,000.

- **Power Content Label**
  - Arrive in mailboxes by October 1 (printing and mailing in August and September)
  - One version ~ 500,000
Types of Mailers: Other Notices

- **Default Change**
  - *Between September and November*
  - *Four different notices ~ 60,000 total*

- **Net Energy Metering**
  - *April ~50,000*
  - *Four different notices, variable data*
Types of Mailers: Enrollment Notices

- **Enrollment notices**: 4 mailed to each customer, 12 versions
- **Ineligible letters**: mailed to subsets of customers, 5 different versions, variable data
Other Printing Needs

- Annual Impact Report
- Program Marketing
  - *Both mailed notices and printed collateral for events*
Webinar Q&A

Questions must be submitted via the text chat window.
Q&A Process

• All questions regarding this RFP are due by 4PM (pacific time) on July 9, 2021, in writing, to ahang@cleanpoweralliance.org with a copy to contracting@cleanpoweralliance.org.

• All questions will be responded to in writing and will be posted to CPA's website on July 16, 2021.

• CPA will not be responding to any questions or communications related to the RFP outside of the formal Q&A process and this webinar.

NOTE: If it is discovered that a Bidder contacts and receives information from any CPA personnel, board director or alternate outside of this Q&A process, CPA may, in its sole determination, disqualify such Bidder’s proposal from further consideration.
Thank You!