

PURPOSE OF REQUEST FOR PROPOSAL

Neighborhoods, USA (NUSA) is seeking a qualified and experienced vendor to provide all equipment, labor and materials necessary to provide newsletter design, production and mailing services for the organization’s newsletter that is published three times annually (Spring, Fall and Winter).

The contract will be for a one-year newsletter design and production services contract, with the option for two, one-year extensions. The extensions will be reviewed annually and be based upon satisfactory performance as detailed in the contract to be negotiated.

SCOPE OF SERVICES

The participating agencies shall have the capability to provide newsletter design, production and mailing services of NUSA’s newsletter including, but not limited to, the specific responsibilities and features outlined below:

| SERVICES | DESCRIPTION |
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| Design | <ul style="list-style-type: none"> • Write, edit, condense and otherwise put into proper form, information which will be of interest to NUSA members in their quest for neighborhood revitalization and capacity building. This shall include: <ul style="list-style-type: none"> ▪ Solicitation of national, regional and local newsletters, magazines, news articles and other materials from neighborhood organizations relating to community planning and development and other sources which focus on neighborhood and community improvement. ▪ Solicitation, in a timely manner, information from NUSA Board Members, including minutes of board meetings, in order to provide updates to the members. ▪ Communication with appointed representatives(s) of the Annual Conference Host City in order to obtain photos, graphics and written information needed to promote upcoming conference. • Newsletter writing and information organization. • Layout of newsletter and artwork. • Proofing and editing of newsletter for grammar, spelling and overall design aesthetics. • Delivery of draft issue to NUSA designee(s) for approval one week prior to printing. <p>Format of NUSA’s newsletter:</p> <ul style="list-style-type: none"> ▪ 8 ½ “ X 11” format, folded, secured and labeled with addresses ▪ Full color ▪ 6-10 pages ▪ 80# gloss text |
| Production | <ul style="list-style-type: none"> • Conversion, formatting service and delivery of newsletter to NUSA designee(s) so that the newsletter can be published online as a PDF on NUSA’s web site. • Coordination and oversight of delivery of final newsletter proof to printer and approve blue line version before printing. • Verification of actual numbers of copies to be printed for each newsletter in order to accommodate additional newsletters for regional and/or national conferences as required or requested by NUSA through NUSA designee(s). • Provision of all printed products to Administrative Assistant for NUSA Archives and independent distribution. • The vendor will be responsible, if sub contracting, for selection of cost effective printing and mailing services. |
| Mailing | <ul style="list-style-type: none"> • Mailing of newsletter to NUSA membership or mailing lists as provided by NUSA. • Maintain postal records and receipts of postal charges (reimbursable by NUSA) for mailing of the NUSA newsletter. |
| Billing | <ul style="list-style-type: none"> • Within 30 days after completion of production and mailing services of NUSA’s newsletter (Spring, Fall and Winter), submission of a hard and electronic copy of detailed invoice, outlining costs for design, printing and mailing services provided to NUSA designee(s). • NUSA will pay for expenses of telephone, postage, paper, printing and other necessary expenses to conduct the duties required. The Newsletter Editor must submit an itemized list of expenses with receipts. Included in the list of expenses will be reimbursement documentation for prepayment to U.S. Postal Service for mailing of |

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| | newsletter, estimated to total \$250 and to exceed \$500 without prior approval. |
| Special Requirements | The Newsletter Editor must be able to travel to the annual May Conference/Board meetings. NUSA will pay for the annual membership, conference registration, travel and lodging of the Newsletter Editor to attend the annual NUSA Conference/Board meetings. |

NEWSLETTER CONTENTS

At a minimum each newsletter shall include:

- President’s Message
- A list of the Board of Directors
- Information relating to each board meeting of the NUSA’s Board of Directors
- Financial statement
- Election information (Winter newsletter)
- Meeting and conference announcements (Winter newsletter)
- Other news of importance to the NUSA members as deemed necessary by NUSA

OWNERSHIP OF MATERIAL

All data, technical information, materials gathered, oriented, developed, prepared, used or obtained in the performance of the contract, including, but not limited to, recordings (video and/or audio), pictures, graphic representations, software computer programs and accompanying documentation and print-outs, notes and memoranda, written procedures and documents, regardless of the state of completion, which are prepared for or are a result of the services required under this contract shall be and remain the property of Neighborhoods, USA and shall be delivered to Neighborhoods, USA upon 30 days notice by Neighborhoods, USA.

BID PROPOSALS

Bidder must answer the following questions when submitting a proposal:

1. What is the number of years your company has been in the newsletter design and production business?
2. Provide a comprehensive narrative describing the approach they will take with respect to the services as identified in the Scope of Services. Indicate how the duties listed above will be performed; the proposer’s ability and resources to provide the work and services described; how the proposer’s experience is specifically related to the services described.
3. Provide a list of any sub contractors to be used in provision of NUSA newsletter design, print and mail services.
4. What type of software and hardware does your service use for the design, layout and production of newsletters?
5. Provide additional information and capabilities that the bidder, in its judgment, feels will be required and used to successfully provide the services requested in this RFP.
6. Provide a detailed cost proposal.
7. Submit two (2) recent samples of a newsletter designed by proposer.
8. Provide references: The bidder should provide a list of references that clearly demonstrate the bidder’s proven capabilities in performing services of a similar size and scope to those required by this RFP. It is requested that references be given in the format below. These references should serve as a demonstration of the firm’s ability to successfully undertake and provide the services required by this RFP.

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| NAME OF COMPANY PROVIDED AS A REFERENCE FOR YOUR FIRM: |
| ADDRESS: |
| NAME OF COMPANY’S MANAGEMENT PERSON THAT NUSA MAY CONTACT TO VERIFY REFERENCE: |
| PHONE NUMBER OF INDIVIDUAL LISTED ABOVE: (__) _____ - _____ |

PROVIDE A BRIEF DESCRIPTION OF SERVICES THAT YOUR FIRM PROVIDED FOR THIS COMPANY. EMPHASIZE SERVICES THAT ARE SIMILAR TO THOSE REQUIRED BY THIS RFP:

NAME OF COMPANY PROVIDED AS A REFERENCE FOR YOUR FIRM:

ADDRESS:

NAME OF COMPANY'S MANAGEMENT PERSON THAT NUSA MAY CONTACT TO VERIFY REFERENCE:

PHONE NUMBER OF INDIVIDUAL LISTED ABOVE:

(__) _____ - _____

PROVIDE A BRIEF DESCRIPTION OF SERVICES THAT YOUR FIRM PROVIDED FOR THIS COMPANY. EMPHASIZE SERVICES THAT ARE SIMILAR TO THOSE REQUIRED BY THIS RFP:

NAME OF COMPANY PROVIDED AS A REFERENCE FOR YOUR FIRM:

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PHONE NUMBER OF INDIVIDUAL LISTED ABOVE:

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PROVIDE A BRIEF DESCRIPTION OF SERVICES THAT YOUR FIRM PROVIDED FOR THIS COMPANY. EMPHASIZE SERVICES THAT ARE SIMILAR TO THOSE REQUIRED BY THIS RFP:

EVALUATION CRITERIA

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate bid proposals received in response to this RFP. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process.

- The bidder's ability to answer the questions outlined under Bid Proposals.
- The bidder's documented experience in providing services of a similar nature to those required by this RFP.

- The bidder's organizational resources and technical capabilities.
- The bidder's references with similar clients.
- The bidder's detailed cost proposal including fees for newsletter design services, production services and mailing services.

RIGHT TO REQUEST ADDITIONAL INFORMATION

NUSA reserves the right, during the evaluation process, to request additional information or clarifications for proposers.

CONTRACT

The contract shall be awarded through a competitive process to the proposer deemed most suitable to NUSA's needs based on the quality of service provided and the cost(s) of the service provided.

The contract may be terminated by either NUSA or the Newsletter Editor with a thirty (30) day written notice, with verifiable confirmation of receipt by each party. If the Newsletter Editor is terminating the contract, the written notice must go to the President of NUSA. If NUSA is terminating the contract, the written notice to the Newsletter Editor must be signed by the President of NUSA. In the event that services of the Newsletter Editor are unsatisfactory, the contract may be terminated by the President of NUSA, with approval of the NUSA Board of Directors, with five (5) days written notices.

PROPOSAL SUBMISSION

Proposals must be received by 5 p.m. (central standard time) on September 3, 2010. Submit proposals electronically to Karen Harber at kharber1@woh.rr.com

All proposals must address the RFP requirements as set forth under *BID PROPOSALS*.