



REQUEST FOR PROPOSALS

RECREATION GUIDE GRAPHIC DESIGN, PRINT & MAIL SERVICES

REQUESTOR

Cordova Recreation & Park District
11070 White Rock Road, Suite 130
Rancho Cordova, CA 95670

REQUEST ISSUED

Thursday, January 16, 2025

PRIMARY CONTACT

Shelby Golden
Communications Manager
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916-842-3318

PROPOSAL DEADLINE

Wednesday, February 26, 2025 at 4 p.m.

BACKGROUND

The Cordova Recreation & Park District (CRPD) was established in 1958 with the aim of serving the parks, recreation and open space needs of the region encompassed by the City of Rancho Cordova and unincorporated areas in Sacramento County including Gold River, Larchmont, Mather, Rosemont and Riviera East. Serving a population of over 133,000, it is one of the largest special districts in the Sacramento region.

CRPD is home over 49 unique neighborhood and community parks, a large regional sports complex, a golf course, four community centers, two community pools and over 600 acres of land. Community Centers like the Hagan Community Center, Neil Orchard Senior Activities Center, Mather Sports Center and White Rock Community Clubhouse are home to various recreational programs that provide education, leisure opportunities and environments for creative expression at a reasonable cost. These programs are listed within a bi-annual recreation guide that is distributed to CRPD residents.

PURPOSE

Cordova Recreation & Park District is requesting proposals from experienced print firms to provide graphic design, printing and mailing services for CRPD's bi-annual Recreation Guide publication for two years (four publications).

GOALS & SPECIFICATIONS

The printing of this publication occurs twice per year. Services would need to be provided for the following publications:

- Fall/Winter 2025-2026
- Spring/Summer 2026
- Fall/Winter 2026-2027
- Spring/Summer 2027

The Spring/Summer edition typically prints by mid/late December for mailing by early January. The Fall/Winter edition typically prints mid/late July for mailing by early August. Specific deadlines will be provided.

SCOPE OF WORK

Description of Current Project:

Spring-Summer Guide 36 pages plus 4-page cover (40 total pages)

Fall-Winter Guide 32 pages plus 4-page cover (36 total pages)

Quantity: 55,000/edition
2 editions per year
Approximately 54,000 mailed with 1,000 overrun
Size: 8.5" x 11" page size
Stock-Cover: 80# White Gloss text #3
Stock-Text: 50# White Gloss text #4
Ink: 4 color process throughout with bleeds
Binding: Saddlestich & trim

SUBMITTAL REQUIREMENTS

Number of Copies: 1 hard copy (mailed or dropped off)
Deadline: Wednesday, February 26, 2025 at 4 p.m.
Submit Hard Copy to: Cordova Recreation & Park District
Attn: Shelby Golden
11070 White Rock Road, Suite 130
Rancho Cordova, CA 95670

Format:

Proposals should be 8½" x 11" inches bound in a single document, organized in sections following the order below, and ***not exceeding 12 pages***. Electronic copies should be in PDF format (emailed).

Contents:

The submittal should include the following information.

1. Brief introductory letter stating firm's interest in the project
2. Proposed cost for work to be completed including graphic designer fees, printing fees, database fees, mailing fees, freight fees and estimated postage (at current rate) based on the following:
 - i. Current page count:
 1. Spring/Summer Guide - 36 pages plus 4-page cover (40 total pages)
 2. Fall/Winter Guide - 32 pages plus 4-page cover (36 total pages)
 - ii. If we should cut pages:
 1. Guide 32 pages plus 4-page cover (36 total pages)
 2. Guide 28 pages plus 4-page cover (32 total pages)
 - iii. If we should increase pages:
 1. Guide 40 pages plus 4-page cover (44 total pages)
 2. Guide 36 pages plus 4-page cover (40 total pages)

- iv. Two (2) in-person meetings with the designer per guide for a total of eight (8) in-person meeting over the course of the contract
 1. One (1) meeting at the start of each guide development and one (1) meeting near the end of each guide development to ensure all necessary changes have been completed prior to moving forward with printing
3. Qualifications (to the maximum extent possible, relate qualifications to the activities identified in the “Scope of Work” section)
4. List of **relevant** projects, including your firm’s experience and familiarity with similar projects
5. List of at least 3 references

SELECTION PROCESS AND CRITERIA

Evaluation of the submitted Proposal will be made by a selection committee comprised of CRPD staff. If necessary, CRPD may conduct interviews with the most qualified companies. CRPD reserves the right to negotiate a contract based on the submittals received. Selection of a company is anticipated by March 19, 2025, after Board approval.

Selection of a company will use the following criteria:

- Overall proposal (completeness, organization)
- Cost (based on total project cost)
- Company experience with similar projects/programs
- Feedback from references provided

This request for proposals does not commit CRPD to awarding a contract, to pay any costs incurred in the preparation of proposals/statements of qualifications for this request, or to procure or contract for services. CRPD reserves the right to accept or reject any or all submittals received as a result of this request, to negotiate with any qualified company or to modify or cancel in part or in its entirety this request if it is in the best interest of CRPD to do so.

CONTRACT EXPECTATIONS

The selected company will be required to enter into a two-year contract with and provided by CRPD.

DOCUMENTS FOR REVIEW

- Attachment A: Electronic copy of most current Recreation Guide

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