



February 17, 2016

**Corrections/Clarifications & Responses to Questions Regarding RFP 2016-06,
“Printing & Mailhouse Support Services”
Addendum No. 1**

Dear Consultant:

Zone 7 has received some questions regarding the Request for Proposals (RFP), “Printing & Mailhouse Support Services.” In addition, we would like to provide two corrections/clarifications. This information is being provided to all the firms to which RFPs were sent and to those additional firms that have expressed an interest in preparing a proposal. The Addendum is also posted to Zone 7’s website.

Acknowledgement: Proposers must acknowledge receipt of this Addendum by signing and including it in your proposal packet. Failure to do so may result in rejection of the Proposal. All requirements of the RFP documents remain unchanged except as cited herein.

CORRECTIONS/CLARIFICATIONS:

1. **III.Scope of Services, Mailhouse Program, Table 3, Mailing Item #2 (Bifold Flier):** Description of recipients is corrected to include not only SFDU but also MFDU and businesses (estimated quantity is correct at 93,037).
2. **III. Scope of Services, Mailhouse Program, Table 3, Mailing Item #3 (Zone 7 Consumer Awareness Postcard) – SFDU mailing:** Because Zone 7 does not specify the estimated number of SFDU addresses in Dougherty Valley (in the 94582 Zip Code), please provide pricing quotes *only* for the 94566, 94568, 94588, 94550 and 94551 Zip Codes (assumes approximately 63,500 SFDU addresses).

RESPONSES TO QUESTIONS:

1. *Would you like quotes for both offset and digital for everything in the Lower Volume Printing category (III.Scope of Services, Printing Program, Table 2)?*
Both options, please.
2. *Several printing items specify Endeavor for the paper. Can we substitute another brand that is comparable in weight and finish?*
Yes, see (III.Scope of Services, first bullet at end of the Printing Program section).
3. *On the mailings, please confirm that these would be simplified address mailings where we would just be bundling and tagging by carrier route.*
As stated in (III.Scope of Services, Table 3, Mailhouse Services), Zone 7 seeks

proposals covering two options – 1) mailing list rental, data processing, USPS CASS certification and inkjet addressing (a “targeted” saturation mailing to “Current Resident” or “Current Occupant” but with specific addresses), and 2) for comparative purposes, alternative simplified (not addressed) mailing to “Postal Customer” preprinted on piece and bundled/tagged by carrier route, with a brief explanation of the pros/cons including pricing and reliability of timely delivery.

4. *Questions about reliability of timely delivery of saturation vs. simplified addressing mailing may be more appropriate for the Post Office than the mailhouse.*

Zone 7 understands that a mailhouse cannot make delivery promises for the Post Office but is asking proposers to provide observations based on experience.

5. *Questions relating specifically to III.Scope of Services, Mailhouse Program, Table 3, Mailing Item #3) Consumer Awareness Postcard – a mailing to SFDU addresses only*

- A. *Simplified Addressing is not compatible with SFDU. How should this be handled?*

Please specify in proposal if and when simplified addressing is not an option for a specific mailing, and price accordingly.

- B. *Does SFDU only apply to 94582?*

No, it applies to all other Zip Codes listed and, as clarified under “Corrections/Clarifications” above, please exclude the 94582 Zip Code.

- C. *Do you want to mail to PO Boxes, which may not reliably indicate SFDU?*

No

6. *The Mailhouse Program mentions Exhibit B, a map of the Dougherty Valley comprising some but not all of the 94582 Zip Code. Do you have “Exhibit B” for us to look at?*

The Exhibit B Dougherty Valley map is in the RFP documentation, second to last page. For a mailing to all address types (SFDU, MFDU and business), Dougherty Valley accounts for approximately 8,500 addresses in Zone 7’s service area.

7. *Partial carrier routes may not qualify for saturation rates (see III.Scope of Services, Mailing Program, Table 3, Mailing Items #1 and #2 references to Dougherty Valley). How should this be handled?*

Please specify in proposal if and when saturation rates may not apply to a specific area such as Dougherty Valley, and price accordingly.

8. *The services ask for a mailing list rental. Do we buy a list?*

For each mailing, the mailhouse would purchase the mailing list from a list company based on the provided Zip Codes. The RFP asks proposers to specify what the mailhouse would in turn charge Zone 7 for the list “rental.”

9. *Should all other products have in-bound delivery included in price?*

Yes, as specified in VII.C Proposal Instructions.

10. *Regarding printer of banners, 1) shall we assume that you want these printed on outdoor*

vinyl? 2) If only one banner is ordered, shall we assume that a hard copy or one-off proof is not required? 2) Please confirm the number of grommets at 5.

1) Yes. 2) Yes. 3) Yes.

Thank you for your interest and participation in this process. Note that no more questions will be accepted per the RFP's published timeline.

Sincerely,



Boni Brewer
Communication Specialist

ACKNOWLEDGEMENT OF RECEIPT:

Print Name _____

Signature _____

Company _____

Date _____

