



Printing & Mailing Services Request for Proposal January 9, 2023

Objective

The Aurora Public Library District seeks printer services to print approximately 67,000 bi-monthly newsletters for the Aurora community. We are looking for an experienced company who has worked with the United States Postal Service (USPS) in distributing newsletters.

Deadline for receipt

Proposals must be received via email before Monday, February 6 at 2p.m

Proposals must be addressed to Miriam Meza-Gotto, Communications Manager, Aurora Public Library District and should be emailed to mmeza@aurorapubliclibrary.org.

Inquiries

Inquiries must be made via email. Please address all inquiries to: mmeza@aurorapubliclibrary.org. Questions will be addressed within 5 business days.

Community Profile

The Aurora Public Library District's service area is contiguous with the boundaries of the City of Aurora, Illinois. With a population of 180,582 according to 2020 U.S. Census data, Aurora is the second largest city in Illinois, located 41 miles west of Chicago and stretching across four counties: Kane, DuPage, Kendall, and Will. Aurora is accessible by rail on the BNSF Metra commuter line and by five interchanges on the Interstate 88 East/West tollway corridor. The city is bisected by the Fox River accompanied by the Fox River Trail, which intertwines with the more local Virgil Gilman Trail.

Aurora is diverse by any measure. 42.7% of the population identifies as Hispanic or Latino, 34.9% as non-Hispanic white, 10.5% as African American, and 9.3% as Asian. Similarly, languages besides English are common in Aurora, with nearly 70,000 Spanish-speakers, 1,900 Tagalog, and a significant Urdu speaking population of 1,318. 45.3% of households speak a language other than English at home. 25.6% of Aurora residents are foreign-born.

Median household income is \$74,659, above the \$68,428 average household income across Illinois. 10% of Aurora's population meets federal poverty guidelines. 72.1% of Aurora's working age population is in the workforce, compared to 65.1% in Illinois as a whole. Nearly 80% of Aurora residents are high school graduates or higher, and 33% have a bachelor's degree or higher. Over 12% of households lack access to robust computing and Internet services for critical functions such as completing online job applications, banking, supporting their child's education, and general information access.



Aurora Public Library District facilities include the Richard and Gina Santori Public Library in the heart of downtown, the Eola Road Branch serving the east side, and the West Branch situated adjacent to Washington Middle School on the west side of Aurora. In addition, our active Outreach Services Department reaches students in six school districts and various community centers across four counties. The Outreach Services Department includes our Bookmobile, and the library has been serving our community with bookmobiles since 1953.

Project Background

- The library currently has an active USPS Business Customer Gateway Account, active Nonprofit rate permit, and active EPS account.
- The library currently delivers via a Every Door Direct Mail® (EDDM®)

Deliverables

- Work with APLD staff on proofs of provided artwork
- Work with APLD staff to develop an annual timeline to ensure delivery of newsletters
- Print six annual newsletters for approximately 67,000 households in Aurora
 - Each newsletter is 4 pages and 8.5 x 11.
- Work with USPS for the distribution of each newsletter to each household in Aurora
- Print six annual program guides (approximately 1,000 copies)
 - Each program guide is approximately 12 pages and 8.5 x 11.
- Work with USPS in the renewal process of permits, troubleshooting and migration to Mail by Address
- A minimum of a one-year firm costs agreement

Proposal Content Requirements

- A cover letter providing a brief description of the company or individual; name; contact information for the principal person.
- Executive summary of the highlights of the proposal, not to exceed one page in length, and conveying the company's understanding of the purpose and expected outcomes of the project.
- A summary of the company's qualifications and relevant experience. The successful company will have demonstrated expertise in printing, experience with USPS, and meeting deadlines.
- A work plan that includes a description, a timeline, and estimated total amount of time that would be spent on each newsletter.
- A schedule of firm costs for at least a one-year period, with the possibility of negotiation for the next one-year period.
- References and contact information for three organizations, preferably libraries.

RFP Standards and Selection Criteria

- APLD reserves the right to cancel the award of contract any time before the execution of the contract by both parties. The responding consultants bear sole risk and responsibility for costs incurred in the preparation of the proposal.
- No library board or staff member shall have a financial interest in this proposal.



- In cases of disputes over differences of opinions as to the services in the proposal, the decision of APLD shall be final.
- APLD reserves the right to ask for clarification in the proposal if the need arises, and to select a company based directly on the proposal or to negotiate further with one or more respondents.
- APLD reserves the right to reject any or all responses to this RFP.
- The proposal will be evaluated by APLD and will include the following criteria:
 - Responsiveness of the written proposal to the purpose and scope of the project.
 - Demonstrated knowledge, skills, and experience in printing.
 - Timeline for carrying out tasks in the scope of work.
 - Cost
 - Ability to meet deadlines and operate within budget.
 - Positive experience and success in printing and distribution of custom printing.

Timeline

- Proposals must be received via email before Monday, February 6 at 2 p.m.
- All questions must be received no later than Monday, January 30 at 2p.m.
- Consulting firm selected and confirmed at March 2023 APLD board meeting.
- Anticipated date printing services begin April 2023.