

Jacket: 428-589
Title: FY24 Retention Wave 3 Direct Mail Campaign (May-December)
Agency: FEMA
Bid Opening: April 26, 2024 at

Contractor Name	Bid	Terms		Discounted Total
Specialty Print Communications	\$84,400.00	5.0%	21 days	\$80,180.00
Las Vegas Color Graphics	\$115,555.00	5.0%	20 days	\$109,777.25
RR Donnelley	\$142,351.94	0.0%	0 days	\$142,351.94

CD 5/3/24
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BID OPENING: Bids shall be opened virtually at 11am, Eastern Time (ET), on April 25, 2024 at the U.S. Government Publishing Office. All parties interested in attending the bid opening shall email bids@gpo.gov one (1) hour prior to the bid opening date and time to request a Microsoft Teams live stream link. This must be a separate email from the bid submission. The link will be emailed prior to the bid opening.

BID SUBMISSION: Bidders must email bids to bids@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time. The Jacket Number and bid opening date must be specified in the subject line of the emailed bid submission. Bids received after the bid opening date and time specified above will not be considered for award.

Note: The GPO 910 "BID" Form is no longer required; **bidders are to fill out, sign/initial, as applicable, and return page 9.**

For information regarding the solicitation requirements prior to award please email Chris Duncan at cduncan@gpo.gov. For contract administration after award, contact APS DC at 202-512-0743.

ADDITIONAL EMAILED BID SUBMISSION PROVISIONS: The Government will not be responsible for any failure attributable to the transmission or receipt of the emailed bid including, but not limited to, the following:

1. Emails over 75 MB may not be received by GPO due to size limitations for receiving emails.
2. The vendor's email provider may have different size limitations for sending e-mail, however vendors are advised not to exceed GPO's stated limit. The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
3. Illegibility of bid.
4. When the email bid is received by GPO it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the e-mailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the e-mail is received by GPO's email server as the official time stamp for bid receipt at the specified location.

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01-18)) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (revised 9-19)).

GPO QATAP (GPO Publication 310.1) – <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>.

PRODUCT: Perforated Mailers

TITLE: FY 24 Retention Wave 3 Direct Mail Campaign (May-December)

Total Quantity: 891,000 mailers.

The 891,000 will be split into two versions: NFIP Direct and WYO audiences, see page 7 for quantity

breakdown and mailing dates schedule.

All the requirements of these specifications apply equally to all items/versions unless otherwise indicated.

NOTE: Each letter must also have an address and a unique customer ID printed on it. The Excel files will include names, addresses, and unique IDs for each month's mailers.

Note: The quantities do not include spoilage from the manufacturing process or required for mailhouse. Contractor is expected to adjust quantities as needed to meet delivery.

NO SHORTAGES ALLOWED; No shortages will be allowed; therefore the contractor is cautioned that they will be required to make up any shortages at no additional costs to the Government. Contractor must replace all spoiled/damaged items.

Contractor to provide an estimated postage cost for type of mail required. This cost will not be a factor in award.

SECURITY WARNING: It is the contractor's responsibility to properly safeguard personally identifiable information (PII) from loss, theft, or inadvertent disclosure and to immediately notify the Government of any loss of personally identifiable information.

PII is "information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc., alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc. (Ref.: OMB Memorandum 07-16.) Other specific examples of PII include, but are not limited to:

(a) Personal identification number, such as passport number, driver's license number, taxpayer identification number, or financial account or credit card number;

(b) Address information, such as street address or personal email address; and,

(c) Personal characteristics, including photographic image (especially of face or other distinguishing characteristic), fingerprints, handwriting, or other biometric image or template data (e.g., retina scans, voice signature, facial geometry).

NOTE: Prior to award; contractor will be required to submit to GPO, a security plan within 2 hrs. after the "Review and Confirm" call.

SECURITY CONTROL PLAN: The contractor shall operate and maintain an effective security system whereby materials used to perform the contract are manufactured and/or stored (e.g. while awaiting distribution or disposal) so as to ensure against theft and/or the unauthorized possession of the materials. Contractor is cautioned that Government provided information shall not be used for non-government business. Specifically, Government information shall not be used for the benefit of a third party. The Government retains the right to conduct on-site security reviews at any time during this contract.

1. The plan shall contain at a minimum how government files (data) will be secured to prevent disclosure to a third party prior to and after termination of contract;
2. Explain how all accountable materials will be handled throughout all phases of production;
3. How the disposal of waste materials will be handled; and,

4. How all applicable Government-mandated security/privacy/rules and regulations as cited in this contract shall be adhered to by the contractor.

PRIVACY ACT NOTIFICATION: This procurement action requires the contractor to do one or more of the following: design, develop, or operate a system of records on individuals to accomplish an agency function in accordance with the Privacy Act of 1974, Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Act may involve the imposition of criminal penalties.

-----PRIVACY ACT-----

(a) The contractor agrees:

- (1) to comply with the Privacy Act of 1974 and the rules and regulations issued pursuant to the Act in the design, development, or operation of any system of records on individuals in order to accomplish an agency function when the contract specifically identifies (i) the system or systems of records and (ii) the work to be performed by the contractor in terms of any one or combination of the following: (A) design, (B) development, or (C) operation;
- (2) to include the solicitation notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation when the statement of work in the proposed subcontract requires the design, development, or operation of a system of records on individuals to accomplish an agency function; and
- (3) to include this clause, including this paragraph (3), in all subcontracts awarded pursuant to this contract which require the design, development, or operation of such a system of records.

(b) In the event of violations of the Act, a civil action may be brought against the agency involved where the violation concerns the design, development, or operation of a system of records on individuals to accomplish an agency function, and criminal penalties may be imposed upon the officers or employees of the agency where the violation concerns the operation of a system of records on individuals to accomplish an agency function. For purposes of the Act when the contract is for the operation of a system of records on individuals to accomplish an agency function, the contractor and any employee of the contractor is considered to be an employee of the agency.

(c) The terms used in this clause have the following meanings:

- (1) "Operation of a system of records" means performance of any of the activities associated with maintaining the system of records including the collection, use, and dissemination of records.
- (2) "Record" means any item, collection or grouping of information about an individual that is maintained by an agency, including, but not limited to, his education, financial transactions, medical history, and criminal or employment history and that contains his name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a finger or voice print or a photograph.
- (3) "System of records" on individuals means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

TRIM SIZE: 9 x 12-1/2” flat; 9 x 6-1/4” folded and constructed.

PAGES: Face and back before construction.

PRINTING:

DIGITAL PRINTING IS ACCEPTABLE FOR VARIABLE DATA ONLY.

At contractor's option, the product may be produced via conventional offset or digital printing provided Quality Level III standards are maintained. Final output must be a minimum of 150- line screen and at a minimum resolution of 1200 x 1200 dpi x 1 bit or 600 x 600 dpi x 4-bit depth technology. Digital device must have a RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles. NOTE: Contractor must produce the entire job either conventional offset or digital printing; split production methods are not acceptable without prior approval.

Two Versions:

NFIP Direct and WYO (Slight text change between versions.)

Print face and back (head to head - before construction) with tints/solids, text/rule matter, images/illustrations, QR Code and fine detailed departmental logo in 4-color process with heavy coverage background plus some reversing out on both sides; with bleeds. NOTE: The perforated lines are not for bleeds/cuts, they are meant to be there for the customer to tear away.

GOVERNMENT TO FURNISH (GFM): Receive via email.

One (1) Purchase order.

NOTE: If you have any questions or concerns regarding the print files or printing instructions, please contact Ariel Taub at 347-698-3917 or ariel.taub@associates.fema.dhs.gov and cc: thomas.grant@fema.dhs.gov and cduncan@gpo.gov. For Jacket 428-589, please reference "NFIP FY24 National Retention Wave 3 Direct Mail" print order.

Unique Customer ID:

Mail pieces will include a Unique Customer ID to correspond to the mail month, year, wave number. For example, the mailer MAY24W3W_XXXXX would correspond to May 2024, Wave 3, WYO, with an auto-generated number. Alternatively, MAY24W3N_XXXXX would correspond to May 2024, Wave 3, NFIP Direct with an auto-generated number.

Files:

Zip File 1 with the following:

Address File (Excel): The address file includes the following information fields that must be printed on the materials: First and last name, Address, city, state, zip, Unique ID for each month's mailers (The unique ID number should be printed on the gray box below the address.). NOTE: The Excel file will be password protected

Zip File 2: Print-Ready Digital Copy (Adobe)

- The digital folder will include a copy of the following pieces: Perforated Letter: Renew today
- The digital copy files are not password protected.

Contractor can download the "Labeling and Marking Specifications" form (GPO Form 905, R. 7-15) from gpo.gov, fill in appropriate blanks, and attach to shipping containers.

Prior to image processing, the contractor is responsible for performing a basic check (preflight) of the furnished publishing files to assure accurate output of the required reproduction image. Any errors, media damage or data corruption that might interfere with proper file imaging must be reported to the contract

administrator in sufficient time to comply with the shipping schedule.

In addition, the contractor is responsible for creating or altering any necessary trapping, setting proper screen angles and screen frequency, and defining file output selection for the imaging device being utilized. All furnished files must be imaged as necessary to meet assigned quality level.

MAILING FOR BOTH ITEMS, FIRST MAILING 5/23/24, ROLLING MAIL DROPS THRU FINAL MAILING ON 12/20/24.

NOTE: New creative files may be sent to the selected printer in May. Due to the timeframe of this request, slight version distribution changes may occur and/or minor revisions to the creative files made be made. PRINTER MUST CONFIRM FINAL VERSION DISTRIBUTION AND CREATIVE WITH AGENCY PRIOR TO THE BEGINNING OF PRINTING.

ALL PROCEEDING MONTHS MUST BE PRINTED ON A MONTHLY BASIS IN THE EVENT OF FUTURE CONTENT UPDATES.

Addresses will be delivered in 2 separate Excel files per month that correspond to the 8-month mailing schedule and 2 versions intended for separate audiences. Each address will receive one perforated letter mailer. Initial mail quantities will be submitted for count and bidding purposes only. Actual retention data files will be pulled each month. Each month, the mailhouse processes the data through Cass, NCOA, and formats data. Each month, the mailhouse inkjets and mails the data at once.

NOTE: Address File + Mailing Instructions (Excel)

For each piece, the address file includes the following information fields that must be printed on the materials on one side only: First and last name, Address, city, state, zip, and Unique ID. The unique ID number should be printed on the gray box below the address. The Excel file will be password protected (password to be provided after award).

Contractor is responsible for passing the address file through (CASS) certification and through the National Change of Address (NCOA) service database to verify addresses are NCOA-certified, as required using a Licensed USPS Full Service Provider. All related costs to perform this operation must be included in the bid.

Contractor will process provided addresses via NCOA/CASS to adjust final list for standard issues such as bad addresses, plus remove

A- Truncated addresses (the FEMA input system truncates addresses that are too long)

B- Commercial addresses (i.e., PO boxes).

NOTE: Contractor to notify customer/agency if the addresses are to be corrected and if they will need to be emailed back.

NOTE: Mailers are to be at the presorted bulk/standard rate using AGENCY'S account, permit no. G-114. Client will be using USPS Informed Delivery (Mailer ID 902929622), which requires contractor to upload mailing lists to the USPS platform in the form of IMb serial number ranges for each batch of mail sent on a monthly or weekly basis. The contractor will need to regularly provide the IMb serial number ranges for each batch of mail sent. Contractor to return to client the final address list after CASS system processing.

Materials must be printed and placed in the mail on the date specified by the schedule below. The materials must be mailed on a rolling basis over an eight-month period, at the bulk/standard rate using AGENCY'S PERMIT No. G-114. First mailing on 5/23/24, thru final mailing on 12/20/24. Proof of delivery must be

emailed to thomas.grant@fema.dhs.gov, ariel.taub@associates.fema.dhs.gov and cc: cduncan@gpo.gov upon completion.

PROOFS:

E-MAIL PROOFS (indicate margins): CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT". One set of E-Mailed Electronic Page Proofs. Contractor to submit one Press Quality PDF soft proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match.

E-Mailed proofs (marked with Jacket/Req. Number plus return name and E-Mail address) directly to the Agency at jameela.hayneslee@fema.dhs.gov, ariel.taub@associates.fema.gov, and cduncan@gpo.gov. Contractor must call GPO Contract Compliance Section at (202) 512-0520 immediately upon E-Mailing proofs and immediately upon receiving the returned proofs (or OK E-Mail) back from the Department. Proofs will be withheld not more than (2) workdays from receipt at the Department to receipt in the contractor's plant.

If any contractor's errors are serious enough in the opinion of the GPO to require revised proofs, the revised proofs are to be provided at no expense to the Government. No extra time can be allowed for this reproofing; such operations must be accomplished within the original production schedule allotted in the specifications.

CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT".

STOCK/PAPER: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 13" dated September 2019. https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/vol_13.pdf

JCP Code* A91, Smooth Finish Text; Bright White, Basis Size 25 X 38", 100 lbs.

NOTE: All paper used in each order must be of a uniform shade.

INK:

4-color process.

BINDING:

Trim four size and Perf on the horizontal center of the layout. Fold, bind/glue, and perforate 1/4" along three outside edges. Folds to 9 x 6-1/4.

MARGINS:

Follow electronic files.

PACKING:

See schedule herein.

-----FOB Contractor's City-----
-----Letter Mailing Schedule-----

SCHEDULE:

Materials MUST be printed and placed in the mail on the date specified by schedule below.

Mail Group: "Renew Today" Perforated Letter

WYO Mail Schedule:

Monthly Batch	Mail Date	Mail Count
1	05/23/24	146,582
2	06/25/24	115,851
3	07/25/24	119,165
4	08/23/24	116,732
5	09/25/24	72,814
6	10/25/24	59,640
7	11/25/24	46,182
8	12/20/24	52,715

NFIP Direct Mail Schedule

Monthly Batch	Mail Date	Mail Count
1	05/23/24	34,840
2	06/25/24	26,494
3	07/25/24	26,531
4	08/23/24	25,116
5	09/25/24	15,770
6	10/25/24	11,678
7	11/25/24	9,683
8	12/20/24	11,410

Contractor is to report information regarding each order for compliance reporting purposes and include date of delivery (or shipment if applicable) for proofs and delivery schedules in accordance with the contract requirements by contacting Shared Support Services Compliance Section via e-mail to compliance@gpo.gov or by calling (202) 512-0520 or faxing (202) 512-1364. Personnel receiving the e-mail or call will be unable to respond to questions of a technical nature or transfer any inquiries.

DISTRIBUTION:

Contractor must notify the ordering agency on the same day that the product ships/delivers via e-mail sent to thomas.grant@fema.dhs.gov and cduncan@gpo.gov. The subject line of this message shall be Distribution Notice for Jacket 428-589, Requisition 4-02700. The notice must provide all applicable tracking numbers, shipping method, and Title. Contractor must be able to provide copies of all delivery, mailing, and shipping receipts upon agency request.

Mail approx. 891,000 copies to approx. 891,000 addresses per distribution lists (to be provided by agency upon award).

Ship 5 Sample copies via traceable means to: NY 11106, full residential address to be provided upon award.

All expenses incidental to submitting proofs, furnishing samples and returning materials, must be borne by the contractor.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing (page related) Attributes -- Level III.
- (b) Finishing (item related) Attributes -- Level III.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests -- General Inspection Level I.
- (b) Destructive Tests -- Special Inspection Level S-2.

Specified Standards-- The specified standards for the attributes requiring them shall be:

ATTRIBUTE	SPECIFIED STANDARD
P-7. Type Quality and Uniformity	Approved proof/Furnished Electronic File
P-10. Process Color Match	Furnished Electronic Files

Prior to award, contractor may be required to provide information related to specific equipment that will be used for production.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

- 1) Most recent profit and loss statement
- 2) Most recent balance sheet
- 3) Statement of cash flows
- 4) Current official bank statement
- 5) Current lines of credit (with amounts available)
- 6) Letter of commitment from paper supplier(s)
- 7) Letter of commitment from any subcontractor

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential, and used only for the determination of responsibility by the Government.

Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

PAYMENT: Submitting invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing.

Instruction for using this method can be found at the following web address:

<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>.

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management, Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>.

