

BID OPENING: Bids shall be opened at **2:00 p.m., prevailing Central Standard Time (CST)**, on **January 25, 2024** for the U.S. Government Publishing Office, Northcentral Region. This will NOT be a public bid opening.

BID SUBMISSION: Bidders MUST submit email bids to bidsnorthcentral@gpo.gov for this solicitation. No other method of bid submission will be accepted at this time. See also "ADDITIONAL EMAILED BID SUBMISSION PROVISIONS".

The Jacket number "**534-740**" and bid opening date **January 25, 2024** must be specified in the subject line of the emailed bid submission. Bids received after "**2:00 p.m.** Central Standard Time" on the bid opening date specified above will not be considered for award.

Any questions before award concerning these specifications call Chuck Szopo, at 312-353-3916 x 6 or email at cszopo@gpo.gov

PRODUCTS: Mailer Items consist of cover letters; outer mailing Envelopes (OME); BRM Inner Envelopes; stuffer sheets, survey booklets, and postcards.

BIDDERS, PLEASE NOTE: GPO has issued a new GPO Publication 310.2, GPO Contract Terms - Solicitation Provisions, Supplemental Specifications, and Contract Clauses (Rev 1-18). Prospective bidders should carefully read this publication as the applicable terms within become an integral part of this contract. The document is posted at <https://www.gpo.gov/how-to-work-with-us/vendors/forms-and-standards> along with a list of major revisions.

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).

CONFIDENTIALITY REQUIREMENTS: Contractor shall be bound by confidentiality rules applicable to the protection of Personally Identifiable Information (PII). Contractor shall not divulge information learned during this contract with anyone except VA or GPO personnel. Contractor shall exercise reasonable discretion in handling documents that include privileged materials and confidential PII.

The contractor must agree to the following security conditions:

1. Documents and/or items received by the contractor are sensitive and must be properly safeguarded from unauthorized disclosure. When documents and/or items are not being processed, they will be securely stored in a location which will preclude unauthorized access.
2. Individuals having access to documents and/or items during pick-up, transport, processing, assembly, delivery, etc., must be properly notified by the contractor regarding the sensitivity of the information and cautioned to preclude loss, theft, destruction or unauthorized access.

Bid submission indicates contractor agrees and will abide by all the CONFIDENTIALITY AND SECURITY requirements of this contact.

For the purposes of this procurement, PII/PHI includes:

Information about an individual that identifies, links, relates or is unique to, or describes him or her (e.g., a social security number; age; marital status; race; salary; home telephone number; other demographic, biometric, personnel, medical, and financial information). Also, information that can be used to distinguish or trace an individual's identity, such as his or her name; social security number; date and place of birth; mother's maiden name; and biometric records, including any other personal information.

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 and/or subcontractor(s).

PREDOMINANT PRODUCTION FUNCTION: The predominant production function is the Printing. This function may NOT be subcontracted. Contractors who subcontract this function will be declared non-responsible.

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. Illegibility of bid.
2. Emails over 10 MB may not be received by GPO due to size limitations for receiving emails.
3. The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
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 emailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the email is received by GPO's email server as the official time stamp for bid receipt at the specified location.

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 preaward 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 low contractor may be required to provide one or more of the following financial documents the same workday, or as required, from the notification to submit:

- 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 a timely manner may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

TITLE: NCA Customer Satisfaction Surveys_2024

QUANTITY: Approx. 332,881 Mailings - see attachment for items and quantities.

NOTE: Exact quantities will be known when mailing lists become available. If the exact quantities are less/more than the above, a contract modification will be issued for the reduction/increase after award using the contractor's additional rates (excluding make-ready cost). Although it is anticipated that the quantities will be less - bids must be based on the full quantity listed.

Additional Rates (Per M) for each item: See Attachment for breakdown of each item/ mailing wave.

NOTE: Prior to production samples, VA final samples, and GPO final samples are not included in the count but must be included in the contractor's submitted total bid.

TRIM SIZE: See below under each item on attachment.

PAGES: See below under each item on attachment.

GOVERNMENT TO FURNISH: See attachment.

PO will be emailed upon award.

Final files will be available per attachment.

Artwork: PDF and World files will be emailed.

Distribution List: Separate Microsoft Excel address data files via Secure File Transfer Protocol. The files will be clearly named to indicate which file is associated with which survey.

NOTE: If changes are made to the files furnished, during the proofing stage, at the agency's request, or per the specifications, the contractor must create a revised file with all changes incorporated therein for return to the FEMA agency after completion of the order.

BASIC CHECK OF FURNISHED MEDIA AND FILES: Prior to image processing, the contractor is responsible for performing a basic check (preflight) of the furnished media and files. If any errors, media damage, or data corruption that might interfere with proper file imaging are discovered during inspection by the contractor, work should be discontinued after the entire order has been inspected. Further instructions should be requested from the GPO Contract Administrator.

This preflight should identify any problem areas with the digital file submission and should include but not be limited to missing or damaged fonts, damaged disks, missing bleeds, improper trim size and/or margins, only low resolution files included for illustrations, and improper color definition. The contractor is also responsible for creating or altering any necessary trapping, setting proper screen angles and frequency, adjusting copy for trim size and folds, and defining proper file output selection for the imaging device being used. All furnished files must be imaged as necessary to meet the assigned quality assurance through attributes program (QATAP) level.

RIGHTS ON DATA: The fonts provided (see GOVERNMENT TO FURNISH) are the property of the ordering agency and are provided for use on this contract only. Using the furnished fonts on any job other than the one for which the fonts were submitted violates copyright law. All fonts should be eliminated from contractor's archive immediately

after completion of the production run.

IDENTIFICATION MARKS: Identification markings such as register marks, ring folios, rubber stamped jacket numbers, commercial identification marks of any kind, etc., including GPO imprint, form number, and revision date, carried on copy, electronic files, or film, must not print on finished product.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product(s) in accordance with these specifications.

PRINTING: See attachment.

Margins: Adequate gripper all items.

Specifications: See attachment.

NCOA Processing: In accordance with United States Postal Service (USPS) regulations, contractor is required to run distribution files on each order through the National Change of Address (NCOA) service database to verify addresses are NCOA certified. All related costs to perform this operation must be included in submitted bid pricing. No additional reimbursement will be authorized.

The vendor will be supplied Data files. These files must undergo standard Code 1 mail streaming and NCOA cleaning to remove any undeliverable addresses before printing of the names and addresses on the surveys begins. The Post Office requires all mailing lists to be run through NCOA processing in order to give presort and bulk rate discounts.

Once a mailing list is received by the vendor, an output file must be created containing each mailing participant. The contents of the output file must be approved/verified by VA before proceeding to Code 1 mail streaming and NCOA cleaning. To do this the output file must be transmitted electronically to the VA so they can verify that the vendor has received the full contents of the address file.

An output file containing the rejected names and addresses must be provided to VA along with the reject code or some explanation for reason of rejection. The output containing the names and addresses of those records retained after NCOA cleaning (i.e. cleared for mailing) must be provided to VA in the layout described above.

Mail f.o.b. contractor's city each individual survey mailer or postcard to domestic addresses nationwide. The contractor is responsible for all costs incurred in transporting all items to the U.S. Postal Service facility.

Outer mailing envelope (OME)(outside carrier) will use the VA mail anywhere permit no. 1090 for all except international addresses for postage - first class pre-sort mail rate via reimbursable shipping with GPO approval.

The contractor is required to obtain the maximum postage discount allowed by the USPS in accordance with appropriate USPS rules and regulations, including the USPS Domestic Mail Manual, and Postal Bulletins, in effect at the time of the mailing.

The contractor is cautioned that mailing permit imprint may be used only for the purpose of mailing material produced under this contract.

Vendor must submit all postal receipts to the VA after dropping items at the post office and must include the VA print order number CN 021723 in the "Customer Reference ID" field.

All copies mailed must conform to the appropriate regulations in the US Postal Service manuals for Domestic Mail.

Certificate of Conformance: When using Permit Imprint Mail the contractor must complete GPO Form 712 - Certificate of Conformance (Rev. 10-15), and the appropriate mailing statement or statements supplied by USPS. A fillable GPO

Form 712 Certificate of Conformance can be found at <https://www.gpo.gov/how-to-work-with-us/vendors/forms-and-standards>.

STOCK: See below under each item on attachment.

PROOFS:

PDF Proofs/data tests and prior to production samples required.

Prior to start of first wave printing, data tests on first 10 survey packages/postcards, all versions, is required.

PDF Proofs and Data Tests email on or before - see attachment.

Agency hold is 2 workdays.

The PDF proofs must utilize the first 10 data sets supplied by the customer. One PDF proof is required for each item.

One Press Quality PDF soft proof for each item (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proofs will be evaluated for text flow, image position, and color breaks. Proofs will not be used for color match.

Email proofs to: Penny.Woods2@va.gov, John.Ampela2@va.gov, StephenC@ConsultVistra.com, LaToraH@ConsultVistra.com and cszopo@gpo.gov

Upon approval of the PDF proofs and data samples:

PRIOR TO PRODUCTION SAMPLES:

Deliver on or before - see attachment - to address in Distribution.

Agency hold is 2 workdays. Samples will not be returned to the contractor.

The prior-to-production samples requirement for this contract is not less than:

10 total set of Wave 1 only (5 sets each to 2 addresses below).

Each sample shall be printed and constructed as specified and must be of the size, kind, and quality that the contractor will furnish.

Prior-to-production samples will be inspected and tested and must comply with the specifications as to construction, kind, and quality of materials.

Contractor is responsible for all costs incurred in the delivery of the priors. The Government will approve, conditionally approve, or disapprove the samples. Approval or conditional approval shall not relieve the contractor from complying with the specifications and all other terms and conditions of the contract. A conditional approval shall state any further action required by the contractor. A notice of disapproval shall state the reasons therefore.

If the samples are disapproved by the Government, the Government, at its option, may require the contractor to submit additional samples for inspection and test, in the time and under the terms and conditions specified in the notice of rejection. Such additional samples shall be furnished, and necessary changes made, at no additional cost to the Government and with no extension in the shipping schedule. The Government will require the time specified above to inspect and test any additional samples required.

In the event the additional samples are disapproved by the Government, the contractor shall be deemed to have failed to make delivery within the meaning of the default clause in which event this contract shall be subject to termination

for default, provided however, that the failure of the Government to terminate the contract for default in such event shall not relieve the contractor of the responsibility to deliver the contract quantities in accordance with the shipping schedule.

In the event the Government fails to approve, conditionally approve, or disapprove the samples within the time specified, the Contracting Officer shall automatically extend the shipping schedule in accordance with Contract Clause 12, "Notice of Compliance With Schedules," of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 01/18)).

Manufacture of the final product prior to approval of the samples submitted is at the contractor's risk. All costs, including the costs of all samples, shall be included in the contract price for the production quantity.

All samples shall be manufactured at the facilities in which the contract production quantities are to be manufactured.

PACKAGING, LABELING AND MARKING: Noncompliance with the packing and marking instructions will be cause for the Government to take corrective action in accordance with GPO Pub. 310.2. Label in accordance with GPO Contract Terms.

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

Product Quality Level:

- (a) Printing (page related) Attributes-Level 3.
- (b) Finishing (item related) Attributes-Level 3.
- (c) Exception – None.

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:

<u>Attribute</u>	<u>Specified Standard</u>
P-7 Type Quality and Uniformity:	Approved Proofs/PRIORS

DISTRIBUTION – Mail f.o.b. Contractor's City (using agency's mailing permit) except for Priors and sample copies which must be delivered f.o.b. destination at contractor's expense. See below.

Sample copies for GPO and the agency are additional to the total quantities. All expenses incidental to picking up and returning materials, submitting and picking up proofs/priors, and furnishing sample copies must be borne by the contractor.

Deliver 5 pre-production samples (1st wave only) to: Mr. Stephen Connors, 3286 Worthington Street, NW, Washington DC 20015.

Deliver 5 pre-production samples (1st wave only) to: Datamatics, Attn: Ms. Dianne Morgan, 31572 Industrial Rd, Ste 100, Livonia, MI 48150.

Mailing: Mail per attachment using the agency's paid permit.

Deliver 2 final unaddressed samples of each item marked Inspection Copies and with GPO jacket number to U.S. GPO, Attn: Compliance -Chuck Szopo, residential Chicago IL address to come. Email cszopo@gpo.gov for address after award.

NOTIFICATION: Immediately after the order has been shipped/mailed, the contractor MUST furnish shipping information. Include the order title, GPO jacket number, requisition number, date of shipment, quantity, and any tracking information for required deliveries. Email and cszopo@gpo.gov.

SCHEDULE: See Notice of Compliance with Schedules in GPO Publ. 310.2.

Award will be made and purchase order will be available on or before **January 29, 2024**.

PRIORS/PROOFS: See attachment for multiple proofing dates.

Proof will be withheld not more than **2 workdays** from receipt by the Government.

Contractor must make complete mailing: See attachment for multiple mailing dates.

TIME CRITICAL: Notify cszopo@gpo.gov of the mailing status two workdays prior to the complete USPS mailing.

This is a time-critical order. For the purpose of this contract, the provision in GPO Contract Terms Pub. 310.2 (Rev. 6-01) for schedule extensions does not apply. No automatic extensions of schedules will be made. All interested contractors must commit to the original schedule. Shipments must be made by a carrier that will guarantee delivery at destination within the specified schedule. Carrier's "targets" in lieu of "guaranteed" deliveries will not be acceptable.

Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for additional 1,000 copies each. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges, (i.e., running rate not including makeready) and will not be a factor for determination of award.

Bids must be received by the exact date and time specified.

PAYMENT:

It is requested that the contractor invoice GPO within 10 workdays from the date of complete distribution for timely payment and customer billing closeout. Contractor must include Proof of Delivery (POD) for the complete quantity, including the GPO Inspection Copies (when required), with their invoice for payment to prevent delays in the GPO 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>.

LOCATION(S) OF POST OFFICE(S). All mailing will be made from:

Post Office located at Street Address: _____,

City: _____, State: _____, Zip Code: _____.

BID PRICES: \$ _____ **ADDITIONAL RATES** ____ See below **PER 1,000 copies.**

DISCOUNTS: Discounts are offered for payment as follows: _____ Percent, _____ calendar days. See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

AMENDMENT(S): Bidder hereby acknowledges amendment(s) number(ed) _____

BID ACCEPTANCE PERIOD: In compliance with the above, the undersigned agree, if this bid is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

BIDDER'S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms-Publication 310.2. When responding by fax or mail, fill out and return one copy of pages 8 and 9," including initialing/signing where indicated.

Failure to sign the signature block below may result in the bid being declared non-responsive.

Bidder _____
(Contractor Name) (GPO State & Contractor's Code)

(Street Address)

(City - State - Zip Code)
By

(Printed Name, Signature, and Title of Person Authorized to Sign this Bid) (Date)

(Person to be Contacted) (Telephone Number) (Email)

(Initials)

(COMPLETE AND SUBMIT THIS PAGE WITH YOUR BID).

THIS SECTION FOR GPO USE ONLY

Certified by: _____ Date: _____ Contracting Officer: _____ Date: _____
(Initials) (Initials)

See next page for placing bid.

PRICE

TOTAL BID \$ _____

ADDED RATES

- Outbound Mail Window-Envelopes:** \$ _____ per 1,000 copies
- Inbound BusRply Envelopes:** \$ _____ per 1,000 copies
- Survey Cover Letters:** \$ _____ per 1,000 copies
- 8 page - Survey Booklets:** \$ _____ per 1,000 copies
- 12 page - Survey Booklets:** \$ _____ per 1,000 copies
- Stuffer Sheets:** \$ _____ per 1,000 copies
- Reminder Postcards:** \$ _____ per 1,000 copies
- Thank You Postcards:** \$ _____ per 1,000 copies

(Initials)

Note: Bidders must include this page with their submitted Bid.

534-740 Attachment

2024 NCA Customer Satisfaction Survey Printing Specifications

This order (021723_4-24039) has 2 independent mailings each with 4 waves.

- FIRST MAILING (COHORT 1) includes mailings for 4 recipient types in English only.
- SECOND MAILING (COHORT 2) includes mailings for 4 recipient types in 2 versions (English and Spanish).

QUANTITIES

Total estimated quantity is 332,811 pieces for both Cohorts.

Each Cohort contains four waves/mailings

Listed Below are approximate quantities for each of the 4 waves/mailings

Survey Recipient Type	Number of Respondents Mailed
NoK_2024_National Cemeteries (Nat.Cem)	190,620
NoK_2024_State and Tribal (StTrib) Veterans Cemeteries	71,754
NoK_2024_Memorial Products Service (MPS) Survey	24,687
Funeral Directors (FunDir)_2024_Satisfaction Survey	45,750
TOTAL NUMBER OF MAILINGS	332,811

Envelope Quantities:

- Outbound Mail Envelope: approx. 164,587 (Total for both Cohorts-Wave/Mailing 1 & 3)
- Inbound Business Reply Envelope: approx. 164,587 (Total for both Cohorts-Wave/Mailing 1 & 3)

GENERAL RULES USED TO CALCULATE MAIL QUANTITIES

Wave 1: Each Cohort begins with a Survey Sample list provided by NCA and it's contracted survey vendor.

Wave 2: Calculated at 90% of Wave 1. A reduction (10%) is applied due to removal of completed and undeliverable surveys and requests to cease contact from survey recipients.

Wave 3: Calculated at 90% of Wave 2. A reduction (10%) is applied due to removal of completed and undeliverable surveys and requests to cease contact from survey recipients.

Wave 4: All Wave 1 recipients are mailed a focus group card less the undeliverable surveys and requests to cease contact from survey recipients. Estimated at 95% of Wave 1.

Survey Totals by Survey Type / Cohort			
SURVEY TYPE	COHORT 1	COHORT 2	QTY
National Cemetery (NatCem) Survey	94331	96289	190620
State and Tribal (StTrib) Survey	35583	36172	71754
Memorial Product Services (MPS) Survey	11220	13467	24687
Funeral Director (FunDir) Survey	45110	641	45750
		TOTAL	332811

DETAILED SURVEY WAVE COUNTS BY COHORT – QTYs are Approximate.

SURVEY TYPE	COHORT	WAVE	QTY	Spanish Subset
National Cemetery (NatCem) Survey	1	1	25774	0
State and Tribal (StTrib) Survey	1	1	9722	0
Memorial Product Services (MPS) Survey	1	1	3066	0
Funeral Director (FunDir) Survey	1	1	12325	0
National Cemetery (NatCem) Survey	1	2	23196	0
State and Tribal (StTrib) Survey	1	2	8750	0
Memorial Product Services (MPS) Survey	1	2	2759	0
Funeral Director (FunDir) Survey	1	2	11093	0
National Cemetery (NatCem) Survey	1	3	20877	0
State and Tribal (StTrib) Survey	1	3	7875	0
Memorial Product Services (MPS) Survey	1	3	2483	0
Funeral Director (FunDir) Survey	1	3	9983	0
National Cemetery (NatCem) Survey	1	4	24485	0
State and Tribal (StTrib) Survey	1	4	9236	0
Memorial Product Services (MPS) Survey	1	4	2912	0
Funeral Director (FunDir) Survey	1	4	11709	0
National Cemetery (NatCem) Survey	2	1	26309	(535)
State and Tribal (StTrib) Survey	2	1	9883	(161)
Memorial Product Services (MPS) Survey	2	1	3680	(614)
Funeral Director (FunDir) Survey	2	1	175	(175)
National Cemetery (NatCem) Survey	2	2	23678	(535)
State and Tribal (StTrib) Survey	2	2	8895	(161)
Memorial Product Services (MPS) Survey	2	2	3312	(614)
Funeral Director (FunDir) Survey	2	2	158	(175)
National Cemetery (NatCem) Survey	2	3	21310	(535)
State and Tribal (StTrib) Survey	2	3	8005	(161)
Memorial Product Services (MPS) Survey	2	3	2980	(614)
Funeral Director (FunDir) Survey	2	3	142	(175)
National Cemetery (NatCem) Survey	2	4	24993	(535)
State and Tribal (StTrib) Survey	2	4	9389	(161)
Memorial Product Services (MPS) Survey	2	4	3496	(614)
Funeral Director (FunDir) Survey	2	4	166	(175)

FIRST MAILING TASKS/SCHEDULE (COHORT 1-English only, NOK and FunDir)

(Covers Next of Kin mailings for interments Jan-Jun 2023)

- Monday, 1/29/24: VA Publications confirms outgoing permit for NCA Performance Analysis and Planning Service.
 - Monday, 1/29/24: NCA Performance Analysis and Planning Service confirms outgoing permit for Vistra
 - Tuesday, 1/30/24: Vistra provides envelope artwork to GPO mailing vendor
 - Wednesday, 1/31/24: VA Publication, NCA Performance Analysis and Planning Service, Vistra, GPO, and GPO Mailing Vendor Kick-Off Meeting
 - Thursday, 2/01/24: Vistra provides GPO mailing vendor survey artwork (final 3 NOK English questionnaires with Waves 1-4 postcards/letters and Funeral Director English questionnaire with postcards/letters/stuffer sheets) and Cohort 1-Wave 1 mailing list
 - Friday, 2/02/24: GPO mailing vendor provides English-language soft proofs to Vistra
 - Monday, 2/05/24: Vistra gives English-language soft proof approval to GPO mailing vendor
 - Wednesday, 2/07/24: GPO mailing vendor mails English hard copy proofs to Vistra by traceable means. 5 copies of each to 2 addresses. See instructions.
 - Thursday, 2/08/24: Vistra issues final approval to GPO mailing vendor for English-language Wave 1 documents
 - Thursday, 2/22/24: GPO mailing vendor mails out Cohort 1-Wave 1 documents
 - Wednesday, 2/28/24: GPO mailing vendor provides Wave 2 and Wave 4 English-language soft proofs to Vistra
 - Friday, 3/01/24: Vistra issues final approval of Wave 2 and Wave 4 English-language documents
 - Friday, 3/08/24: Vistra provides GPO mailing vendor Cohort 1-Wave 2 mailing list
 - Thursday, 3/14/24: GPO mailing vendor mails out Wave 2 documents
 - Tuesday, 4/02/24: Vistra provides GPO mailing vendor Cohort 1-Wave 3 mailing list
 - Monday, 4/08/24: GPO mailing vendor mails out Wave 3 documents
 - Tuesday, 4/16/24: Vistra provides GPO mailing vendor Cohort 1-Wave 4 mailing list.
 - Tuesday, 4/23/23: GPO mailing vendor mails out Wave 4 documents
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SECOND MAILING TASKS/SCHEDULE (COHORT 2-NOK-English and Spanish, FunDir-Spanish-only)

(Covers Next of Kin mailings for interments Jul-Dec 2023, all NoK-Spanish surveys, & FD-Spanish surveys)

- Friday, 03/08/24: Vistra provides GPO mailing vendor survey artwork (Spanish versions of final 3 NOK questionnaires with Waves 1-4 postcards/letters and Funeral Director Spanish questionnaire with postcards/letters/stuffer sheets) and Cohort 2-Wave 1 mailing list
 - Monday, 3/11/24: GPO mailing vendor provides Spanish-language soft proofs to Vistra
 - Tuesday, 3/12/24: Vistra gives soft proof approval for Spanish-language documents to GPO mailing vendor
 - Thursday, 3/14/24: GPO mailing vendor mails Spanish-language hard copy proofs to Vistra by traceable means. 5 copies of each to 2 addresses. See instructions.
 - Friday, 3/15/24: Vistra issues final approval to GPO mailing vendor for Wave 1 Spanish-language documents
 - Friday, 03/29/24: GPO mailing vendor mails out Wave 1 documents
 - Thursday, 4/4/24: GPO mailing vendor provides Wave 2 and Wave 4 Spanish-language soft proofs to Vistra
 - Monday, 4/8/24: Vistra issues final approval of Wave 2 and Wave 4 Spanish-language documents
 - Tuesday, 4/16/24: Vistra provides GPO mailing vendor Cohort 2-Wave 2 mailing list
 - Monday, 4/22/24: GPO mailing vendor mails out Wave 2 documents
 - Thursday, 5/9/24: Vistra provides GPO mailing vendor Cohort 2-Wave 3 mailing list
 - Wednesday, 5/15/24: GPO mailing vendor mails out Wave 3 documents
 - Thursday, 5/23/24: Vistra provides GPO mailing vendor Cohort 2-Wave 4 mailing list
 - Wednesday, 5/29/24: GPO mailing vendor mails out Wave 4 documents
 - (Memorial Day is Monday, 5/27)
-

FILES PROVIDED

NOTE: Spanish version products (Spn) will **ONLY** apply to the Second Mailing (COHORT 2) for both NOK and FunDir Surveys

Wave 1 – Surveys (4 recipient types, 2 versions Spanish/English for a total of 8)

1. Cover letter (English and Spanish)
 - Wave 1_NOK_2024_Nat.Cem_CvrLtr_Eng
 - Wave 1_NOK_2024_Nat.Cem_CvrLtr_Spn
 - Wave 1_NOK_2024_StTrib_CvrLtr_Eng
 - Wave 1_NOK_2024_StTrib_CvrLtr_Spn
 - Wave 1_NOK_2024_MPS_CvrLtr_Eng
 - Wave 1_NOK_2024_MPS_CvrLtr_Spn
 - Wave 1_FunDir_2024_CvrLtr_Eng
 - Wave 1_FunDir_2024_CvrLtr_Spn
2. Survey instrument (mark-sense/scantron form)
 - NOK_2024_Nat.Cem_Survey_Eng
 - NOK_2024_Nat.Cem_Survey_Spn
 - NOK_2024_StTrib_Survey_Eng
 - NOK_2024_StTrib_Survey_Spn
 - NOK_2024_MPS_Survey_Eng
 - NOK_2024_MPS_Survey_Spn
 - FunDir_2024_Survey_Eng
 - FunDir_2024_Survey_Spn
3. Outbound Mail Env_2024
4. Inbound BusRply Env_2024
5. Self-Select Stuffer Sheet (Funeral Directors Only)
 - FunDir_2024_StfrSht_Pg1_Eng
 - FunDir_2024_StfrSht_Pg2_Eng
 - FunDir_2024_StfrSht_Pg1_Spn
 - FunDir_2024_StfrSht_Pg2_Spn

Wave 2 – Reminder Postcards (4 recipient types, 2 versions Spanish/English for a total of 8)

1. Reminder Postcard (English and Spanish)
 - Wave2_NOK_2024_Nat.Cem_ReminderPC_Eng
 - Wave2_NOK_2024_Nat.Cem_ReminderPC_Spn
 - Wave2_NOK_2024_StTrib_ReminderPC_Eng
 - Wave2_NOK_2024_StTrib_ReminderPC_Spn
 - Wave2_NOK_2024_MPS_ReminderPC_Eng
 - Wave2_NOK_2024_MPS_ReminderPC_Spn
 - Wave2_FunDir_2024_ReminderPC_Eng
 - Wave2_FunDir_2024_ReminderPC_Spn

Wave 3 – Surveys (4 recipient types, 2 versions Spanish/English for a total of 8)

1. Cover letter (English and Spanish)
Wave 3_NOK_2024_Nat.Cem_CvrLtr_Eng
Wave 3_NOK_2024_Nat.Cem_CvrLtr_Spn
Wave 3_NOK_2024_StTrib_CvrLtr_Eng
Wave 3_NOK_2024_StTrib_CvrLtr_Spn
Wave 3_NOK_2024_MPS_CvrLtr_Eng
Wave 3_NOK_2024_MPS_CvrLtr_Spn
Wave 3_FunDir_2024_CvrLtr_Eng
Wave 3_FunDir_2024_CvrLtr_Spn
2. Survey instrument (mark-sense/scantron form)
NOK_2024_Nat.Cem_Survey_Eng
NOK_2024_Nat.Cem_Survey_Spn
NOK_2024_StTrib_Survey_Eng
NOK_2024_StTrib_Survey_Spn
NOK_2024_MPS_Survey_Eng
NOK_2024_MPS_Survey_Spn
FunDir_2024_Survey_Eng
FunDir_2024_Survey_Spn
3. Outbound Mail Env_2024
4. Inbound BusRply Env_2024
5. Self-Select Stuffer Sheet (Funeral Directors Only)
FunDir_2024_StfrSht_Pg1_Eng
FunDir_2024_StfrSht_Pg2_Eng
FunDir_2024_StfrSht_Pg1_Spn
FunDir_2024_StfrSht_Pg2_Spn

Wave 4 – Thank You and Focus Group Participation (4 recipient types, 2 versions Spanish/English for a total of 8)

1. Thank You Postcard (English and Spanish)
Wave4_NOK_2024_Nat.Cem_ThankYouPC_Eng
Wave4_NOK_2024_Nat.Cem_ThankYouPC_Spn
Wave4_NOK_2024_StTrib_ThankYouPC_Eng
Wave4_NOK_2024_StTrib_ThankYouPC_Spn
Wave4_NOK_2024_MPS_ThankYouPC_Eng
Wave4_NOK_2024_MPS_ThankYouPC_Spn
Wave4_FunDir_2024_ThankYouPC_Eng
Wave4_FunDir_2024_ThankYouPC_Spn

*****NOTE- The files for Outbound Mail Env., Inbound BusRply env., surveys, AND stuffer sheets are used for both Wave/Mailing 1 and Wave/Mailing 3 ******

PROOFING SPECIFICATIONS:

All files require a PDF proofs.

Prior to Production samples, 10 each, for each mailing piece under Wave/Mailing 1.

MAILING SPECIFICATIONS: Outside carrier will use our mail anywhere permit no.1090 for all except international addresses for postage - first class pre-sort mail rate. Vendor must submit the postal receipt to us after dropping to post office and must include our print order number CN 021723 in the "Customer Reference ID" field. BRM envelope permit will be confirmed by vendor for accuracy and availability. All shipping to be done via traceable means.

GPO Vendor will perform postal sort and NCOA scan prior to each Wave mailing and report back findings to the NCA, Vistra, VA Publications, and the GPO.

NCA requests an optional service, separately priced, for Full-Service Intelligent Mail with visibility and tracking. This service will be optional and GPO vendor will be notified at time of award whether it is requested. NCA intends to furnish instructions with this service that USPS to Secure/Destroy underivable mail and report a list to the Vistra and GPO awardee of undeliverable mail (timeline for undeliverable lists TBD upon award).

PRINTING SPECIFICATIONS:

All Envelopes (BRE and OME): Envelopes must be open side, side seam, with gummed fold-over flap for sealing. Flap depth is at the contractor's option but must meet all USPS requirements. Flap must be coated with suitable glue that will securely seal the envelope without adhering to contents, not permit resealing of the envelope, and permit easy opening by the recipient. Envelopes shall be sufficiently high cut to prevent the flap adhesive from coming in contact with the envelope's contents. The sealed seam shall not adhere to the inside of the envelope. Envelopes shall be free from cuts, folds, tears, machine marks, foreign matter, dirt, ink smears, and adhesive stains.

6 x 9-1/2" OME will require one die-cut window (1-1/2 x 4-1/4" in size) located 7/8" from left edge of envelope and 3-1/4" from bottom edge of envelope for viewing of mailing address on questionnaire. Location of window to be adjusted by contractor to ensure it fits the show-thru personalization. Window must have slightly rounded corners. Die-cut window is to be covered with a suitable poly-type, transparent, low-gloss material that must be clear of smudges, lines and distortions. Poly-type material must be securely affixed to the inside of the envelope so as not to interfere with insertion of contents. Window material must meet the current U.S. Postal Service's (USPS) readability standards/requirements.

Outbound Mail Window-Envelopes:

6 x 9.5"

Printing black ink only.

JCP Code* V15, White Kraft Envelope, Basis Size 17 X 22", 32 lbs.

Window needs to be set up to fit the show-thru personalization.

Inbound BusRply Envelopes:

5-7/8" x 8-7/8"

Printing black ink only.

JCP Code* V20, White Writing Envelopes, White, Basis Size 17 X 22", 24 lbs.

Survey Cover Letters:

8.5 x 11"

Prints black ink only. No bleed.

One side only

JCP Code* G10, White Bond, Basis Size 17 X 22", 24 lbs.

Approx. 6 lines of variables data at the address section and 1 line of variable data at the body of letter. After printing fold in half to 5.5 x 8.5" with face out ensuring address is completely visible through envelope window.

Survey Booklets:

8.5 x 11"

Print black ink throughout.

JCP Code* A60, White Uncoated Text, Basis Size 25 X 38", 60 lbs.

Saddle wire stitch in 2 places on the left 11" side and trim 3 sides.

After printing fold in half to 5.5 x 8.5". Add blanks as necessary.

Items have a Unique number that prints on every page of the Survey and is Unique to only that recipient. Every Survey Page is Unique and Specific to every Unique Recipient.

Each version has a different page count with MPS being 6 pages, Nat.Cem 10 pages, StTrib 10 pages, FunDir 12 pages. The page numbers would have to be rounded up to 8 ,12 ,12, and 12 above. Add blanks as necessary.

Stuffer Sheets: For Funeral Director Surveys only.

8.5 x 11"

Prints Black one side only - no bleed.

JCP Code* G10, White Bond, Basis Size 17 X 22", 24 lbs.

After printing fold in half to 5.5 x 8.5".

Collate Cover Letter, Survey, and inbound BRM envelope into outbound mail envelope.

The postcards have the address on one side with this unique survey ID. The back of postcards are instructions with embedded unique ID.

2nd Wave/Mailing - Reminder Postcard:

(2 panels) – 4 Recipient Types, 2 Versions of each (Eng, Spn) for a total of 8.

4.25" Tall x 6" Wide

Must keep all postcards in the correct order for mailing.

JCP Code* L23, White Offset Cover, Basis Size 20 X 26", 100 lbs.

Prints face and back in black ink. Printing consists of text and line matter, and agency seal.

Variable imaging – variable data in 3 places on one side and 1 place on 2nd.

4th Wave/MAILING - Thank You Postcard:

(4 panels) – 4 Recipient Types, 2 Versions of each (Eng, Spn) for a total of 8.

Flat 8.5" Tall x 6" Wide – Perfs and Folds to 4-1/4" x 6" and apply wafer seals according to postal regulations.

Must keep all postcards in the correct order for mailing.

JCP Code* L23, White Offset Cover, Basis Size 20 X 26", 100 lbs.

Prints face and back in black. Printing consists of text and line matter, and agency seal.

Variable imaging – variable data in 3 places on one side and 1 place on 2nd.