



**Request for Quotes and Qualifications**

**Printing the Observer Newspaper and Pulse Magazine**

Central Washington University  
Ellensburg, WA

**Reference Bid: RFQQ# F-1927**

Issue Date: September 25, 2017  
Questions Due: October 2, 2017  
Responses Due: October 10, 2017 3:00 pm (PST)

Return Proposals To:

Central Washington University  
Purchasing Office- MailStop 7480  
2<sup>nd</sup> Floor Mitchell Hall  
400 E. University Way  
Ellensburg, WA 98926-7480  
Or electronically to  
[cth Thornton@cwu.edu](mailto:cth Thornton@cwu.edu)

***Note: This RFQQ document and subsequent associated information will be posted on CWU's Internet Site and the State of Washington's WEBS site:***

Visit our Internet Site: <http://www.cwu.edu/contracts/current-bid-opportunities>

This RFQQ is also advertised on Washington's Electronic Business Solution website at:  
<http://www.ga.wa.gov/webs/>



## SECTION #2: GENERAL INFORMATION

**2.1 Purpose of Proposal:** Central Washington University (CWU) intends to contract with a qualified firm for printing the campus newspaper, The Observer, and Pulse Magazine. The purpose of this competitive procurement process is to assist the University in selecting a vendor who will best meet the University's needs. The RFQQ provides vendors a means to present their services and abilities for an objective review.

**General:** The Observer is the official campus newspaper at Central Washington University. The editorial and advertising staff, comprised entirely of undergraduate students, strived for quality in both editorial content and graphic design. The paper is supported entirely by advertisers and students. Since The Observer has developed a reputation as one of the top collegiate newspapers in the Northwest, top quality print is requested.

**Objectives:** CWU is seeking a vendor to provide contracted printing services for CWU's The Observer and Pulse Magazine for one year with options for renewal each year for an additional four years

**Scope of Work:** Contracted entity is expected to:

- Work with CWU editorial staff to print an estimated 29 issues per year/ 4200 prints per issue of the CWU Observer Newspaper. Currently we use stock newprint at tabloid sizing. The Observer page count can range from 12, 16, 20, 24, and 28 pages per issue.
- Work with CWU editorial staff to print an estimated 6 issues a year of the CWU Pulse Magazine. We print six editions a year, 1000 copies, at around 84 pages each. The cover is gloss with book stock for inside pages. The size of the magazine is 6" by 9".
- Observe weekly delivery dates of Wednesday at 6 PM at the latest, provided the newspaper pdf-to-print file is given by Wednesday at 2PM.

CWU reserves the right to adjust the the resulting contract period.

**2.2 Background:** Central Washington University is a four-year, publicly assisted state university located in Ellensburg, Washington, approximately 130 miles east of Seattle and 200 miles west of Spokane. There are approximately 9,000 students at the Ellensburg campus, and an additional 2,000 students who attend one of six University Centers located in Des Moines, Lynnwood, Moses Lake, Pierce County, Wenatchee and Yakima. CWU has approximately 1,400 faculty and staff located at the various facilities. Further information about the University may be found at the following web site: [www.cwu.edu](http://www.cwu.edu).

**2.3 Term of Contract:** The contract will have an initial term of one (1) year beginning on or about September 1, 2017 with one (1)-year extensions available upon mutual agreement of both parties. In no event will the total amount of the awarded contract exceed \$100,000.

**2.4 University Parking:** Enclosed for your information is a University map. Visitors to campus should stop at the CWU Welcome Center for directions and parking passes and other information. The Welcome Center is located in Munson Hall, on the corner of Walnut Street and East University Way. The University is not responsible for parking infractions/violations incurred by visitors. [www.cwu.edu/facility/campus-map](http://www.cwu.edu/facility/campus-map).

**2.5 WA State Business License Requirement:** Business enterprises, whether an individual, partnership or corporation, must obtain a Washington business license in order to do business in Washington State. Application information may be obtained from the Internet site of the Department of Licensing: <http://bls.dor.wa.gov/>.

**2.6 Minority and Women's Business Enterprises:** In accordance with the legislative findings and policies set forth in Chapter 39.19 RCW the State of Washington encourages participation in all its contracts by MWBE firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or as a subcontractor to a Proposer. However, unless required by federal statutes, regulations, grants, or contract terms referenced in the contract documents, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as condition for receiving an award and proposals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply. Proposers may contact OMWBE at 866.208.1064 or [www.omwbe.wa.gov](http://www.omwbe.wa.gov) to obtain information on certified firms for potential subcontracting arrangements.

The following voluntary numerical MWBE participation goals have been established for this bid:  
Minority Business Enterprises (MBE's): 10% and Woman's Business Enterprises (WBE's) 10%.

**2.7 Insurance:**

Vendor shall obtain and maintain in force at all times during the term hereof:

- (i) Workers' Compensation Insurance in accordance with applicable state laws and Employer's Liability coverage for employees providing services hereunder. Vendor hereby waives any immunity that would otherwise be available against claims under the Industrial Insurance provisions of Title 51 RCW.
- (ii) General liability insurance covering the operations, products completed-operations and activities of Vendor, with minimum limits for bodily injury and property damage of no less than One Million Dollars (\$1,000,000) each occurrence and Two Million Dollars (\$2,000,000) aggregate. Vendor shall provide CWU with certificates of insurance as evidence of such coverage within thirty (30) days of execution of this Agreement. CWU shall be named as an additional insured on the general liability policy. Such insurance will be primary and non-contributory.
- (iii) Automobile liability insurance covering owned, hired and non-owned vehicles used in the operation of Vendor's business, with a **combined single limit** of liability for bodily injury and property damage in the amount of one million Dollars (\$1,000,000). Vendor shall provide CWU with a certificate of insurance as evidence of such coverage within thirty (30) days of execution of this Agreement.

## SECTION #3: GENERAL INSTRUCTIONS TO ALL BIDDERS

### **3.1 Applicable Dates:**

Requests for proposals issued	September 25, 2017
Questions Due:	October 2, 2017
Proposals due	October 10, 2017, 3 pm (PST)

**3.2 Amendments to Specifications:** Any amendment(s) to or error(s) in the specifications called to the attention of the university will be added to or corrected and furnished to all those holding specifications.

**3.3 Preparation of Responses:** Responses must be prepared on university forms where provided and standard 8.5" x 11" paper for additional submittals. The response should be stapled or bound. Tabs to separate and identify portions of your response are encouraged. The respondent's name must appear on each page. Responses to the 'Requirements of Proposals' must be formatted to correspond numerically to the requirements listed in Section #4. Electronic submissions are also acceptable, and must use university forms where provided and should be formatted for standard 8.5" x 11" paper, signed, and saved and submitted as PDF documents.

**3.4 Cost of Preparation:** CWU will not pay respondent costs associated with preparing or presenting any response to this request.

**3.5 Number of Copies:** One complete responses must be submitted prior to the time and date stated in section 3.1 (Applicable Dates). All materials become the property of CWU upon receipt.

**3.6 Multiple Responses:** Respondents who wish to submit more than one proposal may do so, provided that each proposal stands alone and independently complies with the instructions, conditions and specifications of the request. If multiple responses are submitted, CWU reserves the right to select the most advantageous proposal to the university.

**3.7 Proprietary Information:** Any information contained in the RFQQ response that is proprietary must be clearly designated. Marking of the entire response as proprietary will neither be accepted nor honored. CWU cannot guarantee that all such material noted remains proprietary, particularly if it becomes a significant consideration in contract award. Information will be kept confidential only to the extent allowed by Public Disclosure Law.

**3.8 Questions and Communication via Designated Contact:** All communications and/or questions in regard to this request must be in writing. Deadline for submission of questions is identified in section 3.1 (Applicable Dates). Respondents are encouraged to either e-mail questions to [cthornton@cwu.edu](mailto:cthornton@cwu.edu), or fax them to the Purchasing Office at (509) 963-2871. If mailed, the address is as follows: Central Washington University, Purchasing Office, Attn: Charity Thornton, 400 E University Way, M/S 7480, Ellensburg WA 98926-7480. In any case, please reference the RFQQ number found on the cover page of this solicitation.

**3.9 Submitting Responses:** Respondents must submit their responses to the CWU Purchasing Office by Email, mail or hand-delivery (not by fax). **Emailed responses must use university forms where provided and should be formatted for 8.5 x 11 paper, signed, and saved and submitted as PDF documents.**

Regardless of the method of delivery, the response must arrive at the Purchasing Office no later than the date and local Ellensburg time identified in section 3.1 (Applicable Dates) of these instructions. **Late responses will not be reviewed.** The method of delivery will be at the discretion of the respondent and will be at the

respondent's sole risk to assure delivery at the designated office. Generally, UPS and Federal Express deliver daily during business hours to the Purchasing Office. The university does not take responsibility for any problems in the mail or delivery services, either within or outside the university. Receipt by any other office or mailroom is not equivalent to receipt by the Purchasing Office.

**If Delivery is by Email (preferred) send to: [cthornton@cwu.edu](mailto:cthornton@cwu.edu)**

**Note: All emailed proposals will be confirmed with a return email. However, it is the bidder's responsibility to verify that their proposal has been received by the CWU – Purchasing Office.**

If delivery is by mail the address is:

Central Washington University  
Purchasing Office, M/S 7480  
400 E. University Way  
Ellensburg WA 98926-7480

If hand-delivered, the physical location is:

Central Washington University  
Purchasing Office  
Mitchell Hall, 2nd Floor  
Ellensburg WA 98926-7480

**3.10 Responses:** Responses may be reviewed as they are submitted.

**3.11 Deadline for Submitting Questions:** Questions must be received no later than the date and local Ellensburg time identified in section 3.1 of these instructions. CWU will provide a copy of all respondents' questions and corresponding university responses to all those holding specifications. **VERBAL REQUESTS FOR INFORMATION OR CLARIFICATION WILL NOT BE HONORED.**

**3.12 Public Opening:** A formal bid opening will not be held. Bid information, including price sheets, will not be available for public disclosure until after award of the contract.

**3.13 Clarification of Responses:** As part of the evaluation process, respondents may be asked to clarify specific points in their response and make themselves available for a telephone interview or campus interview as desired. However, under no circumstances will respondents be allowed to make any changes to their responses after the deadline for submission.

**3.14 Reserved Rights:** Subject to the provisions of Chapter 69, Laws of 1996 (SSB 6572), the state reserves the right to:

1. Waive any informality as per WAC 236-48-124.
2. Reject any or all proposals, or portions thereof. WAC 236-48-094 allows the state to "accept any portion of the items proposed" unless the bidder stipulates all or nothing on the proposal.
3. Reissue an IFB, RFQ, or RFP, or negotiate under provisions outlined under RCW 43.19.1911.
4. Award on an all or none basis, taking into consideration reduction in administrative costs as well as unit proposal prices.

**3.15 Invoicing:** The original and one (1) copy of each invoice must be sent to Central Washington University; Accounts Payable; 400 E University Way; Ellensburg, WA 98926-7470. **All invoices must reference the correct Central Washington University purchase order number.**

## SECTION #4 REQUIRED RESPONSES OF ALL BIDDERS

**NOTE: All respondents must provide the required information requested in this section. Information must be presented in a clear, concise and complete format. Responses are to be formatted to correspond numerically with items listed below. Failure to respond to all items in this section may be deemed a sufficient reason to disregard any response.**

**Respondents must complete, sign in ink, and include 'SECTION #1 BIDDERS SUBMITTAL PAGE'.**

ON SEPARATE COMPANY LETTERHEAD, respondent must reply to each of the following questions in the order presented:

**4.1 Company Profile:**

Describe the proposing organization including size, areas of specialization and expertise, client base and any other pertinent information in such a manner that the evaluation committee may reasonably formulate a determination about the stability and strengths of the proposing organization.

**4.2 Company Personnel**

State the name, the title or position, and telephone number of the individuals who would have primary responsibility for the project resulting from this RFQQ. Disclose who within the firm will have prime responsibility and final authority for the work under this contract.

**4.3 Experience:**

Indicate the experience the respondent has in the area of printing identified in section 2.1. Describe any additional experience that would substantiate and enhance the qualifications of the respondent in regard to the performance of a contract resulting from this solicitation.

**4.4 References:**

Provide a list of at least three (3) contracts of a size and scope similar to the work described herein that respondent has performed during the last three years. Include a brief description of the project, the contract period, the name of contact person(s) directly involved in the project along with an e-mail address and phone and fax numbers.

**4.5 Cost:**

Identify all costs to be charged for performing the tasks necessary to accomplish the objectives of the contract as stated herein.

For the Observer Newspaper:

- Please provide pricing for 12, 16, 20, 24, and 28 FULL COLOR paged newspapers.
- Please include pricing for inserting pre-printed inserts (per thousand).

For the Pulse Magazine:

- Please provide pricing for all book stock in the following page counts: 32, 40, 48, 56, 64, 72, 80.
- Please provide pricing for all gloss in the following page counts: 32, 40, 48, 56, 64, 72, 80.
- Please provide pricing for gloss cover, book stock inside in the following page counts: 36, 44, 52, 60, 68, 76, 84.

**4.6 Sample Prints:**

Each Bidder is required to mail their most recent copy of the Newspaper to the Observer

**4.7 Payment Options:**

Indicate if you would be willing to accept payment by credit card.

**4.8 Sustainability**

Provide information describing your company's sustainability practices, policies, and future goals.

**4.9 Miscellaneous:**

Provide details on any additional related services your firm may offer.

## SECTION #5: PROPOSAL AWARD CRITERIA

**5.1 Selection Criteria:** The following criteria will be used to evaluate the proposals received:

- 5.1.1 Demonstrated understanding of services related to printing for institutions of higher education.
- 5.1.2 The experience and level of commitment of the firm and/or proposed key individual(s).
- 5.1.3 Accessibility of key individual(s).
- 5.1.4 Responsiveness of the written proposal to the purpose and scope of service.
- 5.1.5 Ability and history of successfully completing contracts of this type, meeting project deadlines and experience in similar work.
- 5.1.6 All costs, fees, and other expenses associated with the project.
- 5.1.7 Any other relevant factors.

**5.2 Lowest Responsive Bidder:** In determining the “lowest responsive bidder” as per RCW 43.19.1911, the following items shall also be given consideration:

- 5.2.1 The quality of the articles proposed to be supplied, their conformity with specifications, the purposes for which required and the times of delivery.
- 5.2.2 The ability, capacity, and skill of the bidder to perform the contract or provide the service required;
- 5.2.3 The character, integrity, reputations, judgment, experience, and efficiency of the bidder;
- 5.2.4 Whether the bidder can perform the contract within the timeframe specified;
- 5.2.5 The quality of performance on previous contracts or services;
- 5.2.6 The previous and existing compliance by the bidder with laws relating to the contract or services;
- 5.2.7 Such other information as may be secured having a bearing on the decision to award the contract such as life cycle costing.



Central Washington University



- BUILDINGS AND AREA GRID:**
- Alford-Montgomery Hall, R-17
  - Aquatics Center, R-11
  - Auxiliary Services Storage, Q-20
  - Barge Hall, E-7
  - Barlo Hall, L-15
  - Residence Life
  - Wellington Center
  - Beck Hall, K-15
  - Black Hall, G-12
  - Bledsoe Washington State Archive Building, P-5
  - Botany Greenhouse, L-7
  - Bouillon Hall, E-12
  - Brooklaine Village, X-28 (Inset)
  - Early Childhood Learning Center
  - Button Hall, E-6
  - Carmody-Munro Hall, R-17
  - Challenge Course, V-25 (Inset)
  - Chimpanzee & Human Communication Institute, P-7
  - Davies Hall, J-17
  - Dean Hall, K-6
  - Dorothy Purser Hall, Q-11
  - Dr. James E. Brooks Library, M-9
  - Duplicating, B-8
  - Farrell Hall, M-7
  - Getz-Short Apartments, C-5
  - Green Hall, T-18
  - North Village Cafe
  - Grube Conference Center, G-12
  - Hebeler Hall, G-7
  - Herz Hall, H-8
  - Hitchcock Hall, J-15
  - Hogue Technology Building, O-15
  - International Center, M-11
  - Japanese Garden, I-10
  - Jerrilyn S. McIntyre Music Building, N-17
  - Jongward Building, J-5
  - Central Stores
  - Facilities Management Administration
  - Lock Shop
  - Motor Pool
  - Kamola Hall, D-9
  - Kennedy Hall, S-17
  - Language & Literature Building, M-10
  - Dr. James E. Brooks Library, M-9
  - Lind Hall, D-12
  - McConnell Hall, D-8
  - McConnell Auditorium
  - Tower Theater
  - Meisner Hall, J-16
  - Michaelson Hall, N-13
  - Mitchell Hall, F-8
  - Moore Hall, M-13
  - Munson Hall, C-11
  - Naneum, L-4
  - Nicholson Pavilion, Q-12
  - North Hall, J-11
  - Old Heating Plant, B-9
  - Parking Info, C-1
  - Peterson Hall, S-8
  - Power Technology Lab, Q-20
  - Psychology Building, P-10
  - Public Safety Building, L-5
  - Quigley Hall, L-16
  - Randall Hall, N-12
  - Sarah Spurgeon Gallery
  - Samuelson, P-9
  - Science, I-8
  - Shaw-Smyser Hall, D-7
  - Sparks Hall, K-16
  - Stephens-Whitney Hall, K-12
  - Student Medical & Counseling Clinic, I-16
  - Student Union & Recreation Center, I-12
  - Central Marketplace (Food Court)
  - Connection Card Office
  - Holmes Dining Center (Buffet)
  - Information Center/Ticketmaster
  - Outdoor Pursuits and Rentals
  - S.U.R.G. Theatre
  - The Wildcat Shop (Book Store)
  - Bank
  - Student Village, S-19
  - Sue Lombard Hall, D-10
  - Lombard Room
  - Surplus Property Warehouse, M-2
  - Tomlinson Field, S-11
  - Tunstall Commons, E-10
  - Wahle Complex, S-10
  - Welcome Center/Parking Info, C-1
  - Wendell Hill Hall, P-18
  - Coach's Coffee House
  - Wilson Hall, J-12



**Central Washington University Campus Map**

- Campus Boundary
- Buildings
- Sidewalks
- ADA Parking
- Roads
- Water Body

0 25 50 100 150 200 Yards



**PARKING LOTS:**  
Free parking lots are located at V-7 & X-22  
Parking Permit Kiosk  
Electric Car Charging Point

Revised: 08/2012  
Map of CWU Buildings, Walkways, Commons, and Other Campus Features  
Prepared by: CWU Facilities Management

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