

Request for Proposals for Printing and Mailing Services

Addendum No. 1 - Questions and Answers

March 13, 2020

1. Do you anticipate extending the bid due date?

Answer: We do not anticipate extending the submission deadline for the RFP, however, see Section 5. Additional Terms and Conditions, II Amendment or Cancellation of this RFP.

2. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?

Answer: Factors in the scoring of proposals during the evaluation phase will include, but will not be limited to:

- Respondent background and qualifications
- Respondent answers to RTM
- Quality of samples
- Pricing

3. Was this bid posted to the nationwide free bid notification website at www.mygovwatch.com?

Answer: The RFP is posted at the two below websites:

<https://agency.accesshealthct.com/solicitations>

https://biznet.ct.gov/SCP_Search/BidResults.aspx

4. Other than your own website, where was this bid posted?

Answer: The RFP is posted at the two below websites:

<https://agency.accesshealthct.com/solicitations>

https://biznet.ct.gov/SCP_Search/BidResults.aspx

5. Please send me bid specifications for this above-mentioned bid opportunity

Answer: Bid specifications were included in the RFP.

6. Are the #10 Regular Envelopes used for matched mailings?

Answer: We use #10 window envelopes for our daily notices. We use #10 Regular envelopes for matched mailings for Marketing purposes.

If so, what percentage of the monthly mail volume is a matched mailing?

Answer: Marketing volumes are in the Schedule II 2019 Printing and Mailing Volumes document. Our peak season runs November through January.

7. Are we providing access to our web to print system for online ordering?

Answer: Yes, Access Health CT will require access to an on-line ordering system with the vendor.

How many different products will be on the website?

Answer: Currently, we have 8 different on-line forms.

How many users/locations require access to the website for ordering?

Answer: Currently, at least three locations will need access to the website for catalog ordering.

Do any of the products require customization by Access Health with instant PDF proofing before placing an order? (example: Business Cards)

Answer: Yes, business cards.

8. What volume of mail should we expect for daily forms with a two-business day turnaround?

Answer: Approximately 20 per week.

9. Co-Mingled Mail:

Approximate quantity of First-Class co-mingled mail picked up by Pitney Bowes per week?

Answer: Volumes are in the Schedule II 2019 Printing and Mailing Volumes document.

Are we printing and inserting using a No 10 Window Envelope?

Answer: Yes, for our Marketing mailings and other standard sizes as requested

10. Item: Paper Brochures, multifold pieces, magnets, wallet cards:

What is the quantity break down per item?

Answer: Quantities below based on last year's activities.

- **Brochures: 30,000**
- **Multifold pieces: 75,000**
- **Magnets: 75,000**
- **Wallet cards: 75,000**

11. Item: Postcards

What is the quantity break down per item?

Answer: Last year: 150,000 postcards

What is the monthly mail volume?

Answer: Most of our postcard mailings occur between October and January.

12. Item: Posters:

What is the monthly volume?

Answer: Our monthly volume varies, and typically our larger orders are placed in the months leading up to the Open Enrollment Period (Sep, Oct). Annual total: 5,000

Approximately, what is the average run size per?

Answer: It varies, but most orders are small (5 – 25 count).

13. Is this project only awarded to one vendor?

Answer: We are not restricting the award to one vendor. The vendor(s) will be selected based on established evaluation criteria.

14. Do you have a sample packet of previously printed items listed on your RFP that we can pick up for review to ensure the accuracy of our bid?

Answer: Below is a link to some material samples

<http://bit.ly/AHCTsamples>

15. In scope of work, “How does your company account for its time and work related to the planning and production of Marketing Materials, Printing, etc.?” Please clarify the information required to be priced.

Answer: Please disclose any charges for project management, project support, and/or problem solving on projects.

16. The Exchange requests samples of the below: Brochures and e-Brochures. Please clarify “e-Brochure”.

Answer: An e-Brochure is a brochure that is available electronically.

17. The Exchange requests samples of the below: Indoor and outdoor signage. Please specify what type of signage should be provided for samples, including sizes and specifications.

Answer:

- Indoor: Pop-up banner
- 80" x 36" Double-Sided Banner with Dry Erase Film and Retractable Banner Stand
- Outdoor: Pop-up banner
- Banner: Indoor/Outdoor - 86.25" x 33.5" Double-Sided Banner with Dry Erase Film and Retractable Banner Stand

18. Please provide the specifications and quantities for the items to be priced under General and Office and Marketing.

Answer: Business cards- Volumes are in Schedule II 2019 Printing and Mailing Volumes document. Also, in office installations, light boxes and decals. Light boxes: 48"x36"x1" LED lightboxes with text insert.

19. Please clarify "Mailing of marketing materials" as to what should be priced

Answer: Drop shipments of printed materials to identified recipients.

20. For on-demand printing does Access Health already have a print-on-demand site? Or, is it something the new vendor must set up?

Answer: Access Health CT does not have a print demand site; it will need to be set-up through the vendor.

21. Can you provide more detail (type of stock, watermark for stationary) on paper stock for printed materials for example, digital printing, postcards, brochures, and stationary?

Answer: Recent stock used on the following items:

- Postcards: 12 Pt. C2S Cover,
- Door hanger: 12 pt. coated cover
- Brochures: 80# text
- Flyers: 60# text
- Folders: 12 pt. C2S Cover
- Other materials: lucite, sintra, foamcore
- Stationary printed on 24# Classic Linen Avon Brilliant White

22. Do any of these materials have bleeds? Please specify

Answer: Yes, most materials have bleeds and crops.

23. Can you provide more detail/specifications for the 1095-A forms and voters registration packets?

Answer: The Form 1095A form is printed on an 8.5" x 11" sheet, black and white. On the back are instructions for the recipient. There is also an insert sent with the annual mailing that occurs in January. The voter registration packet includes 8.5" x 11" pages, 1- AHCT cover letter printed in color one side 2- Instruction sheets printed black both sides 1- Spanish voter registration form printed black both sides, 65# yellow cover, 1- English voter registration form printed black both sides, 65# white cover, 1- Declining to Register to Vote form printed black one side.

24. Under "General and Office" where it specifies in-office installations, what does that mean? Can you provide more details? Is it one office or a number of offices?

Answer: We have one office located in Hartford, CT. At times we request in office installations of decals, lightboxes or mounted signs that are produced by our print vendor.

25. Under "Project Services" what are the light-boxes, inserts and related hardware? Please explain?

Answer: Lightboxes are utilized to display poster messages. Inserts and related hardware are the frame, lighting and lucite posters that go into the light box.

26. Have the concepts for this program been updated or will Access Health use the same concepts?

Answer: Access Health CT updates creative assets seasonally and provides these to our printing vendor.

27. Can you provide samples or images of what was done in the past?

Answer: See response to #14.

28. Will the contractor develop the online ordering system, or will Access Health integrate into another system?

Answer: The vendor will develop the online ordering system.

29. How does Access Health currently provide print files to contractor?

Answer: We utilize a Secure file transfer protocol (SFTP) site to send our printing vendor files.

30. Is the Fulfillment Services under the Marketing section separate from the information Operations?

Answer: Yes

31. Are the decals in the General and Office section for outdoor applications (car, doors) or an inside application (window decal)?

Answer: The decals are used for inside application on walls.

32. Can you please provide specifications for the In-Office Installations and Light Boxes, inserts and related hardware in the General and Office section?

Answer: Lightboxes: 48"x36"x1" LED light boxes with text insert.

33. Daily volumes of past fulfillment requests? See Volume schedule

Answer: Volumes are in Schedule II 2019 Printing and Mailing Volumes document.

34. How will the promotional items be used; internally, handouts at events, externally?

Answer: All of the above.

35. How is the RFP being evaluated, best price or best value? If it is "best value", can you please lay out the evaluation criteria?

Answer: See response to #2.

36. For statement mail, in lieu of pick-up by Pitney Bowes, can a vendor mail direct from its own facility so long as the expected schedule maintained, and the same presorted postage rate discount is maintained? This would speed up delivery to the end user

Answer: Yes, as long as we can utilize our nonprofit postage rate, are aware of the actual production timelines and it has no impact on deliverability to CT residents.

37. Who holds the current contract(s) and what is the state's current annual spend?

Answer: Kool Ink LLC d/b/a Sir Speedy Printing. In fiscal year 2019, we spent approximately \$860,000 with this vendor.

38. Can you provide detail on this process for using the State of Connecticut rate with Pitney Bowes?

Answer: Selected vendor must coordinate with Pitney Bowes for each mailing to ensure that the piece meets specification requirements, such as size, paper stock, gloss, and volume. You may also be required to provide physical samples of pieces to Pitney Bowes to generate job tickets and allow use of the presort indicia. Access Health CT will assist the selected vendor with establishing a relationship with Pitney Bowes for this purpose.

39. Can you provide detail of what is on the on-line catalog site?

Answer: The online catalog allows Access Health CT to order and have the following forms sent to consumers; six different types of applications, exemption forms, and voter registration applications. We also have a separate portal to order business cards for Access Health CT staff.

40. Is there any pre-printed copy or images on the letters or is it a blank white paper getting black and white imaging only?

Answer: Blank white paper with color for logos.

41. Are print-ready PDF's being supplied for print/imaging as opposed to us doing the composition?

Answer: There are no PDF's being supplied for notices, however, sometimes PDFs will be supplied for Marketing projects. Additionally, Marketing may need the vendor to adjust PDFs during final print proofing and maintain library/catalogue of updated PDFs and source files.

42. Are all letters and notices printed on 8.5" x 11" sheets?

Answer: Yes

43. Are there any additional inserts other than the reply envelope with the letters and notices?

Answer: No

44. Can you clarify within two business days? For example, does that mean that a file received on Monday would mail on Wednesday?

Answer: Yes, if requested on a Monday, it should be mailed on Wednesday.

45. How do you define a page? Is a page one side of a sheet of paper or is it an 8.5 x 11 sheet?

Answer: A page is one 8.5 x 11 sheet of paper that may be double sided.

46. For daily fulfillment on-line catalog order, How many daily orders? How many components to inventory? Full productions specs to print components? Size of the pieces flat and size folded, paper specs, number of ink colors per side, any perforations and bleeds? Do these mails in the #10 window envelope?

Answer: Approximately 20 per week. There are 8 different online forms. 6- Applications (8.5x11) are inserted into a 6x9 window envelope along with a #9 business reply envelope, and a name and address sheet is printed to show in the window. 1- Exemption form 8.5x11 along with a #9 business reply envelope. 1- voter registration packet includes 8.5" x 11" pages, 1- AHCT cover letter printed in color one side, 2- Instruction sheets printed black both sides, 1- Spanish voter registration form printed black both sides, 65# yellow cover, 1- English voter registration form printed black both sides, 65# white cover, 1- Declining to Register to Vote form printed black one side.

47. Print and mail 1095-A forms Only run once annually? Full productions specs to print components? Size of the pieces flat and size folded, paper specs, number of ink colors per side, any perforations and bleeds? Do these mail in the #10 window envelope?

Do these image on one side only or on both sides? Black and white imaging? Is there a reply envelope in the package?

Answer: The bulk of Form 1095As are run in January, however, reprints are sent throughout the year when requested from a consumer. The Form 1095A is printed on an 8.5" x 11" sheet, black and white, double sided. There is also an insert sent with the annual mailing that occurs in January.

48. Print and mail voter registration packets- Only run once annually? Full productions specs to print components? Size of the pieces flat and size folded, paper specs, number of ink colors per side, any perforations and bleeds? Do these mail in the #10 window envelope? Do these image on one side only or on both sides? Black and white imaging? Is there a reply envelope in the package?

Answer: The voter registration packet includes 8.5" x 11" pages, 1- AHCT cover letter printed in color one side 2- Instruction sheets printed black both sides, 1- Spanish voter registration form printed black both sides, 65# yellow cover, 1- English voter registration form printed black both sides, 65# white cover, 1- Declining to Register to Vote form printed black one side.

49. Business Cards - Print specs for the business cards? Paper stock? Ink colors front and back? Any bleeds? How often are they ordered? What is the average quantity per order?

Answer: Business cards- Volumes are in the Schedule II 2019 Printing and Mailing Volumes document. Size 4.25x6, 4/4 on 12PTC2S cover. The business cards have bleeds

50. In-office installations - Can you define what this pertains to?

Answer: This pertain to materials produced by the selected vendor. We need to know if installations of items, such as light boxes, can be performed by the selected vendor, and the basis for those costs.

51. Light boxes, inserts and related hardware Can you provide size, specs and design details for these?

Answer: Light boxes: 48" x 36" x 1" LED light boxes with text insert.

52. Decals Can you provide specs for the decals? Size? Stock? Number of colors? How often are they ordered? Quantities per order?

Answer: We order decals in a limited quantity (1 or 2 at a time). Our recent order was for 72" x 24" full color decal of our company logo.

53. Paper brochures, multifold pieces, perforations -Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each?

Answer:

- **General note: nearly all our materials have bleeds.**
- **Brochures: 8.5 x11" folded to 3.5 x 8.5", full color two sides, 70# offset**
- **Flyers: Color, two sided, 8.5x11", 60# text offset**
- **Customer Mailer (multifold):**
 - **Self-mailers, 24 x 9 Flat Folded to 6 x 9, printed 4/4 on 100 # dull coated cover**
 - **Magnets, 3 x 5, .023 mil, rounded corners, printed 4/0, 3/16" - 1/4" hole**
 - **Wallet Cards, 3.37 x 4.25 Flat (2.125 x 3.37 Finished) printed 4/4 on 100# gloss cover with round corners**
 - **Fulfillment - Glue Dot Magnets and Business Cards To Flat Self-Mailer; Fold, Wafer Seal and Address.**
- **For examples, see our downloadable packet under #14.**

Quantity for each?

Answer: See response to #10.

54. Postcards -Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each?

Answer:

- **Two frequent postcard configurations:**
 - **Oversized postcards: 11.5 x 6.125 - 4/4**

- **Regular Postcards: 6 x 4.25 - 4/4**

What is the quantity per order?

Answer: Varies based on need. Last year, approximately 150,000 postcards sent with the majority between October and January.

Do these get mailed?

Answer: Yes

Personalize on one side or two?

Answer: Typically, we only personalize one side on postcards, but that could vary based on need.

Can they print in advance and get personalized to mail or are they printed for each mailing?

Answer: We are open to both.

55. Posters and signage Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each? What is the quantity per order? Any special coatings for each version?

Answer: Recent examples:

- **Banner: Indoor/Outdoor - 86.25" x 33.5" Double-Sided Banner with Dry Erase Film and Retractable Banner Stand**
- **Posters: 24" x 36", 4/0 coated**
- **Posters: 24" x 36", 4/0 on foam board**

56. Envelopes (Branded) Are the 5 colors listed in the paper stocks? Quantity per order and per version?

Answer: Envelope colors may include orange, yellow, blue, green and red. We used approximately 100,000 colored envelopes last year with messaging printed on the

front exterior. Requests are usually made in the months preceding the Open Enrollment Period.

57. Stationary (Branded) Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each? What is the quantity per order and per version?

Answer: 8.5"x11, one sided, we order 500 at a time and as needed, one version, bleed on the bottom.

58. Banners (vinyl as well as retractable) Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each? What is the quantity per order? Any special coatings for each version? Specs for retractable banner? Any corner grommets or reinforcements?

Answer: Quantities provided in Schedule II 2019 Printing and Mailing Volumes document in the RFP. Below are some recent examples of banners produced by our team are listed below:

- **Indoor/Outdoor - 86.25" x 33.5" Double-Sided Banner with Dry Erase Film and Retractable Banner Stand**
- **30" x 72" Smooth Vinyl Banner with Grommets**

59. Branded pocket folders- How often are they ordered? Average quantity per order?
Paper stock?

Answer:

Quantity: 1,000 or 2,000

Flat Size 19-1/2 x 16" (includes (2) 4" Flaps and (2) 3/4" Glue Flaps) with business cards slits on each flap

Folder size: 9 x 12"

Ink: 5/5 (four-color process and overall Satin AQ)

Stock: Endurance 120 lb. White Satin Cover

Die cut, score, glue tabs and fold

60. Finishing and Binding- What are the production specs for this? Print specs? Paper? Size flat and size folded? Ink colors front and back? What finishing or binding by piece?

Answer: This depends entirely on the scope of the project and our business needs. Please demonstrate your ability to produce materials with a variety of finishing and binding.

61. Fulfillment - -What are the specs for the mailing to price? Self-mailers versus envelope packages? Need production specs and quantities for each. Paper? Size? Number of ink colors per side? Bleeds? Quantity for each? What is the quantity per order?

Answer: See mailer specifications listed under #53.

What is meant by same day delivery under the Estimate Detail page?

Answer: Same day delivery: meaning we submit a request to you in the morning and you're able to have it printed and delivered to our office by the end of the business day.

62. Promotional Items - What are the full specs for each item? We need those details to provide pricing. What is the quantity to be produced for each item and the average order quantity?

Answer: Vendor may be asked to source branded items for Access Health CT. Explain how you'd produce the items (in-house or out-source), any costs associated with project preparation (such as graphic design, project management), and how you price the items.

63. Mailing of marketing materials What are the production specs for each type of mailing? Mailing of marketing materials - What cost is this asking for?

Answer: See response to #53.

64. Mailing - what are the specs for these mailings to create pricing? Paper specs? What is the quantity per mailing?

Answer: Size, paper stock, gloss, volume, and timing.

65. Notices, 1095A forms and Husky C Supplemental Letters - Are notices 8.5 x 11? Is the laser personalization/imaging on one side or both sides? Is all imaging black and white? Is paper stock 20# bond? How do you define a page? Is that one side of a sheet of paper or is a page the entire sheet that is inserted? Is there any preprinted copy or images on the letter stock or is it blank white paper? Are there any additional inserts other than the reply envelope? What are DSS ConneCT scanning center envelopes

Answer: Notices are double sided on an 8.5"x11" sheet of paper, color on both, #20 white bond. The Husky C Supplemental letters are double sided black and white on 8.5"x11 sheet of paper with a #9 business reply envelope insert, DSS ConneCT scanning center envelope. The 1095 is mailed in a double window envelope double sided on an 8.5"x11" sheet of paper

66. Does Access Health CT require seven (7) original signed copies for the technical proposal or will you accept one original wet signature and six (scanned copies)? Similarly, do you expect original wet signatures for both pricing proposals?

Answer: We will accept a wet signature and six scanned copies. For the pricing proposals, we will accept one original and a copy.

67. Will Access Health CT entertain a one (1) week extension on the due date to encourage more competitive bids? Bidders will have only one week to respond to Q&A and complete production of multiple components for Access Health CT.

Answer: See response to #1.

68. Can the bidder provide a redacted response of their proposal that can be used for FOIA request or made available to citizens upon request?

Answer: See RFP Section 5 Additional Terms and Conditions, IV. Freedom of Information.

69. Can the bidder provide only PDF and Excel format documents in the USB submission? Please confirm that Access Health CT is only requesting one (1) USB

Answer: See **RFP Section 4. Instructions to Respondents, III Contents of Proposals, #8.** Access Health CT is only requesting **one (1) USB**

70. Should pricing proposal be included on the USB?

Answer: Yes

71. Is there a scoring rubric available for the proposal?

Answer: See response to #2. A scorecard will be utilized to evaluate the proposals received by the RFP submission deadline.

72. Can the bidder supply our standard contract for review by Access Health CT?

Answer: See **RFP, Section 4 Instructions to Respondents, IV Responses Required in the Proposal, #4.**

73. Can the bidder submit exceptions to current Terms and Conditions in Appendix A?

Answer: See **RFP, Section 4 Instructions to Respondents, IV Responses Required in the Proposal, #4.**

74. How should the physical samples be packaged for submission? Should it be included in the technical response box or can we send it separately? Please confirm that the samples you need are what's listed at the bottom of page 6. Do you need a sample of each? Please confirm the need for only one (1) sample of each item in the list on page 6 of the proposal.

Answer: Physical samples can be included in the technical response box or sent separately. The samples requested are under **RFP 2. Scope of Work, under Marketing.** Please provide one sample of each item listed.

75. The Scope of Work section has general information and requests that should be clarified for the bidder. Please confirm that the bidder should complete Schedule I - Requirements Traceability Matrix and five (5) subsequent questions in this section as it is not explicitly stated under the Contents of Proposals section.

Answer: Yes, the Requirements Traceability Matrix and five (5) subsequent questions in the Scope of Work should be completed and submitted with the Proposal.

76. The Scope of Work section has general information and requests that should be clarified for the bidder. Where should we include other services not listed above in our proposal?

Answer: Other services should be included in the Proposal along with responses to the 5 questions

77. On the Consulting Agreement Affidavit, what should bidder put as "Awarding State Agency" in the greyed area? Should it be "Access Health CT"?

Answer: Connecticut Health Insurance Exchange

78. Can we provide the associated costs in the pricing proposal?

Answer: Yes

79. Will the State entertain a liability cap for direct damages and a waiver of consequential and incidental damages for the contract?

Answer: No

80. Will the State agree to a cure period for Contractor to correct non-conforming deliverables?

Answer: Yes. Details regarding the cure period will be included in the final contract, however, we anticipate a reasonable cure period for any non-conforming deliverables.

81. Will the State provide specific metrics/requirements for Contractors to remediate/address non-conforming deliverables?

Answer: See response to #80.

82. Request for the State to provide clarification for Section 4 b) as what types of "Records" within contractor's possession will the State require Contractor to return in the event of any termination of the contract?

Answer: These Records will include, but not be limited to, files containing consumer data, logos, designs and stationery and envelope stock.