



Legislative Council Staff

Nonpartisan Services for Colorado's Legislature

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Request for Proposal

May 19, 2023

TO: Interested Bidders

FROM: Colorado Legislative Council Staff
bluebook.ga@coleg.gov
303-866-3521

SUBJECT: Request for Bids for Printing and Mailing Colorado's 2023 State Ballot Information Booklet

Legislative Council Staff is soliciting bids for the printing and mailing of the 2023 ballot information booklet, commonly referred to as the Blue Book. The booklet must be mailed to every active registered voter household in Colorado. This bid is subject to Section 1-40-124.5 (2), C.R.S., covering the printing and distribution of the ballot information booklet.

Bids must be received via email to bluebook.ga@state.co.us by Monday, May 29, 2023. The successful bidder will be notified on Tuesday, May 30, 2023. On Wednesday, June 7, 2023, the bidder will be notified of the book option and page number.

Legislative Council Staff will provide artwork to the chosen printer by Thursday, September 7, 2023. The mailing deadline for the book is Friday, October 6, 2023.

Bid Process

Bid inclusions. Bids **must include** the following costs involved in production of the booklet:

- all printing and bindery costs;
- data processing of two sets of active registered voter address files;
- all shipping and delivery costs;
- mailing costs for the booklets, including inkjet addressing, presorting, and mailing of the booklets, SCF entry delivery for certain zip codes, BMC for the rest, and tabbing of pieces that do not qualify for enhanced carrier route processing;
- an allowance for up to 20 page changes to the proofs prior to printing;
- delivery of an office supply of booklets to the Legislative Council Staff offices as requested; and
- boxing and returning extra copies of the booklet to the Legislative Council Staff offices at the conclusion of the mailings, or recycling these copies.

Bids must also include an estimate of paper and postage prepayments and relevant due date(s), if applicable.

Bid exclusions. Bids **should not** include the following costs:

- USPS postage costs; or
- any additional shipping costs incurred due to specific requests from client, such as shipping boxes of books via UPS to county clerks.

Evaluation. Bids will be evaluated by Legislative Council Staff.

Vendor qualifications. Legislative Council Staff reserves the right to inspect the successful bidder's production and mailing facilities to verify that the vendor will be able to meet the quality and delivery requirements. The bidder may subcontract the printing, mailing, and other services, but any bidder using a separate firm for any of these activities will be responsible for the actions of the subfirm(s) in conducting the activities required by the contract. The Legislative Council reserves the right to withhold payment to the bidder in the event the printing and mailing of the booklets do not occur within specified deadlines.

Printing Specifications

Quantity: 2,050,000

Finish trim size: 8 ¼" x 10 7/8"

Booklet lengths: Bidders are asked to price two publication options, and will be notified of the chosen option on Wednesday, June 7, 2023:

Option 1

Two booklets, one in English, one in English and Spanish:

- 24 pages (1,650,000 booklets)
- 48 pages (400,000 booklets)

Option 2

One English/Spanish booklet:

- 48 pages (2,050,000 booklets)

Stock, including the cover:

Weight: 32#, 72 bright (or close comparable)

Color: White

Paper: Prefer the use of recycled paper

Printing:

Cover: Printed 2 sides
30% cyan tint background on cover only
Bleed on 4 sides
Overprint in black ink

Text: Printed 2 sides
Black ink

Bindery: Collated, folded, saddle-stitched (3 staples)

General Mailing Instructions

The booklets must be mailed to the first set of active voter registration address files no earlier than Monday, September 25, 2023, and no later than Friday, October 6, 2023. We also mail booklets as a courtesy to a second set of active voter registration address files by Friday, October 13, 2023.

The booklets must be inkjet addressed, presorted, and prepared for mailing via Standard A Enhanced Carrier Route Line of Travel or high density flat rate for greatest depth of sortation. Any tabbing of non-carrier-route qualified pieces must be included in the bid.

The bidder or the bidder's mailing firm must have a Standard Class mailing permit. The postage permit and the Legislative Council address will be included in the hard copy of the document on the back cover. Postage permit may not include vendor's business name. The bid is to reflect the price for all mailings.

Data Processing Instructions

The Secretary of State's office will prepare a file of voter registration data on Tuesday, August 1, 2023, and again on Friday, September 1, 2023. These files are typically delivered via FTP. The vendor is required to meet with representatives from the SOS to review data.

The vendor will also:

- mail one booklet per household to the attention of "All Registered Voters"; and
- perform any additional processing necessary to minimize postage rates.

Legislative Council Staff must review a file to spot check the records once they are sorted and must also be informed of the total addressees per booklet type.

Key Dates

Bid issued:	Friday, May 19, 2023
Proposals due:	Monday, May 29, 2023
Bid awarded:	Tuesday, May 30, 2023
Booklet option notification:	Wednesday, June 7, 2023
First data file available for processing:	Tuesday, August 1, 2023
Second data file available for processing:	Friday, September 1, 2023
Artwork to printer:	Thursday, September 7, 2023
Final approval (on-site):	Friday, September 8, 2023
Constitutional mailing deadline:	Friday, October 6, 2023
Second courtesy mailing deadline:	Friday, October 13, 2023
Election Day:	Tuesday, November 7, 2023

RESPONSE SHEET

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RETURN BIDS VIA E-MAIL TO:

bluebook.ga@state.co.us

BID DUE DATE: Monday, May 29, 2023

BID FOR: Printing and Mailing the 2023 State Ballot Information Booklet
("Blue Book") to all registered voter households in Colorado

VENDOR _____

ADDRESS _____

PHONE NO. _____ EMAIL _____

VENDOR SIGNATURE _____ DATE _____

NAME (Please Print) _____ TITLE _____

(If a separate firm will be responsible for the mailing, please provide the name, address, and telephone number of that firm.)

NAME OF MAILING FIRM _____

ADDRESS _____

PHONE NO. _____

RESPONSE SHEET

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Booklet Option 1

\$ _____

Booklet Option 2

\$ _____

Material Pre-Payment, if applicable

\$ _____

Due Date: _____