



RFP 2018-015

Request for Proposal

for

Media Buying and Graphic Design Services

Issued by:

Matanuska Telephone Association

Issued Date: 10/16/18

Response Date: 10/23/18 at 2:00 PM PST

1.0 GENERAL INFORMATION

1.1 Purpose

Matanuska Telephone Association (MTA) is soliciting proposals for Media Buying and Graphic Design Services.

1.2 Background

MTA was formed in 1953 to serve residents in Palmer, Alaska. Today, MTA's service area extends across nearly 10,000 square miles - south to Eagle River, north to Anderson, east to Glacier View, and west to Skwentna. MTA stores are located in Palmer, Eagle River, and Wasilla, Alaska. MTA invests in the highest quality and most advanced products available in the industry, including extensive fiber optic cabling and electronic platforms to support broadband signals such as digital subscriber loop (DSL). As a cooperative, MTA was formed to serve its member-owners and now has subsidiary operations providing non-regulated telecommunication services.

1.3 Questions

Any questions regarding this proposal are to be submitted in writing to:

MTA-Contracts@mta-telco.com

8:00 a.m. to 5:00 p.m. local time Monday through Friday.

Please refer to the RFP number in the subject line of all correspondence.

RFP response due by October 23, 2018 by 2:00 PM.

1.4 Preparation Costs

MTA shall not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each proposer agrees to be bound in this respect and waives all claims to such costs and fees.

2.0 RULES GOVERNING COMPETITION

2.1 Examination of Proposals

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

2.2 Proposal Acceptance period

Award of this proposal is anticipated to be announced within 30 calendar days, although all offers must be complete and irrevocable for 90 days following the submission date.

2.3 Confidentiality

All materials submitted in response to this RFP will become the property of MTA. The content of proposals will be kept confidential and will be maintained in the files of the MTA Purchasing Office. The content of proposals will be made available for internal review, but shall not be subject to public disclosure - either during or after the RFP process.

2.4 Proposal Format

Proposals are to be prepared in such a way as to provide a straight forward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on: 1) conformance to the RFP instructions; 2) responsiveness to the RFP requirements; 3) completeness and clarity of content.

2.5 Signature Requirements

All proposals must be signed. A proposal may be signed: by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.6 Proposal Submission – Proposals are due June 18, 2018, no later than 5:00 p.m. AK Time.

2.6.1 Proposals may be submitted **via e-mail attachments** to MTA-Contracts@mta-telco.com. MTA assumes no responsibility if the proposal fails to be received at this email address; however, confirmation will be provided if requested.

2.6.2 Proposals may be delivered or mailed to:

Mailing Address
Matanuska Telephone Association
Sourcing Department
1740 S. Chugach Street
Palmer, AK 99645

All proposals being delivered or mailed are requested to be submitted single sided, plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package. Copies may be bound,

or enclosed in folders/binders as the proposer chooses. Proposal must be received by MTA prior to the date and time specified in the cover letter.

2.7 News Releases

News releases pertaining to the award resulting from the RFPs shall not be made without prior written approval of MTA.

2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of MTA.

2.9 Revisions to the RFP

Written addenda will be issued when changes, clarifications, or amendments to the proposal documents are deemed necessary by the MTA.

2.10 Modifications/Withdrawal of Proposals

A respondent may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The respondent may thereafter submit a new proposal prior to the final submission date. Modifications offered in any other manner, oral or written will not be considered. A final proposal cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by MTA after the date of receipt and following oral presentations.

2.11 Late Submissions

Proposals not received prior to the date and time specified in the cover letter will not be considered and will be returned unopened after award.

2.12 Rejection of Proposals

MTA reserves the right to reject any or all proposals if determined to be in the best interest of MTA.

2.13 Contract Term

A contract award resulting from this RFP is expected to be for a three year period to help ensure continuity and establish year-to-year benchmarks

3.0 SCOPE OF WORK

Requesting a proposal for MTA's Media Buying and Graphic Design services.

For Media Buying, propose a review of existing efforts and provide recommendations on cost savings and more efficient/effective strategies for spend.

Provide:

- A thorough analysis of traditional market spend outlining geographic markets that are within our service area and Anchorage (factoring in commuters for traditional radio placements)
- A breakout review of target demos – propose ways to target specific demos more efficiently
- Ways to more efficiently/effectively expand our digital presence and reach through digital spend and placement.

We are looking for a Vendor that will negotiate rates for traditional media placement, i.e. radio, on the behalf of MTA.

For Graphic Design services, MTA is requesting proposals to assist us in selecting a vendor to fulfill graphic design needs for our products/promotions/events.

Our goals are:

- Obtain competitive pricing for these services;
- Select a vendor with a demonstrated capability of delivering high quality graphic design services for multiple projects and time sensitive deadlines simultaneously

Provide graphic design and production art services in support of product development, product/services and event promotion. Includes support services such as logo development, banner designs, special illustrations, print and digital ad graphics and copy.

Samples of work (logo designs, event graphics, as well as illustrations) should accompany the RFP response.

Contractor to provide graphic art design and production to include, but not limited to, the following range of activities:

- Direct product development support in the creation/compilation/design of product names, logos, manuals, and other product development support activities as assigned by MTA.
- Graphic design for print promotional materials such as rack cards, advertisements, posters & signage; Graphic design for digital promotional materials such as advertisements, social media posts & web banners; providing “clean” high res files and PDFs of design work to be reviewed.
- Face-to-face, Phone, or Skype consultative services with designers and project leaders, in regards to graphic designs and project management to ensure proper communication or revisions.
- Other related activities as required and mutually agreed upon by both Contractor and MTA.

4.0 PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed twenty (20) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, attachments or dividers). Information in excess of those

allowed will not be evaluated/scored. One page shall be interpreted as one side of single lined, typed, 8 1/2" X 11", piece of paper.

4.1 Title Page

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, and date.

4.2 Table of Contents

Clearly identify the materials by section and page number.

4.3 Letter of Transmittal (Limited to two (2) pages).

- 4.3.1 Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.
- 4.3.2 Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.
- 4.3.3 The letter **must be signed** by a corporate officer or other individual **who has the authority to bind the firm.**

4.4 Experience

- 4.4.1 Detail the firm's experience in the same or similar areas of expertise, stability, and its adaptability to providing the required services.
- 4.4.2 Provide at least three (3) references for which your firm has provided the same or similar services. Include a point of contact, telephone number, and a brief description of the services provided.

4.5 Primary Account Representative's

Provide detailed information on the qualifications and experience of the Primary Account Representatives as it relates to the required services. Provide details of each representative's background, education, experience and average number of accounts of the representative's to be assigned to the account.

4.6 Key Project Staff and Subconsultants

Identify key project staff and subconsultants expected to provide services on behalf of the firm. Resumes should be included for each of the individuals and subconsultants referenced.

4.7 Available Resources

Provide information on resources available to your firm which indicates that you have access to the services necessary to perform the work.

4.8 Project Methodology and Approach

Provide detailed information on the firm's methodology in meeting the scope of work requirements identified in Section 3. Describe overall approach.

4.10 Fee Schedule

5.0 EVALUATION CRITERIA AND PROCESS

5.1 Criteria

The criteria to consider during evaluations, and the associated point values, are as follows:

1. Experience 30 points
2. Account Representatives, Key Staff, and Subconsultants 10 points
3. Available Resources 20 points
4. Methodology / Approach 20 points
5. Fee Schedule 20 points

Total Points Available (including bonus points) 100 points

5.2 Qualitative Rating Factor

Firms will be ranked using the following qualitative rating factors for each RFP criteria:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0- Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: For the evaluation of the experience factor if the evaluator feels the response as provided was "Good" they would assign a "qualitative rating factor" of .6 for that criterion. The final score for that criterion would be determined by multiplying the qualitative rating factor of .6 by the maximum points available (30) and the resulting score of 18 would be assigned to the experience factor. This process would be repeated for each criterion.

5.3 Evaluation Process

Evaluation of the proposal will be performed by a committee of individuals representing MTA. The committee will rank the proposal as submitted. MTA reserves the right to award a contract solely on the written proposal.

MTA also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three (3) firms will be short listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter into final negotiations with MTA for the purposes of contract award.

6.0 SELECTION PROCESS

The Proposer with the highest total evaluation points may be invited to enter into contract negotiations with MTA. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, MTA reserves the right to terminate negotiations with any Proposer should it be in MTA's best interest. MTA reserves the right to reject any and all proposals submitted.

7.0 SAMPLE CONTRACT OR MINIMUM MANDATORY CONTRACT PROVISIONS

In addition to carefully reading all of the information in the RFP, all Proposers must carefully read and review the attached sample contract (ATTACHMENT A). The successful Proposer shall be required to enter into a Contract with MTA which will be substantially similar to the sample.

Therefore, the Proposer must make any proposed changes to the sample Contract which the Proposer desires. All changes must be made legibly and conspicuously in red ink on all copies submitted. Page(s) on which the change(s) appear must be tabbed so as to be easily identified. The rationale for all changes must also be provided by the Proposer.

IF NO CHANGES ARE MADE, THE PROPOSER SHALL BE DEEMED TO HAVE ACCEPTED THE SAMPLE CONTRACT. IF CHANGES ARE MADE BY THE PROPOSER, SUCH CHANGES WILL BE CONSIDERED IN ANY NEGOTIATIONS WITH MTA. CHANGES MADE TO THE SAMPLE CONTRACT SHALL NOT BE CONSIDERED DURING PROPOSAL EVALUATIONS.

Attachments: A – Sample Contract

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT ("Agreement") is made and entered as of the 1st day of July, 2017 ("**Effective Date**"), between **Matanuska Telephone Association, Incorporated** ("**MTA**") with a place of business at 1740 South Chugach Street, Palmer, Alaska 99645, and ("**Consultant**") with a place of business at . Hereinafter, MTA and Consultant may be individually referred to as "**Party**", or collectively referred to as "**Parties**". In consideration of the mutual covenants and conditions contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. SCOPE OF SERVICES. Consultant shall provide all management and labor, and apply all skills, experience and knowledge, necessary to perform the following services (collectively, "**Services**"): . The Services shall commence no earlier than the Effective Date. The following attachments (if checked and identified) are included as part of this Agreement:

Attachment #1:

Attachment #2:

2. COMPENSATION. Consultant shall be compensated for the Services rendered pursuant to this Agreement based on . If compensation is based on a rate per hour, MTA shall be invoiced only for actual time worked. Travel time shall not be included in billable hours. There shall be no overtime premium. If working on MTA's premises, start time, lunch, and end of day times shall be jointly determined by the Parties.

3. REIMBURSABLE EXPENSES. Consultant will be reimbursed for allowable expenses at actual costs incurred ("**Reimbursable Expenses**"); provided such Reimbursable Expenses are reasonable and original receipts are provided for any item over \$25. Airfare in excess of \$1000 shall be pre-approved by MTA prior to booking. The following items, when checked, are considered Reimbursable Expenses:

Airfare (coach class)

Rental car & fuel (mid-size or smaller)

Personal vehicle mileage (IRS business rate)

Lodging, Meals & Incidentals (not to exceed GSA Per Diem for Wasilla, AK)

Other:

4. PAYMENT TERMS. At the end of each month or upon completion of the Services, Consultant shall submit invoice(s) to MTA to the attention of the Accounts Payable at the address above or via email to mta-ap@mta-telco.com. Payment shall be made within thirty (30) days from receipt of invoice.

5. WORKMANSHIP. Consultant shall perform the Services efficiently and in accordance with those reasonable and generally accepted standards of its trade, profession or industry.

6. INDEPENDENT CONTRACTOR. The Parties are independent contractors, and nothing herein shall be construed to any other effect. Each Party alone shall determine, supervise and manage the method, details, and means of performing its obligations. Except as agreed in writing, neither Party shall act or attempt to act or represent itself, directly or by implication, as the other Party's agent. Each Party shall be solely responsible for the withholding and payment of all applicable federal, state, and local taxes for its own employees.

7. INSURANCE. Consultant shall maintain during the term of any SOW: (i) Workers' Compensation insurance as prescribed by the State of Alaska if working on MTA property; (ii) comprehensive automobile liability insurance if the use of a motor vehicle is required, with limits of at least \$1,000,000 combined single limit for bodily injury and property damage for each occurrence; and (iii) Commercial General Liability ("**CGL**") insurance, including Blanket Contractual Liability and Broad Form Property Damage, with limits of at least \$1,000,000

combined single limit for bodily injury and property damage for each occurrence or Professional Liability or Errors and Omissions insurance in the amount of at least \$1,000,000 for each occurrence. Consultant shall provide MTA a Certificate of Insurance evidencing the foregoing insurance prior to commencing the Services. No insurance policy shall be canceled or materially changed without at least ten (10) days prior written notice to MTA.

8. NOT TO EXCEED. Any "not to exceed" cost referenced in this Agreement shall be defined as the maximum expenditure authorized by MTA for the Services specified herein and shall not constitute a commitment by MTA to purchase any specific volume of Services thereof. A "not to exceed" cost is used when the exact cost of the Services cannot be determined beforehand. Consultant shall have the responsibility to render the Services in the most cost effective manner.

9. NOTICES. Any notice which under the terms of this Agreement must or may be given or made by either Party hereunder shall be in writing and shall be delivered personally, sent by express courier service, or sent by certified U.S. mail, return receipt requested, addressed to the respective Party at the address first written above or to such other address either Party shall designate by proper notice. Notices to MTA shall be sent to the attention of Contract Administration. Notices shall be deemed to have been received as of the earlier of the date actual receipt or, in case of notices sent via U.S. mail, three (3) days after mailing. A signed receipt shall be obtained where a notice is delivered in person.

10. FORCE MAJEURE. Neither Party shall be liable to the other in the event that it is unable to perform, in whole or in part, any one or more of its obligations hereunder as a result of labor dispute, governmental action, war, terrorist attack, fire, flood, earthquake, act of God, or any cause that is beyond the reasonable control of such Party.

11. NONPERFORMANCE. To the extent any nonperformance by either Party of its obligations under this Agreement results from or is caused by the other Party's failure to perform its obligations under this Agreement, such nonperformance shall be excused.

12. TERMINATION. MTA may terminate this Agreement at any time, without cause. If MTA terminates this Agreement through no fault of Consultant, Consultant shall be compensated for Services satisfactorily completed and accepted by MTA up to the date of termination, provided that: (i) compensation to Consultant shall be in the same proportion to the total compensation indicated in Section 2 of this Agreement as the Services satisfactorily completed and accepted by MTA are to the total Services; and (ii) the total sum to be paid to Consultant shall not exceed that amount set forth in Section 2 of this Agreement as reduced by the amount of payments, if any, otherwise made, and as further reduced by the cost of Services yet uncompleted.

13. DISPUTES. The Parties agree to resolve any dispute hereunder through good faith negotiations, but if such dispute cannot be resolved within thirty (30) days after commencement of such negotiations, then either Party shall be free to take legal action.

14. CONFIDENTIAL INFORMATION. Consultant agrees to preserve the secrets and confidences of MTA, including, without limitation, all information and data that may be obtained from MTA or other party in a contract or agency relationship with MTA (“**Confidential Information**”). Except for such disclosure as may be needed to perform the Services under this Agreement and as may be allowed by MTA with prior written approval, Consultant shall not: (i) reveal any Confidential Information; or (ii) use any Confidential Information for the advantage of Consultant or a third party. The obligations of Consultant and the rights of MTA under this Section are continuing obligations and rights, and termination or expiration of this Agreement shall not terminate such obligations and rights.

15. WAIVER. Waiver by either Party of any breach or default hereunder by the other Party shall not constitute a continuing waiver or a waiver of any other breach or default.

16. SEVERABILITY. In the event any provision of this Agreement shall be held or found to be invalid or unenforceable under any applicable law or court decision, such invalidity or enforceability shall not render this Agreement invalid or unenforceable as a whole.

17. SUCCESSORS; ASSIGNS. Each Party agrees to bind itself, its partners, successors, assigns and legal representatives to the other Party hereto with respect to its obligations under this Agreement. Consultant shall not assign this Agreement without the prior written consent of MTA.

18. INDEMNIFICATION. Consultant agrees to indemnify and hold harmless MTA, its respective directors, officers, agents, and employees, from and against any and all third party claims, including without limitation any claims for loss, damage, liability, costs, and expenses (including reasonable attorneys’ fees and expenses) for physical injury or death or damage to real property to the extent caused by Consultant’s willful misconduct or negligent acts or omissions.

19. GOVERNING LAW. This Agreement shall be construed and governed by the laws of the State of Alaska, without regard to

conflict of laws principles. The Parties agree that all actions brought to enforce any provision of this Agreement or arising out of or related to this Agreement shall be brought in a state court of competent jurisdiction in the Third Judicial District in Palmer, Alaska. The prevailing Party in any such action shall be entitled to its costs and fees (including reasonable attorneys’ fees and court costs) incurred in connection with any such action.

20. COUNTERPARTS. This Agreement together with any Attachment referenced herein may be executed in two or more counterparts, each of which shall be considered an original, but all of which together shall constitute the Agreement. This Agreement may also be executed and delivered by facsimile or electronically and such execution and delivery shall have the same force and effect of an original document with original signatures.

21. HEADINGS. The headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

22. CONFLICTING TERMS. Should any terms and conditions of any Attachment to this Agreement conflict with any terms and conditions contained in this Agreement, the terms and conditions of this Agreement shall take precedence.

23. SETOFF. MTA reserves the right to offset amounts payable hereunder by any past due amount owed or payable by Consultant to MTA or its affiliates. This right extends to any past due account held in the name of Consultant or Consultant’s owner(s).

24. ENTIRE AGREEMENT. This Agreement constitutes the entire agreement and understanding between the Parties with respect to the subject matter herein and supersedes any previous agreements or understandings, whether verbal or written, between the Parties with respect to the subject matter herein. This Agreement may not be amended or altered in any way except in a writing executed by an authorized representative of each Party.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed as of the Effective Date by their respective authorized agents.

MATANUSKA TELEPHONE ASSOCIATION, INCORPORATED.

By: _____
(signature)

Name: _____

Title: _____

Date: _____

By: _____
(signature)

Name: _____

Title: _____

Date: _____