



Stacy Garrity, Pennsylvania Treasurer

## **REQUEST FOR INFORMATION**

### **Printing and Mailing Services**

#### **ISSUING OFFICE**

**Commonwealth of Pennsylvania  
Pennsylvania Treasury Department  
Bureau of Support Services  
Procurement Division  
Room 3T-A, Finance Building  
Harrisburg, PA 17120-0018**

#### **RFI NUMBER**

**RFI 22-001**

#### **DATE OF ISSUANCE**

**Tuesday, November 8, 2022**

## **PURPOSE**

The Pennsylvania Treasury Department (Treasury) is soliciting information from potential bidders for printing and mailing services.

Treasury is seeking information to develop a request for quote (RFQ) to purchase off state contract the services of a single vendor to provide significant printing, mailing and shipping services primarily related to Treasury's consumer programs. These programs are administered by the Bureau of Savings Programs and Bureau of Unclaimed Property and include: Pennsylvania 529 College and Career Savings Program (PA 529), Keystone Scholars, Pennsylvania ABLE Savings Program (PA ABLE) and Unclaimed Property.

The information, data, comments or reactions obtained will be used as research to develop a future solicitation, likely in the form of a request for quote to an existing state contract.

This RFI does not constitute an Invitation for Bid, Request for Proposal or any other procurement for awarding contracts and is not to be construed as a commitment by Treasury.

Treasury will review all responses received. If Treasury decides to issue a procurement, it will be conducted in accordance with the requirements of Pennsylvania's Procurement Code.

## **GOAL AND INFORMATION REQUESTED**

Treasury is requesting information to help inform the development of a RFQ for the purchase of printing, mailing and shipping services.

Treasury is requesting that potential bidders review the attached draft RFQ Scope of Work and provide at a minimum the following information:

1. Does the draft RFQ provide adequate information from which the respondent could and would submit a response to the RFQ?
2. If the answer to 1 is no, what would be the barriers or challenges to responding to the draft RFQ?
3. Is there additional information or clarifications that could be added to the RFQ that would make it more helpful to the potential respondents in developing a response to the draft RFQ?
4. What ideas or suggestions might you offer to improve the draft RFQ to maximize the potential pool of bidders and provide the best value for Treasury?
5. Please provide any additional information or suggestions you think might be helpful to Treasury in developing this procurement.

## **CONTACT AND RESPONSE INFORMATION**

### **ISSUING OFFICE AND POINT OF CONTACT**

Treasury is the "Issuing Office" which should be the sole point of contact for this RFQ. Please refer all inquiries to the Issuing Officer by email at [RFI22-001@patreasury.gov](mailto:RFI22-001@patreasury.gov).

The Procurement Officer is the point of contact for this RFI. Please submit responses to the procurement officer by the deadline specified in the RFI. Please reference the Solicitation Number and Title. Please submit your responses by email to the RFI email account listed below:

RFI22-001@patreasury.gov

#### DISABILITY ASSISTANCE

If an individual with a disability needs assistance with the RFI, including issues related to the response deadline, they should contact the Procurement Office at the RFI resource email [RFI22-001@patreasury.gov](mailto:RFI22-001@patreasury.gov) so reasonable accommodations can be made.

#### DEADLINE

The deadline for responding to this RFI is Monday, December 5, 2022.

#### QUESTIONS AND ANSWERS

Please submit any questions or requests for clarifications about this RFI in writing to the Procurement Office at the RFI resource email [RFI22-001@patreasury.gov](mailto:RFI22-001@patreasury.gov) by Monday, November 21, 2022.

#### NOTICES

Notices related to this RFI will be posted on the procurement page of the Pennsylvania Treasury website at [Procurement \(patreasury.gov\)](http://Procurement.patreasury.gov).

Notices related to this RFI will also be sent to a bidders list of qualified potential bidders for state Invitation to Qualify Contract 55100000-ITQ-186, 55100000-ITQ-187, and 55100000-ITQ-190 and other known potential vendors.

#### COSTS

Respondents are responsible for all costs associated with the preparation, submittal and presentation of their response to this RFI.

#### NOTIFICATION

If a formal procurement solicitation is issued, notice will be sent to respondents to this RFI, potential bidders associated with state Invitation to Qualify Contract 55100000-ITQ-186, 55100000-ITQ-187, and 55100000-ITQ-190, other known potential bidders.

#### CONFIDENTIAL INFORMATION CONTENT

- a. Confidential Information. Treasury is not requesting, and does not require, confidential proprietary information or trade secrets to be included as part of providers' submissions in order to evaluate information submitted in response to this RFI. Accordingly, except as provided herein, providers should not label information submissions as confidential, proprietary, or trade-secret protected. Any Provider who determines that it must divulge such protected information as part of its proposal must follow all of the procedures described below:
  1. Prepare an un-redacted version of the appropriate document.
  2. Prepare a redacted version of the document that redacts the information that is asserted to be confidential or proprietary information or a trade secret.
  3. Prepare a signed written statement that states:

- i. The attached document contains confidential or proprietary information or trade secrets;
    - ii. The Contractor is submitting the document in both redacted and un-redacted format in accordance with 65 P.S. § 67.707(b); and
    - iii. The Contractor is requesting that the document be considered exempt under 65 P.S. § 67.708(b)(11) from public records requests.
  4. Submit the two documents along with the signed written statement to Treasury.
  5. Acknowledge that the information may be subject to the Right-to-Know Law.
- b. Treasury and Office of General Counsel Use. All material submitted with the submittal shall be considered the property of Treasury and may be returned only at the Issuing Office's option. Treasury has the right to use any or all ideas not protected by intellectual property rights that are presented in any submission regardless of whether the proposal becomes part of a contract. Notwithstanding any provider copyright designations contained on proposals, Treasury shall have the right to make copies and distribute proposals internally and to comply with public record or other disclosure requirements under the provisions of any Commonwealth or United States statute or regulation, or rule or order of any court of competent jurisdiction.
- c. Public Disclosure. After issuance of a formal procurement pursuant to this RFI, all information submissions are subject to disclosure in response to a request for public records made under the Pennsylvania Right-to-Know-Law, 65 P.S. § 67.101, *et seq.* If a submission contains confidential proprietary information or trade secrets, a signed written statement to this effect must be provided with the submission in accordance with 65 P.S. § 67.707(b) for the information to be considered exempt under 65 P.S. § 67.708(b)(11) from public records requests.

# PA TREASURY DEPARTMENT

## CONSUMER PROGRAMS

### SCOPE OF WORK – PRINTING AND MAILING SERVICES

#### I. Overview

Treasury and its component Bureaus conduct significant ongoing administrative, operational, and marketing efforts to fulfill the Department's various mandates. The following provides brief summaries of these efforts as related to the Departments Consumer Programs; the Bureau of Savings Programs and the Bureau of Unclaimed Property.

#### II. Background

The Bureau of Savings Programs (BSP) oversees three separate but related savings programs for the benefit of Pennsylvania residents. The Bureau of Unclaimed Property oversees a program which returns missing property to its rightful owner.

- **Pennsylvania 529 College and Career Savings Program (PA 529)**
  - Throughout the year, PA 529 may communicate with anywhere from 5,000 to 600,000 households by mail depending on the nature of the communication piece and intended audience.
- **Keystone Scholars**
  - Throughout the year, Keystone Scholars may communicate with anywhere from 125,000 to 500,000 households by mail, including a recurring monthly mailing of approximately 10,000 to 12,000 pieces.
- **Pennsylvania ABLE Savings Program (PA ABLE)**
  - Throughout the year, PA ABLE may communicate with anywhere from 10,000 to 250,000 households by mail depending on the nature of the communication piece and intended audience.
- **Unclaimed Property (UCP)**
  - Throughout the year, Unclaimed Property may communicate with anywhere from 10,000 to 250,000 households by mail depending on the nature of the communication piece and intended audience.

**III. Annual Direct Mail Campaigns – July 1, 2022 – June 30, 2023**

**a. PA 529 College and Career Savings Program Direct Mail**

- i. Summer Enrollment Drive – Estimated total pieces - 1,060,000 pieces:
  - 1. Postcard to Households – 500,000
  - 2. Postcard to Households – 500,000
  - 3. Postcard to Account Households – 30,000
  - 4. Postcard to Account Households – 30,000
  
- ii. Year-End Enrollment Drive – Estimated total pieces - 1,100,000 pieces
  - 1. Postcard to Households – 500,000
  - 2. Postcard to Households – 500,000
  - 3. Postcard to Account Households – 50,000
  - 4. Postcard to Account Households – 50,000
  
- iii. Spring Enrollment Drive – Estimated total pieces - 500,000
  - 1. Postcard to Households – 500,000

**b. Keystone Scholars Savings Program Direct Mail**

- i. Keystone Scholars Monthly Letters – Direct Mail estimate at 150,000 pieces
  - 1. Letters to Households – 12,000/month
  
- ii. Keystone Scholars Statement Letters – Direct Mail Estimate at 150,000 pieces
  - 1. Statement to Households – 150,000
  
- iii. Keystone Scholars Envelopes – Estimated at 150,000 per year

**c. PA ABLE Savings Program**

- i. Year-End Enrollment Drive – Estimated at 110,000
  - 1. Postcard to Households – 100,000
  - 2. Postcard to Account Households – 10,000

**d. Unclaimed Property**

- i. Annual Due Diligence Letters – Estimated at 150,000
  - 1. Letter to Households – 150,000
  
- ii. Unclaimed Property Envelopes – Estimated at 150,000 per year

## Products and Services to be Provided

For each item listed, **response must include a detailed description of each and how it will be provided.**

- **Account Support.** Vendor will have representatives available for account support, including requests for in-person meetings, within 24 hours of requests, or issues or questions pertaining to the needs of the Department.
- **Printing.** Vendor to print high-quality collateral pieces which may include, but are not limited to, postcards, return mail postcards, letters (single and multi-page), booklets (multi-page), flyers, and brochures. Examples are listed below under “Collateral Examples”. Collateral pieces of various physical sizes with various numbers of total pages may be required.
  - In some cases, including, but not limited to the Annual Direct Mail Campaigns outlined in Section III, direct mail pieces will be sent directly to recipients via USPS mail. In other cases, Vendor will direct that the pieces be sent directly to Treasury. Certain collateral pieces may require the vendor to supply plain or Treasury-branded envelopes sufficient for delivery.
- **Variable Data Printing.** Vendor will print high-quality collateral pieces using variable data sets which may contain unique household identifiers, including name and mailing address.
- **Mailing Services, Including Mailing List Pre-Sort and Mail Delivery.** Vendor must pre-sort mailing address lists in accordance with current United States Postal Service (USPS) rules and requirements and provide final (direct to consumer) mailing services using the most cost-effective methods available, including, but not limited to, shipping direct mail pieces to regional post offices to take advantage of associated cost savings (drop-shipping). The vendor must be able to separately provide estimated shipping costs for requested projects.
- **Address Verification, Address Updates, and National Change of Address Updates (NCOA).** Vendor must have the ability to analyze mailing lists to determine validity and accuracy of mailing addresses provided. Vendor is responsible for providing Treasury with updated mailing addresses before final collateral pieces are printed, identifying records after NCOA certification (ex: Mail flagged as New or Updated Address (in-state or out-of-state moves), Returned to Sender, Unable to Deliver, Unable to Forward, No Such Address, Vacant, etc.). Vendor must provide an automated system for tracking and organizing all returned mail (i.e. including and printing a unique identifier in data sets, including and printing a dynamic/smart bar code or QR code on individual pieces to identify source. Treasury will not manually enter data).
- **Address Scrubbing and Suppression.** The Vendor must prevent the mailing of duplicate pieces and records by conducting ongoing list cleaning – so that invalid street addresses (PO

Box Changes, RTS, NCOA, etc.) can be noted, identified, and updated automatically. The Vendor must include the ability to incorporate “Do Not Contact” and/or Name/Address Suppression Lists. The Vendor will provide an automated system for tracking and organizing mailing addresses and will provide updated data sets back to Treasury for address correction purposes (i.e. using a smart bar code or QR code to identify source. Treasury will not manually enter data).

- **Envelopes.** Vendor must supply finished (ready-to-use) envelopes needed to meet project specifications as requested. The vendor will be responsible for sourcing and supplying finished (ready-to-use) envelopes, which may include standard or specific sizing, sealing, and security requirements. The Vendor will be responsible for designing an envelope template which meets Treasury’s brand specifications and postal requirements. Treasury will pre-approve sizing, branding, postal requirements, and final artwork.
  
- **Collateral Examples.** Collateral projects may require printing one or more full color pages in combination with one or more black and white pages. Projects may have additional requirements, including but not limited to, binding and stapling. Collateral pieces may include, but not be limited to:
  - Four Panel Folded Postcards – Size may include, but not be limited to, 12” x 9” folded down to 6” x 9” with secure seal and perforated return mail BRM.
  - Two Panel Postcards – Size may include, but not be limited to, 6” x 9”.
  - Tri-Fold Brochures – Size may include, but not be limited to, 12” x 9” with a fold to create 4” x 9” brochure.
  - Letters – Single or multiple page documents – Size may include, but not be limited to, 8.5” x 11” with “Z-Fold” or “C-Fold” to be inserted into #10 security window envelopes.
  - Booklets – Single or multiple page documents – Size may include, but not be limited to, 17” x 11” with vertical fold (resulting in 8.5” x 11”) and horizontal fold (resulting 8.5” x 5.5”) with secure seal.
  - Guides - Single and multiple page documents - Size may include, but not be limited to, 8” x 11” double-sided documents.

**Quantities** – The Vendor must be able to accommodate printing and mailing projects for quantities low as 500 or as high as 1,000,000+.

- Static print projects will vary by project with a general range as low as 500 or as high as 1,000,000.
- Monthly Keystone Scholars letter mailings will vary and would be estimated to average between 5,000 or as high as 25,000.

**PRICING BREAK-POINTS – TO BE COMPLETED BY VENDOR**

**PRINTING SERVICES**

<b><u>Collateral Piece</u></b>	<b><u>Break Point 1 Quantity</u></b>	<b><u>Break Point 2 Quantity</u></b>	<b><u>Break Point 3 Quantity</u></b>	<b><u>Break Point 4 Quantity</u></b>	<b><u>Break Point 5 Quantity</u></b>	<b><u>Other Break Point</u></b>
<ul style="list-style-type: none"> <li>• Four-Panel Postcard</li> <li>• Assume "Cardstock"</li> </ul>						
<ul style="list-style-type: none"> <li>• Two-Sided Postcard</li> <li>• Assume "Cardstock"</li> </ul>						
<ul style="list-style-type: none"> <li>• Standard Letter</li> <li>• Assume office paper</li> </ul>						
<ul style="list-style-type: none"> <li>• Standard Letter 2+pages</li> <li>• Assume office paper</li> </ul>						
<ul style="list-style-type: none"> <li>• Four-Panel Booklet</li> <li>• Assume high-gloss paper</li> </ul>						
<ul style="list-style-type: none"> <li>• Tri-Fold Brochure</li> <li>• Assume high-gloss paper</li> </ul>						

**MAILING SERVICES (Address Verification, NCOA, Address Printing, Delivery to Post Office)**

<b><u>Collateral Piece</u></b>	<b><u>Break Point 1 Quantity</u></b>	<b><u>Break Point 2 Quantity</u></b>	<b><u>Break Point 3 Quantity</u></b>	<b><u>Break Point 4 Quantity</u></b>	<b><u>Break Point 5 Quantity</u></b>	<b><u>Other Break Point</u></b>
• Four-Panel Postcard						
• Two-Sided Postcard						
• Standard Letter						
• Standard Letter 2+pages						
• Four-Panel Booklet						
• Tri-Fold Brochure						

**DELIVERY SERVICES (Delivery to SFCs for Drop-Shipping)**

<b><u>Collateral Piece</u></b>	<b><u>Break Point 1 Quantity</u></b>	<b><u>Break Point 2 Quantity</u></b>	<b><u>Break Point 3 Quantity</u></b>	<b><u>Break Point 4 Quantity</u></b>	<b><u>Break Point 5 Quantity</u></b>	<b><u>Other Break Point</u></b>
• Four-Panel Postcard						
• Two-Sided Postcard						
• Standard Letter						
• Standard Letter 2+pages						
• Four-Panel Booklet						
• Tri-Fold Brochure						