

Housing Authority of the City of Augusta, Georgia
Request for proposal For SERCulator

1.0 Advertisement

Southeastern Regional Council of the National Association of Housing and Redevelopment Authorities (SERC-NAHRO) is seeking proposals from qualified firms and individuals to produce *The SERCulator* quarterly.

SERC-NAHRO is a housing organization comprised of authorities in ten of the southeastern states, which include Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi. These organizations are linked by the common concern for the nation's housing needs and the determination to develop programs to address those needs.

2.0 Proposal Submission

All proposals must include five (5) copies and be received at the following address by 5p.m. on Friday, February 14, 2020. Proposals received after this date and time will not be considered.

All submissions must be marked: **"2020-02-14 RFP for SERCulator"**.

ATTENTION:

Reta Thomas
Chairperson for Public Affairs
SERC-NAHRO
c/o Augusta Housing Authority
1435 Walton Way
Augusta, Georgia 30901-2609

3.0 Contact Person

Any questions regarding the RFP should be directed in writing to the Chairperson for Public Affairs at rthomas@augustapha.org. All questions and responses will be posted on the SERC-NAHRO website.

4.0 Scope of Services

The SERCulator quarterly issue should consist of thirty-two (32) pages with one thousand (1,000) print copies for distribution.

Services within the scope of the publication must include but shall not be limited to:

- all work necessary in writing, editing, supplying photographs and artwork
- designing including layout
- printing
 - PDF version provided to SERC-NAHRO of each issue within three (3) days of publishing approval.
- mailing each issue in a timely manner based on distribution list provided by SERC-NAHRO (remaining publications should be provided to SERC representative.)
 - Schedule of issues:
 - January 15th
 - May 1st*
 - July 15th
 - September 15th*

*Issues that occur immediately prior to the Annual Conference and Fall Workshop. These issues are partially utilized to promote events and vendors for the conference and workshop.

Items to consider when developing proposal.

- Contract term will be the residual timeframe of 2020 and the end of term for the SERC-NAHRO President (September 30, 2021), providing an option of renewal for an additional two (2) year term upon mutual agreement.
- Contractor will attend both the Annual Conference and Fall Workshop each year and provide photography for all conference events requested.
- Photographs taken for SERC-NAHRO are the property of SERC-NAHRO and all images must be edited and provided to the SERC-NAHRO contact within 30 days of the last conference as well as the best quality photos to be used in the next issue.
- SERC-NAHRO will pay for the Contractor's accommodations and registrations for the Annual Conference and Fall Workshop.
 - The Contractor is responsible all other expenses including but not limited to for travel.
 - The Contractor is responsible for guest's accommodations, registrations and any additional costs.
- Contractor must provide all equipment needed to produce the publication.
- SERC will consider allowing an option for the Contractor to sell advertising for 60% of the advertising earned with promotion, selling, billing being the Contractor's responsibility.
 - This option may require allowance in expansion of page count to accommodate advertising and not cut into the page count for SERC-NAHRO content.

5.0 Proposals Must Contain:

- Scope of Services
 - Minimum of three (3) samples of previous work
- Approach to providing services
- Time frames and deliverables
- Fixed fee price
- Qualifications and experience with publications of the firm or individual
- Qualifications of firm or individuals who will actually be providing the services
- References

SERC-NAHRO expects to award a contract no later than March 2020.

6.0 Proposal Evaluation Criteria

Criteria Maximum Points

a. Approach	30 points
b. Price	20 points
c. Experience with Publications	20 points
d. Qualifications of firm or individuals	20 points
e. References	10 points