

EXHIBIT B – SERVICE/PRODUCT REQUIREMENTS

Competitive Solicitation:	No. 21-0012 – Voters’ Pamphlet Graphic Design Composition
Bidder:	_____
	Type/Print Full Legal Name of Bidder Company

Instructions:

1. Add bidder company’s name above.
2. Review the document. There are three (3) sections in this document:
 - a. Section 1: Scope of Work.
 - b. Section 2: Qualification Requirements that will be assessed on Pass/Fail and Scored basis.
 - c. Section 3: Additional Information about Voters’ Pamphlet and links to the relevant laws and rules.
3. Provide responses in Section 2 as instructed. Section 2 responses will be assessed as follows:
 - a. Pass/Fail: If bidder selects that they cannot meet a certain requirement or it’s determined that a bidder does not possess any relevant knowledge and/or experience in the specified area based on their Written Response, the bidder will be disqualified from further consideration.
 - b. Scored: Each scored requirement will be scored on merits of a bidder’s Written Response out of the specified number of points available. Please note, that each response will be scored on its own merits, so if any information needs to be restated from a previous response, please do so.
4. Submit the exhibit as a Microsoft Word document and without modifying the font or formatting.

****Please note: Not following any of the instructions may result in the bid being considered non-responsive.***

Section 1: Scope of Work

Objective

The Department of Enterprise Services (DES) is issuing a Competitive Solicitation to find a qualified Contractor to compose and design voting materials. The Contractor will be responsible for providing the services, staff, and completing the following deliverables:

- Multiple editions in multiple languages by location of the Voters' Pamphlet for the State Primary
- Multiple editions in multiple languages by location of the Presidential Primary Voters' Pamphlet; and
- Online version of Voters' Pamphlet editions

The Contractor will deliver the final, ready to print, design versions of the Voters' Pamphlets in accordance with the statutory requirements, samples, instructions, and information provided by the State representative.

Scope of Work

The State will provide logos, advertisements, letters, and expectations for the creation of the overall design and structure of the cover and body of the Voters' Pamphlet. This work is expected to begin in March of every year for regular years, and in November of the prior year for Presidential Primary years.

The State and other stakeholders will provide copies of candidate statements, measures, and photographs to the Contractor as soon as they become available. The State will provide copies of all material to be translated and reproduced to electronic audio files. There may be some handwritten material. The content might come separately from multiple sources and in different formats. The information may come via hard copy or electronically. This work is expected to take place from mid-July through mid-August of each year for the duration of the Contract.

Below is additional information about voting cycles:

- Candidate Filing Period and Statement Submissions – Filing a declaration of candidacy usually takes place in May. The end of May is typically the deadline for submission of the Voters' Pamphlet statements and photographs; final processing of statements continues through June, July, and August.
- Ballot Measure Certifications – Prior to the end of July, ballot measures are prepared for certifications; advisory votes, measures, committees, and pro- con-arguments are prepared for inclusion in the Voters' Pamphlet.

- Primary Election Cycle – 18-day voting period typically starts in July. Ballots are mailed and Accessible Voting Units (AVUs) are available at voting centers.
- General Election Cycle – Voting period typically starts in October. Ballots are mailed and Accessible Voting Units (AVUs) are available at voting centers. Online and mail registrations must be received eight days before Election Day.

State Primary: All deliverables related to the State Primary must meet the requirements and standards specified herein. Camera-ready, error-free copies of each edition, including positioned halftones, and all mock-ups must be delivered by the Contractor no later than the beginning of the third week in August.

November General Election: All deliverables related to the November General Election must meet the requirements and standards specified herein and be delivered by the Contractor by the end of the fourth week of August in an odd numbered year and by the end of the third week of September or earlier in an even numbered year. Camera-ready error-free copies of each edition, including positioned halftones, and all mock-ups must be delivered to the State by the end of the first week of October in even numbered years and by the end of the fourth week in August in odd numbered years for the duration of this agreement.

Presidential Primary: All deliverables related to the Presidential Primary must meet the requirements and standards specified herein and be delivered by the Contractor by the first week of January of that year or earlier. Camera-ready error-free copies of each edition, including positioned halftones, and all mock-ups must be delivered to the Customer by the first week of February.

Any adjustments in deadlines related to any of the election cycles deliverables will be determined by the State and communicated to the Contractor as soon as contingencies affecting certification are resolved. If the Contractor misses a deadline, liquidated damages may be applied as specified in the Contract.

Pamphlet Content: The Contractor will work with the State to update and redesign, as requested by the State, the existing voters' pamphlets editions. The Contractor must seek written approval from the State on any modifications to the content, format, or layout specifications. The Contractor must prepare individual and complete camera-ready pages for each of the required editions. The Contractor must typeset, compose, and proofread the content information provided by the State:

- a.) There are approximately 700 candidate statements in even numbered years, and in odd numbered years, only measures with statements and generic pages making sure the length of each statement is within the limit prescribed by law subject to change with state law (RCW 29A.32.121). With the exception of the web, which may contain candidate statements in odd numbered years.
- b.) The ballot title, explanatory statement, argument, and rebuttal statement for and against each statewide measure, making sure the length of each statement and rebuttal submitted is within the limit prescribed by law (RCW 29A.32.121).
- c.) Fiscal Impact Statements as provided by the Office of Financial Management (OFM).
- d.) Text of each statewide measure.
- e.) Voter registration information.

- f.) Absentee ballot request form and application instructions.
- g.) County Auditors and Election Department contact information.
- h.) Front and back cover.
- i.) Table of contents and introduction, pamphlet production credits.
- j.) Secretary of State web address and hotline numbers and recycle information.
- k.) Voting in the State of Washington information including information for each county voting system covered by a particular edition.
- l.) Sample of ballot or voters' checklist.
- m.) Information on the Election legislation passed during the last session and Election reform.
- n.) List of Political Parties and Public Disclosure Commission Information.
- o.) Precinct Committee Officer information when required by law; and
- p.) Additional information requested by the Secretary of State.

Layout: The Contractor must lay out pages using graphics, statements, and photographs in accordance with state law and instructions from the State and/or its stakeholders. The sample pages must be made available upon request. The pages must be numbered sequentially for each edition.

Font: All text for camera-ready pages must be typeset with electronic type font specifications provided by the State. The Contractor must review and ensure that the content has consistent font.

Photographs and Graphics: The Contractor must size and crop all photographs and create halftones in an electronic format from each photograph as needed for each edition. Half tones may have varying highlight and shadow requirements depending on printer specifications. The Contractor must reproduce various graphics, samples of which are available upon request. Multiple graphics may appear on each page. The Contractor must do research of the fill material and graphics making sure that any graphic provided for use in the pamphlet is not from a candidate appearing in any of the editions guide. The half-tones and/or electronic photo reproductions must be acquired or created to meet specifications for photographs required by the Contractor awarded the contract to produce the pamphlets.

Pamphlet Editions by Language and Format: The Contractor must translate and design the translated final copies of all Voters' Pamphlet editions as requested by the State. The Contractor must coordinate with the State and its stakeholders the translation of the text, layout of the pages, composition of text, typesetting, graphic design, and proofreading of the translated pamphlets. Currently, the State requires pamphlets to be translated into at least four (4) languages (English, Spanish, Chinese and Vietnamese) but the Contractor may be asked to handle Korean for the web-based guide. Additional and/or different languages can be added at any time dependent on local or federal requirements during the term of the Contract. The Contractor is responsible for providing the

final versions of all the pamphlet editions of the electronic audio recording the Contractor is using for the Secure File Transfer Protocol (SFTP) and as further specified by the State.

Pamphlet Editions by Geographical Location: The State publishes multiple editions of the pamphlets by geographical location (county/ZIP). This minimizes voters getting pamphlets full of information about candidates that would not be on their ballots. For example, a voter in Pend Oreille County doesn't receive a pamphlet that includes Thurston County Superior Court candidates. Offering all material within one edition would not be economically sound and would be cumbersome to the voters. Much of the information throughout editions is the same. State ballot measures, and statewide candidates, are the same in all editions, but some information, like Superior Court candidates, Legislative races, etc., are different by location.

The Contractor will collaborate with the State to determine the number of editions needed to make sure voters receive the voter/candidate information corresponding to their ballots. At a minimum, editions will be defined according to legislative, congressional district and zip code boundaries or by counts as requested by the State. For editions going to counties that combine their voters' pamphlet with the State's information, the Contractor also must coordinate with the local election official regarding local boundary information and layout. Modifications may be required to accommodate information and/or other material obtained from counties that combine their voters' pamphlet with the State's information. The Contractor is responsible for determining the content and layout of each edition and must provide design samples throughout the process to the State upon request.

Estimated Number of Editions by Location Based on Previous Years:

- Odd Numbered Years Editions: Twenty-four (24)
- Even Numbered Years Editions: Thirty-two (32)
- Total Number of Pages: Two thousand seven hundred forty-four (2,744)

Additional Contractor Duties Related to Candidate Filing (Applicable in Even Years Only): The Contractor is responsible for performing the following items during the Candidate Filing period, the State Primary and November General Election cycles:

- Collect Declarations of Candidacy for state offices from the counties as close to real time as possible of filings made in the county;
- Input data into on-line database;
- Proof existing candidate filing database from Customer;
- Proof PDF files of Declarations of Candidacy or online filings;
- Correct errors as discovered;
- Ensure filing database is current, proofed, and complete.

The Contractor must ensure that staff is dedicated and available during the Candidate Filing period from 8 a.m. to 5 p.m. (Pacific Standard Time) to receive candidate forms and input them into the system as received.

Electronic Format Composition: The Contractor must be able to use Secure File Transfer Protocol (SFTP) to exchange files with other servers. The electronic copies of voter/candidate information and data will be provided accurately and properly associated with candidates by the Contractor in a tab delineated table with the following fields or as determined by the State prior to the actual production of the Voters' Pamphlet electronic format for placement on the Secretary of State website:

- Position – unique identifier for each office/position/issue as determined by the State
- First name – can include middle initials; example John (space) A
- Last name
- Political party affiliation – will vary in length based on the candidate's preference
- Organization date
- Organization name
- Address – city, state, zip code
- Phone number
- E-Mail
- Web address
- Candidate statement – a single text field with the body of the record that contains the candidate's unique ID associated with the statement. May include paragraph returns within the text to define paragraphs as well as HTML coding for the website.

Photograph scanning and "cropping" to a size of 120 pixels wide by 160 pixels high in a JPG format. Photographs must be delivered to the State for use for the Online Voters' Guide via high-speed internet, capable of transmission speeds of at least 128K and digital access. The naming convention for each file must correspond to the statement naming convention for each candidate as determined by the State. Contractor must confirm scanning specifications prior to production. Contractor will be required to work with the State's webmaster for the Online Voters' Guide.

Proofreading: Both the State and the Contractor will have responsibilities in proofreading. The Contractor will be responsible for reviewing and proofreading the pamphlet's contents, statements, visuals, layout and use of fonts prior to proving the print ready copies of the pamphlet editions for approval to the State. The Contractor is required to proofread all copies (this includes all electronic copies) for accuracy at least two times, proofread all copies in reverse at least once, verify that each candidate photograph is placed properly, and provide documentation of all proofreading and verification.

The Contractor will not be allowed to make corrections to some of the information provided unless the errors are glaring. The Contractor should highlight any errors that may be questionable for the State and/or candidate to consider.

The Contractor must provide proof copies of all editions of the voters' pamphlet to the State and proof copies of certain editions to the corresponding individuals or groups participating in the pamphlet publication cycle as instructed by the State. Copies of the original statements, photographs, and any changes or updates must accompany the proof copies provided to the State.

The Contractor is responsible for maintaining original statements and photographs, all updates and changes per direct candidate requests; this means being responsible for documenting any changes made by request of a candidate after his or her statement has been submitted, including changes requested by telephone calls directly to the Contractor. The Contractor must verify that all file naming conventions are complete and accurate regarding candidate statements and photographs.

Press Checks: The Contractor must be available to review all proofs. The Contractor or their designated staff could be required to attend up to four (4) press runs within 150 miles of the greater Olympia area independently of the State's staff. If a layout, visuals, or quality error is discovered at the time of proofing or press checks, the Contractor must provide new corrected, camera-ready pages immediately. Contractor shall inform the State of all press checks and proof reviews. The State reserves the right to make periodic checks during the entire Voters' Pamphlet production cycle to ensure quality control.

Errors and Omissions: Additional composition costs attributable to errors or omissions in the materials or information provided by Contractor shall be paid solely by the Contractor or deducted from amounts owed under Contract. The State reserves the right to reject pages, which have been determined to be unsuitable. The Contractor will correct rejected pages at no additional cost to the State. No payment will be made by the State for changes as a result of Contractor's error or omissions. Changes requested by the State after the Contractor provides final material ready for printing may be charged on a per-hour basis.

Ongoing Support: The Contractor must have appropriate equipment to ensure the State and candidates are able to reach the Contractor at a minimum via phone and email from 6 a.m. to 7 p.m. (Pacific Standard Time) during the year, and 24-hours per day during August through October on normal years, and November through December for Presidential Primary years.

The State will have complete editorial control and must approve all page layouts and any modifications to the specifications set for the herein. The Contractor must provide any additional information requested by the State (for example, provide all information on CD, or information on all measures/candidates and general information printed in 16-point type font for the visually impaired).

Section 2: Qualification Requirements - Pass/Fail and Scored.

Instructions: Review the provided information, requirements, and the Written Response prompts. Bidders must select either “Yes” or “No” in the "Meet Yes/No" checkbox for each requirement. Select ‘Yes’ if your company can perform the specified requirement and where requested, provide a Written Response following the prompt. If Bidder selects “No” for any of the requirements, the bid may be considered “Non-Responsive” and disqualified from further consideration.

The Bidder’s responses will be assessed as follows:

- Pass/Fail: If bidder selects that they cannot meet a certain requirement or it’s determined that a bidder does not possess any relevant knowledge and/or experience in the specified area based on their Written Response, the bidder will be disqualified from further consideration.
- Scored: Each scored requirement will be scored on merits of a bidder’s Written Response out of the specified number of points available. Please note, that each response will be scored on its own merits, so if any information needs to be restated from a previous response, please do so.

Req ID #	Points Available	Meet Yes/No	<u>Service/Product Requirements</u>	Required Written Response
1.	Pass/Fail	<input type="checkbox"/> Yes <input type="checkbox"/> No	Location of Services. The services must be provided solely from within the continental United States and on computing and data storage devices residing therein.	
2.	Pass/Fail	<input type="checkbox"/> Yes <input type="checkbox"/> No	Resources and Timelines. This is a mission critical contract for the State. The selected Bidder must have a sufficient number of resources dedicated (either employees or subcontractors with executed agreements) through the term of the contract to successfully perform all the required services within the timelines specified in Section 1 of this document. <u>Written Response:</u> <i>Please specify how many and what type of resources (titles/roles) will be dedicated to the contract on the ongoing basis, and how will your company ensure that the timelines are successfully met every year.</i>	

3.	Pass/Fail	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Technical Capabilities. The Bidder must use design process and software that is compatible with current print industry processes and systems. The State is using an Adobe Portable Document File (PDF) workflow and Bidder must be able to provide properly built PDF files that have proper sizing, imbedded fonts, and allowances for bleeds. Bidder must have equipment that is capable of creating and sending PDFs or electronic files to print.</p> <p>Written Response: Please indicate what design software your company uses and speak to your company's ability to perform PDF creation, editing, and sending to print for the resources that will be assigned to this Contract.</p>	
4.	Pass/Fail	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Disaster Recovery. In the unlikely event of a disaster, the State will need services under this Contract to continue. Bidder must have contingencies in place to continue performing the required services in a timely manner.</p> <p>Written Response: In the event of a disaster, please describe what contingencies your company has in place and how your company can continue to successfully provide services under this Contract.</p>	
5.	Pass/Fail 30 points	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Industry Experience. The State is looking for a bidder that has staff with at least 3 years of experience providing similar type of services described in Section 1 of this document. The resources assigned to this Contract must have prior experience with designing, typesetting, press checks, and digital and production proofing of the high-volume, high-visibility, high-sensitivity, and time critical material for local, state, or federal government entities.</p> <p>Written Response: For each lead resource who will have responsibility for the deliverables, please include resumes for each individual and summarize at least 2 similar projects they worked on in the past 5 years – for each project include the type</p>	

			<i>of customer, the project scope, and what year(s) the project took place. Be sure to <u>include references for these projects in Exhibit A-2</u> submitted with your bid.</i>	
6	Pass/Fail 15 points	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Customer Service. The State is looking for a bidder that has a proven record of excellent customer service and will be able to successfully and timely process any change requests and urgent requests under this Contract.</p> <p>Written Response: <i>Describe your process for handling urgent customer requests, minor artwork, or page adjustments. If available, please attach your Customer Service Level Agreement (SLA) or a similar document that details your company's commitments to acknowledging, responding, and/or resolving customer inquiries and requests.</i></p>	
7	Pass/Fail 30 points	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Proposed Approach. Section 1 of this document describes the tasks, the deliverables, and minimum requirements for the needed services. The State is looking for the Bidder that can successfully deliver services on this Contract and meet or exceed the specified requirements and timelines.</p> <p>Written Response: <i>Please describe the approach your company will take to accomplishing all the tasks and deliverables described in Section 1 of this document. Provide any details and recommendations based on your industry experience and describe the quality control procedures that will be used for this work. Include any assumptions or requests of the State in support of the services.</i></p>	

Section 3: Additional Information and Resources for Voters' Pamphlets

A PDF sample of the November 2020 General Election Voters' Pamphlet is provided here:



21-0001 Exhibit B-1
Experience Example.p

1 PDF File of November 2020 General Election Voters Pamphlets

Statutes Pertaining to Voters’ Pamphlets. Below are statutory requirements related to the pamphlets formatting. Bidders must base their bid responses and pricing on the abilities to meet these requirements. If the awarded Contractor is unable to meet the below requirements during the term of the contract, the State may seek damages and/or termination of contract, which would impact the Contractor’s ability to work with the state in the future.

Voters’ Pamphlet RCWs - State Voters’ Pamphlets
Printing and distribution (RCW 29A.32.010)
Prohibition against deceptively similar campaign materials (RCW 29A.32.020)
Contents (RCW 29A.32.031)
Party preference (RCW 29A.32.032)
Explanatory statements (RCW 29A.32.040)
Arguments (RCW 29A.32.060)
Format, layout, contents (RCW 29A.32.070)
Amendatory style (RCW 29A.32.080)
Arguments – Rejection, dispute (RCW 29A.32.090)

Local Voters’ Pamphlets
Authorization – Contents – Format (RCW 29A.32.210)
Notice of production – Local governments’ decision to participate (RCW 29A.32.220)
Administrative rules (RCW 29A. 32.230)
Contents (RCW 29A.32.241)
Candidates, when included (RCW 29A.32.250)
Mailing (RCW 29A.32.260)
Cost (RCW 29A.32.270)

Arguments – Public inspection (RCW 29A.32.100)
Photographs (RCW 29A.32.110)
Candidates' statements – Length (RCW 29A.32.121)
Ballot WACs
Sample Ballots (WAC 434-230-010)
Ballot Design (WAC 434-230-012)
Ballot and Instructions (WAC 434-230-015)
Order of Offices (WAC 434-230-025)
Placement of ballot measures for local units of government (WAC 230-030)
Office Format (WAC 434-230-035)
Candidate Format (WAC 434-230-045)
Determining nominees for multiple positions (WAC 434-230-090)
Political party precinct committee officer (WAC 434-230-100)
President and vice president of the United States (WAC 434-230-110)
Envelopes (WAC 434-230-130)
Ballot return postage (WAC 434-230-135)

Voters' Pamphlet WACs
Committee contacts (WAC 434-381-110)
Deadlines (WAC 434-381-120) Size and quality of photographs (WAC 434-381-130)
Restriction on photographs (WAC 434-381-140)
Rejection of photographs (WAC 434-381-150)
Listing committee names and contact information (WAC 434-381-160)
Statement and argument format (WAC 434-381-170)
Editing statements and arguments (WAC 434-381-180)
Prevention of art work, photographs or other material by candidate (WAC 434-381-190)
Political party preference information (WAC 434-381-200)

Initiatives and Referenda RCWs
Fiscal impact statements (RCW 29A.72.025)
Timing for filing various types (RCW 29A.72.030)
Ballot Title – Formulation, ballot display (RCW 29A.72.050)
Ballot title and summary by attorney general (RCW 29A.72.060)
Ballot title and summary – Notice (RCW 29A.72.070)
Ballot title and summary – Appeal to superior court (RCW 29A.72.080)
Ballot title and summary – Mailed to proponents and other persons – Appearance on petitions (RCW 29A.72.090)
Printing ballot titles on ballots – Order and form (RCW 29A.72.290)