RFP - SCOPE OF WORK

A. EXPERIENCE

1. Proposer must have a minimum of five (5) years of experience providing election-related translation, layout, and printing services to public election entities.
2. It is preferred that the Proposer have ten (10) or more years of experience providing election-related translation, layout, and printing services to public election entities with a minimum of 500,000 registered voters, within the State of California. Please advise if your company can meet this requirement.
3. Proposer shall have demonstrated experience, knowledge, and abilities providing election-related translation, layout, and printing services to public election entities. Proposers must have demonstrated history of successfully providing translation, layout, printing, and delivery services to government entities and within California's tight election timeframes. Please advise if your company can meet this requirement.

B. TRANSLATOR REQUIREMENTS
1. Translation services provided by the Proposer must be conducted in compliance with federal and California state laws. In all translation services provided, the Proposer shall only utilize translators who meet one of the following criteria:
   a. A certified and registered interpreter on the Judicial Master List;
   b. An interpreter categorized as "certified" or "professionally qualified" by the Administrative Office of the United States Courts;
   c. From an institution accredited by a regional or national accrediting agency recognized by the United States Secretary of Education;
   d. A current voting member in good standing of the American Translators Association;
   e. A current member in good standing of the American Association of Language Specialists.

   Please advise and provide details if your company can meet this requirement.

C. RESPONSE TO ALL THREE SERVICES & USE OF SUBCONTRACTORS

1. Proposer must respond to all three components: translation, typesetting/formatting/layout, and printing/assembling/delivering. Please advise if your company can meet this requirement.

2. Proposer must submit a complete list of subcontractors/partners in one complete quotation. After the contract is awarded, additional subcontractors not listed in the proposer's RFP response, or modification to work performed by subcontractors listed in the proposer's RFP response is prohibited, unless the ROV grants prior approval. Please provide details on how your company can meet this requirement.

Translating, Typesetting/Formatting, Printing and Delivering Sample Ballot & County Voter Information Pamphlets and miscellaneous election materials

A. TRANSLATION COMPONENT

The ROV will deliver files for translation to the selected vendor via e-mail or through the vendor's File Transfer Protocol (FTP) site. Files must be translated by translators meeting the aforementioned translator requirements (Section II, B). After the file is translated, a second qualified translator shall proofread the translations to the original (English) files.

Translations must be provided in an electronic format (pdf, rtf, doc, etc.) supported by the layout/printing vendor for that language and the ROV. Translations of measure questions, candidate occupations, candidate name transliterations, office titles, etc. must also be provided to the ROV in rtf format for importing into Optical Scan Ballot Layout Program. Required fonts include Arial Narrow (English, Spanish, and Tagalog), MingLiu (Chinese-Mandarin) VNI-Helve-Condense and/or Arial Unicode (Vietnamese), Arial Unicode MS (Hindi), MS Mincho (Japanese), Khmer OS (Khmer), and Gsulim (Korean).

Translated text must be provided to the ROV electronically in pdf and rtf formats, depending on the ROV's preference and the item being translated. ROV language teams will review translations as members of the target audience for completeness, local terminology, adherence to established glossary, consistency, and provide feedback and/or suggestions. Translators shall evaluate feedback and determine the appropriateness of the suggestions.

Translators shall be responsible for the accuracy of translations and for correctly implementing edits. Translated information must be accurate, consistent, and understood by the majority of voters in that language group within the County. No changes to translations after ROV approval is permitted without prior notification and approval.

1. Translation Services Estimate

The estimated number of translated documents needed for each language are represented in the table below:

Translations	U.D.E.L.* Election	Presidential Primary Election	Direct Primary Election	General Election	Special Election
Cover, Filler Pages & Miscellaneous Translations	0-50	10-100	10-100	10-100	10-50
Candidate's Names/Occupations	0-100	125-250	125-250	150-300	0-25
Measure-Ballot Labels (approx. 75 words each)	0-20	0-20	5-25	15-40	0-15
Candidate Statements	0-100	0-20	40-100	125-250	0-25

(200-400 words)					
Measures, Arguments & Analysis (200-500 words) and Complete text of Measure**	0-100	20-70	20-100	20-200	0-35

U.D.E.L. stands for Uniform District Election

There isn't a word count limit for the Complete Text of a Measure. Past examples of Complete Texts have ranged from none to 30+ full pages of text. The Complete Text of a measure is not always printed in the CVIG but is always translated (referred to as a "No Print") in the event that a voter requests it.

NOTE: **Proposals must include system hardware and software capabilities/compatibilities.**

B. TYPESETTING/FORMATTING COMPONENT

1. County Voter Information Guides

The ROV will distribute English text via e-mail in Microsoft Word 2013 or later, rft, Unicode and/or PDF (for maps/charts) format. Offeror must supply the ROV with layout "templates" for each document type including candidate statements, measures files, instructional filler pages, covers, etc. Templates provided by the Offeror shall be uniform in spacing, style, fonts, and margins. ROV staff will format the English files using the Offeror's supplied templates before distributing for translation. The Offeror shall then process and prepare the files for printing. The information must be formatted as specified by the ROV and as mandated by law. The printer must then return English files to the ROV for review to ensure accuracy.

After the translations and edits are complete, translators must format the translated documents using the printers' layout templates. The formatted documents must be sent electronically to the ROV for a format review. ROV provides feedback and the Offeror makes changes as deemed appropriate by the ROV. Once finalized, the translated documents are provided to the printer by the translators for inclusion in the CVIG.

2. Sample Ballots

The Offeror must be able to import the Optical Scan Ballot PDF images ("plate files") provided electronically by the ROV into the Offeror's printing system for inclusion in the CVIG. The "Sample Ballot" is most often placed near the front of the CVIG but may need to be placed in alternate configurations, as determined by the ROV. Offeror must be able to modify the Official Ballot PDF plate files as directed by the ROV to turn the Official Ballot image into the "Sample Ballot" image.

3. eBooks

Electronic versions of the CVIG will be provided to the ROV by the Offeror once the CVIG has been authorized for printing. The eBook PDF files will contain front and back covers, all instructional filler pages, the Sample Ballot, and all Candidate and Measure information in exactly the same layout and look as the actual hard copy printed pamphlet. Offeror shall also ensure that the eBook PDF files are appropriately tagged and processed so that they can be

read by software designed to assist visually impaired individuals as mandated by California Elections Code 13300.7.

4. Facsimile Ballots

Offer shall have the capability to provide Facsimile Ballot images utilizing the Hindi, Japanese, Khmer, Korean (and all other legally mandated languages) translations and inserting the translations into the Official Ballot PDF plates.

5. Typesetting/Formatting/Layout Services Estimate*

The estimated need for typesetting/formatting/layouts for each language are represented in the table below.

Translations	U.D.E.L. Election	Presidential Primary Election	Direct Primary Election	General Election	Special Election
Cover, Filler Pages & Miscellaneous Translations	10-50	10-100	10-100	10-100	10-50
Candidate's Names/Occupations	0-100	125-250	125-250	150-300	0-25
Measure-Ballot Labels (approx. 75 words each)	0-20	0-20	5-25	15-40	0-15
Candidate Statements (200-400 words)	0-100	0-20	40-100	125-250	0-25

The total number of pages in each CVIG will vary based upon the contests and issues in each election.

6. Translation and Layout Timeframe

The table below represents the typical translation and layout timeframe for various election types.

	Approximate Start Date	Approximate End Date
11/5/2019 U.D.E.L. Election	7/29/2019	10/07/2019
3/3/2020 Presidential Primary	11/25/2020	2/10/2020
11/3/2020 Presidential General	7/27/2020	10/12/2020
Special Elections	E-88 to E-56	E-29

NOTE: Proposals must include a description of Offeror's system hardware and software capabilities/compatibilities and means of transmitting the finalized text to the printer.

C. PRINTING AND DELIVERING COMPONENT

1. Printing and Assembly Specifications

CVIGs are printed in black ink on recycled newsprint. Small runs may be printed on 50-pound offset, or equivalent (i.e., 20-pound bond, etc.). Covers are printed on 9-point high-bulk white card stock, in two or three colors. Covers are perforated on back for use as return postcards.

The size of the CVIG is approximately 8-1/2" x 11". CVIGs contain a varying number of pages, consisting of official ballot pages and other informational material. CVIGs shall be saddled stitched with two staples, unless ROV approves or requests other arrangements.

CVIGs must meet format and 1/16" registration requirement for an ink jet printer. A registration mark must be placed on the spine, as directed by the ROV. The CVIG ballot type number shall be printed on the front and back of each booklet. Language identifiers CHN/SPA/TAG/VTN (C-Chinese, S-Spanish, T-Tagalog, V-Vietnamese) shall be printed on the back cover next to the ballot type number as appropriate. Offeror must be able to print all characters required for English, Vietnamese, Spanish, Chinese (Mandarin), Tagalog, Korean, Japanese, Hindi, Khmer and any future languages mandated during the term of the contract.

Offeror shall print CVIGs with a soft cover (newsprint) instead of the standard cover (cover stock) if so required, especially for mail-ballot-only elections. Mail Ballot Election CVIGs shall be folded if requested by the ROV. The ROV may require pamphlets to be folded in half horizontally and/or vertically. The Offeror must be able to provide the ROV with an Assembly Guide (final page layout and assembly instructions) electronically for review and approval.

2. Delivery Specifications

Offeror shall deliver CVIGs on pallets or in boxes, in a manner that prevents curling. CVIGs must be packaged by individual ballot type and language. A designation is required to define the beginning and end of each ballot type run. Each box and/or pallet must be clearly labeled with ballot type number, language, party (if appropriate), and quantity enclosed. A random sampling of delivered CVIGs will be reviewed by the ROV. Assembly errors, offset, jogging/cut-off/blurry text, unauthorized prints, and consistent splotches or marks will result in rejection and shall require reprinting and shipping at the Offeror's expense.

The ROV may require pamphlets to be delivered to multiple locations. For example, current practice is to have Mail Ballot Election pamphlets delivered to the ROV for office use, early voting center use, and to provide over the counter. The majority of such an election's CVIGs are shipped to the Official Ballot Printer/Mailing House (currently located in Everett, Washington). Offeror must be able to add specified artwork and information, such as a barcode or other codes, to the front and/or back cover of the CVIG to be used by the Official Ballot Printer/Mailing House.

As United States Postal Service (USPS) requirements change frequently, the Offeror must accommodate any new requirements mandated by the USPS during the entire period covered by this contract.

3. Printing and Delivering Service Estimates

The estimated ballot type and guide quantities for anticipated elections are represented in the table below.

U.D.E.L Elections	English	Chinese	Spanish	Tagalog	Vietnamese
Printing Estimates	100,000-200,000	10,000-20,000	10,000-20,000	2,000-5,000	2,500-10,000
Ballot Types	10-40	10-40	10-40	10-40	10-40
Page Count	8 to 64 pages				

Range					
Presidential Primary	**English**	**Chinese**	**Spanish**	**Tagalog**	**Vietnamese**
Printing Estimates	700,000-1,000,000	30,000-40,000	25,000-40,000	15,000-25,000	30,000-55,000
Ballot Types	200-300	200-300	200-300	200-300	200-300
Page Count Range	8 to 64 pages				
State Primaries	**English**	**Chinese**	**Spanish**	**Tagalog**	**Vietnamese**
Printing Estimates	700,000-1,000,000	50,000-75,000	50,000-75,000	30,000-50,000	70,000-90,000
Ballot Types*	800-2,000	800-2,000	800-2,000	800-2,000	800-2,000
Page Count Range	16 to 64 pages				
Generals	**English**	**Chinese**	**Spanish**	**Tagalog**	**Vietnamese**
Printing Estimates	800,000-1,000,000	25,000-50,000	25,000-50,000	15,000-30,000	30,000-70,000
Ballot Types	180-300	180-300	180-300	180-300	180-300
Page Count Range	32 to 80 pages				
Specials	**English**	**Chinese**	**Spanish**	**Tagalog**	**Vietnamese**
Printing Estimates	20,000-900,000	18,000-40,000	5,000-25,000	5,000-15,000	5,000-45,000
Ballot Types	1-10	1-10	1-10	1-10	1-10
Page Count Range	8 to 32 pages				

Primary elections' ballot types include political party variations.

NOTE: Proposals must include hardware and software capabilities/compatibilities and the means of receiving electronic files. Offeror must be able to print all characters required for English, Chinese, Spanish, Tagalog, and Vietnamese languages and any future languages mandated during the term of this contract.

D. ESTIMATED WORK SCHEDULE

Projects shall commence 88 days, or earlier if possible, prior to each election (unless a special election is called with less notice, such as a recall). Offeror must meet all deadlines set forth by the ROV. If the ROV makes a change in schedule or quantities, the Offeror's schedule will be adjusted accordingly.

Offeror will be charged a $5,000/day late fee for any work not completed in a timely or accurate manner. Offeror is responsible for retrieving and delivering information to and from the ROV.

Printing will begin 50 days prior to each election. Deliveries shall begin approximately 43 days prior to each election and must be completed no later than 29 days before the election for all languages.

A calendar of legal deadlines and mutually-agreed upon target dates will be required at the beginning of each election project. Deviations from the calendar are prohibited unless prior authorization from the County is obtained.

E. <u>PROJECT MANAGEMENT AND PROJECT STAFF</u>

Offeror shall provide a dedicated project manager to oversee the daily operations between the County and Offeror. The project manager must be readily available by phone or email to ROV staff during normal County business hours (7 A.M. PST to 6 P.M. PST) and have experience in election related services. The Offeror's project manager must attend pre-election and post-election meetings. During each election cycle, the project manager shall establish re-occurring, weekly check-ins with ROV management. Check-ins and meetings shall occur in person, via Skype or telephone conference and during normal County business hours.

It is preferred that the Offeror provide a 24/7 help desk to ensure that all issues are resolved in the most professional and efficient manner possible. The Offeror should also provide a team of IT support staff.

F. <u>ADDITIONAL SERVICES</u>

To support translation, typesetting/formatting/layout, and delivery services provided, the Offer should provide cost allocation reports and an internet-based data ma