



American Association of Motor Vehicle Administrators

OUR MISSION

*Serve North American
motor vehicle and law
enforcement agencies
to accomplish their
missions.*

OUR VISION

*Safe drivers
Safe vehicles
Secure identities
Saving lives!*

REQUEST FOR PROPOSAL

No. FY25-36518

MOVE Magazine Publishing

August 2024

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The American Association of Motor Vehicle Administrators (AAMVA) is a non-profit organization, representing the state and provincial officials in the United States and Canada who administer and enforce motor vehicle laws.

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CONTENTS

1	INTRODUCTION	1
1.1	ENTITY BACKGROUND	1
1.2	PURPOSE.....	2
1.2.1	ADDITIONAL PURPOSE DETAILS (IF REQUIRED - OPTIONAL)	2
1.3	MINIMUM QUALIFICATIONS	3
1.3.1	ADDITIONAL PROCUREMENT SPECIFIC QUALIFICATIONS (IF REQUIRED - OPTIONAL) ... ERROR! BOOKMARK NOT DEFINED.	
1.4	PERIOD OF PERFORMANCE	3
2	GENERAL INFORMATION	4
2.1	RFP COORDINATOR	4
2.2	ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES	4
2.3	ACCEPTANCE PERIOD	5
2.4	RESPONSIVENESS.....	5
2.5	MOST FAVORABLE TERMS.....	5
2.6	GENERAL TERMS AND CONDITIONS	5
2.7	COSTS TO PROPOSE	5
2.8	NO OBLIGATION TO CONTRACT.....	5
2.9	REJECTION OF PROPOSAL	5
3	SCOPE OF SERVICES AND STATEMENT OF WORK	6
3.1	OVERVIEW AND GENERAL REQUIREMENTS.....	6
3.2	THE PROVIDER MUST DEMONSTRATE ABILITY IN ALL ASPECTS OUTLINED.....	6
3.2.1	General Duties	ERROR! BOOKMARK NOT DEFINED.
3.2.1.1	Production Schedule	7
3.2.1.2	Pricing for Services	7
3.2.1.3	Value Add	7
4	PROPOSAL INSTRUCTIONS AND EVALUATION PROCEDURE	8
4.1	PROPOSAL CONTENT	8
4.1.1	VOLUME I CORPORATE & TECHNICAL EXPERIENCE	8
4.1.1.1	Volume 1.1 Corporate.....	8
4.1.1.2	Volume 1.2 Technical Solution.....	8
4.1.2	VOLUME II PRICE PROPOSAL	8
4.2	PROPOSAL SUBMISSION	9
4.3	PROPOSAL EVALUATION	10
4.3.1	EVALUATION AND CONTRACT AWARD	10
4.3.2	EVALUATION PROCEDURE.....	10
5	RFP EXHIBITS.....	11
5.1	EXHIBIT A: CERTIFICATIONS AND ASSURANCES	11
5.2	EXHIBIT B: CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS....	12



1 INTRODUCTION

1.1 ENTITY BACKGROUND

AAMVA is a tax-exempt, nonprofit organization that develops and supports model programs in motor vehicle administration, law enforcement, and highway safety. The association also serves as an information clearinghouse in these areas and acts as the international spokesman for these interests.

Founded in 1933, AAMVA represents the state and provincial and territorial officials in the United States and Canada that administer and enforce motor vehicle laws. AAMVA's programs encourage uniformity and reciprocity among the states and provinces. The association also serves as a liaison with other levels of government and the private sector. Its development and research activities provide guidelines for more effective public service. AAMVA's membership includes associations, organizations and businesses that share an interest in the association's goals.

1.2 PURPOSE

The American Association of Motor Vehicle Administrators (referred to here as “AAMVA”) releases this request for proposal (RFP) to solicit proposals from qualified firms interested in participating in the bidding process.

"The purpose of this RFP is to solicit proposals from qualified Offerors for a hybrid contract model, combining Firm Fixed Price (FFP) and Time and Materials (T&M), to publish our award-winning 'MOVE' magazine."

Requisitioned Services/Commodities:

- 1) Plan, write, edit, design, and distribute the publication
 - Editorial planning and calendar development
 - 100% content development/writing with the option of AAMVA input as needed
 - Graphic design (includes stock imagery)
 - Editorial and proofreading functions
 - Prepress, color correction, and file readiness
 - Ad placement and tracking including pre-flighting
 - Print management

- 2) Hosting and content management of a web-based version of the publication
 - Planning dynamic digital magazine for each of the four issues printed per year
 - Design/development of web content
 - Content strategizing
 - Content Management System (CMS) hosting and maintenance

1.2.1 Additional Purpose Details (Optional)

For example, you can provide additional details/background:

1. AAMVA would like to develop and strengthen the digital presence of MOVE magazine
 - a. Our award-winning print version of MOVE has long been a valued benefit for our members
 - b. In the interest of being more environmentally friendly, fiscally responsible, and responsive to the needs of a more digitally-focused membership, we welcome strategies and suggestions for how to enhance the web presence of MOVE and provide value for advertisers

1.3 MINIMUM QUALIFICATIONS

The offeror must have a minimum of Five (5) years of demonstrated experience in the commodities or services listed in this RFP.

1.4 PERIOD OF PERFORMANCE

The performance period for the anticipated contract:

Example below:

Contract Period	Start	End
Base Contract	Contract Award	12-month base period from date of award.
Option Year 1	Following base contract	13 months from date of award; 12-month period.
Option Year 2	Following option year 1	25 months from date of award; 12-month period.

2 GENERAL INFORMATION

2.1 RFP COORDINATOR

The RFP Coordinator is the sole point of contact at AAMVA for this procurement. All communication between the Offeror and AAMVA upon receipt of this RFP shall be with the RFP Coordinator, as follows:

Name	AAMVA Procurement
Address	4401 Wilson Boulevard, Suite 700
City, State, Zip Code	Arlington, Virginia 22203
Coordinator	Khalid Rahimi
Title	Senior Procurement Manager
Phone Number	703-908-2861
E-Mail Address	procurement@aamva.org

AAMVA will consider any other communication as unofficial and non-binding on AAMVA. Communication directed to parties other than the RFP Coordinator, as related to the scope of the RFP, may result in disqualification of the Proposal.

2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

The estimated procurement schedule of activities for this RFP is as follows; AAMVA reserves the right to modify this schedule:

Activity	Date
Issue RFP	8/15/2024
Written Intent to Bid Due	8/23/2024
Written Questions Due from Offerors About Scope or Approach	8/30/2024
Pre-Proposal Conference (Optional element)	9/6/2024-9/13/2024
Proposals Due	9/20/2024
Evaluate Proposal	9/23/2024 -10/4/2024
Finalist Presentations for short-listed vendors (date/time TBD)	10/7/2024-10/11/2024
Announce "Apparent Successful Offeror"	One week following presentations

2.3 ACCEPTANCE PERIOD

The Proposal must provide 120 days for acceptance by AAMVA from the date of submission.

2.4 RESPONSIVENESS

The RFP Coordinator will review the Proposal to determine compliance with administrative requirements and instructions specified in this RFP. The offeror is specifically notified that failure to comply with any part of the RFP may result in rejection of the Proposal as non-responsive.

AAMVA also reserves the right, at its sole discretion, to waive minor administrative irregularities.

2.5 MOST FAVORABLE TERMS

AAMVA reserves the right to make an award without further discussion of the Proposal submitted. Therefore, the Proposal should be submitted initially with the most favorable terms that the offeror can propose. AAMVA also reserves the right to contact a offeror for clarification of its Proposal and request a face-to-face meeting.

The offeror must be prepared to accept this RFP for incorporation into a contract resulting from this RFP. It is understood that the Proposal will become a part of the procurement file on this matter without obligation to AAMVA.

2.6 GENERAL TERMS AND CONDITIONS

The apparent successful offeror will be expected to enter into a contract or purchase order with general terms and conditions agreeable to both parties. It is AAMVA's preference to engage offeror's under AAMVA's own standard contract terms and conditions in response to this solicitation; however, depending upon the specific procurement requirements, AAMVA may entertain offeror standards contract terms. The offeror may submit exceptions as allowed in [§5.1 Exhibit B: Certifications and Assurances](#) to this solicitation. AAMVA will review requested exceptions and will accept or reject them at its sole discretion.

2.7 COSTS TO PROPOSE

AAMVA will not be liable for any costs incurred by the Offeror in preparing a Proposal submitted in response to this RFP, or in performing any other activities related to responding to this RFP.

2.8 NO OBLIGATION TO CONTRACT

This RFP does not obligate AAMVA to contract for the services/commodities specified herein.

2.9 REJECTION OF PROPOSAL

AAMVA reserves the right at its sole discretion, and without penalty, to reject any and all proposals received and not to issue a contract as a result of this RFP.



3 SCOPE OF SERVICES AND STATEMENT OF WORK

3.1 OVERVIEW AND GENERAL REQUIREMENTS

The provider must demonstrate a comprehensive ability to offer professional services encompassing all aspects outlined in the “scope of services” section. Service/Commodity line items.

3.1.1 General Duties

Plan, write, edit, design, and distribute the Publication according to the following specifications:

Format:	32 page self-cover magazine
Contract Quantity:	Approximately 5,000 printed issues per year
Frequency:	4 Issues per year
Paper Stock:	80lb # 2 opus dull text, 10% PCW
Cover Stock:	80lb # 2 opus dull cover, 10% PCW
Dimensions:	8.375 X 10.875
Binding:	Saddle-stitched

Publisher will collaborate with AAMVA on the following elements:

- Editorial planning and calendar development
- 100% content development/writing with the option of AAMVA input as needed
- Graphic design (includes stock imagery)
- Editorial and proofreading functions
- Prepress, color correction, and file readiness
- Ad design and placement and tracking including pre-flighting
- Print management

Host and publish quarterly updates to the digital version of MOVE Magazine, currently available at movemag.org. If necessary, migrate content currently available on movemag.org to the new digital site.



Scope of Services and Statement of Work

- Planning for design of MOVE digital website
- Dynamic digital magazine, design/development, strategy 4x a year (once per issue),
- CMS, hosting, maintenance, SEO*
- CMS access to Move website in order to upload content

3.1.1.1 Production Schedule

Publisher will deliver the program according to a mutually agreed-upon production schedule. Publisher will submit a set of storylines, manuscripts and designed pages for approval by AAMVA in accordance with this schedule. Include a sample production schedule for one (1) issue as an example for the hard copy and digital web version

3.1.1.2 Pricing for Services

Please provide the pricing per issue for the following services. While you are not required to fill out the chart below, please ensure that your offered prices are clearly specified in the cost proposal.

Service Description	Price per Issue
Strategy, editorial services, writing, proofreading, graphic design, color correction, artwork, conceptualing, ad placement/tracking, art budget, prepress	
Printing and print management, distribution @ approximately 5,000 units per year	
Dynamic digital magazine, design/development, strategy 4x, CMS, hosting, maintenance	
Access to CMS to allow AAMVA to make changes to the website version of the magazine	

3.1.1.3 Value Add

Publisher shall include items shown below as part of the contract at no cost to AAMVA:

- Final PDF of each publication
- Annual media kit development and design
- Annual digital reader survey



4 PROPOSAL INSTRUCTIONS AND EVALUATION PROCEDURE

4.1 PROPOSAL CONTENT

The proposal shall be comprised of the following two (2) volumes, numbered Volumes I and II. Please follow the submission instructions listed in section 4.2.

4.1.1 Volume I Corporate Information/Past Performance/Qualifications & Technical Experience

- Limit to two (2) single-spaced pages.

4.1.1.1 Volume 1.1 Corporate information

- Offeror(s) shall provide a summary of any corporate information relevant to this RFP, which should include, at minimum: Length of time providing like requested services, experience handling similar level of services as AAMVA needs in this RFP, and summary of the financial strength of the company.

4.1.1.2 Volume 1.2 Past Performance & Experience

- Offeror(s) shall describe three (3) examples of similar support services that offeror has provided of comparable size in the past three (3) years. For each example include contact information, project scope, relevance to this solicitation, timeline/dedicated hours, and written permission for a reference to discuss its performance with AAMVA.
- Offeror shall state how they meet the minimum requirements as called out in section 1.3

4.1.1.3 Volume 1.4 Technical Solution/Approach

- Limit to twenty-five (25) single-spaced pages including graphics.

Please format your response in the same outline as Section 3 of this RFP.

See section 3 SCOPE OF SERVICES AND STATEMENT OF WORK for requirements.

4.1.2 Volume II Price Proposal

Limit to ten (10) single spaced pages.

Offeror(s) shall provide the best financial proposal to complete the work for the duration of the contract term.

- Professional Services: Please provide a total Firm fixed price (FFP) and Time and materials (T&M) fee to complete the services as outlined in section 3.
- Discounts: As applicable, please specify how discounts are calculated and applied.
- Assumptions: Identify any assumptions made to create the Price Proposal.
- Other: Please include pricing for travel, other direct costs, and any optional services that may be relevant to this RFP. Any other information as required.

4.2 PROPOSAL SUBMISSION

- Proposal must be submitted in soft copy (Adobe PDF format) as set forth below.
- All text shall be twelve (12) point font, and page limits shall be as indicated. ***Please do not include corporate marketing material or boiler plate information in your response.***
- The Proposal is to be sent to the RFP Coordinator at the email address noted in [§2.1 RFP Coordinator](#). The email must be clearly marked with the RFP number.
- Any modifications to a Proposal in response to this RFP will be subject to these same conditions. The Proposal must respond to the procurement requirements. Do not respond by referring to material presented elsewhere. The Proposal must be complete and must stand on its own merits. Failure to respond to any portion of the procurement document may result in rejection of the Proposal as non-responsive. All Proposals and any accompanying documentation become the property of AAMVA and will not be returned.
- Proposals must be submitted as two separate files in your response as follows:
 - **File 1:** Shall include Volumes I labeled “Corporate & Technical Proposal Response for RFP 36518 by <company name>.pdf”
 - **File 2:** Shall include Volume II, Price proposal response labeled “Price proposal response for RFP 36518 by <company name>.pdf”. Please also include the signed Exhibits B and C.



4.3 PROPOSAL EVALUATION

4.3.1 EVALUATION AND CONTRACT AWARD

All Proposal will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. Only responsive proposals which meet the minimum requirements will be forwarded to the evaluation team for further review.

4.3.2 EVALUATION PROCEDURE

Response to proposals will be evaluated in accordance with the specifications stated in this solicitation and any addendum issued. Award will be made to the offeror that provides the best overall value to AAMVA.

	Description
1	Volume I Corporate Information/Past Performance/Qualifications & Technical Experience
1.1	Corporate information (see section 4.1.1.1)
1.2	Past Performance & Experience (<i>see section 4.1.1.2</i>)
1.3	Technical Solution/Approach (see section 4.1.1.3)
2	Volume II Price Proposal
2.1	Professional Services (see section 4.1.2.)
3	Interviews
3.1	Presentations

*Interviews will be held with down-selected offerors only based on their written responses to the RFP.

5 RFP EXHIBITS

5.1 EXHIBIT A: CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which this Exhibit A is attached, understanding that the truthfulness of the facts affirmed herein and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contracts:

1. I/we declare that all answers and statements made in the proposal are true and correct.
2. The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
3. The attached proposal is a firm offer for a period of 90 days following the due date for receipt of proposals, and it may be accepted by AAMVA without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 60-day period.
4. In preparing this proposal, I/we have not been assisted by any current or former employee of AAMVA whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official capacity. Any exceptions to these assurances are described in full detail on a separate page and attached to this document.
5. I/we understand that AAMVA will not reimburse any costs incurred in the preparation of this proposal. All proposals become the property of AAMVA and I/we claim no proprietary right to the ideas, writings, items, or samples presented in the proposal, unless so stated in the proposal.
6. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the offeror and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other offeror or to any competitor.
7. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents and the attached general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
8. No attempt has been made or will be made by the offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

Signature of Offeror

Printed Name, Title and Date

5.2 EXHIBIT B: CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS

The prospective offeror certifies to the best of its knowledge and belief that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
2. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any department or agency of the Commonwealth of Virginia or any of the jurisdictions comprising the membership of the American Association of Motor Vehicle Administrators (AAMVA);
3. Have not within a three year period preceding this date been convicted of or had a civil judgment rendered against them for commission of fraud or criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
4. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated above of this certification; and
5. Have not within a three-year period preceding this date had one or more public transactions (Federal, State or local) terminated for cause or default.

Offeror understands that a false statement on this certification may be grounds for rejection of any submitted proposal or quotation or termination of any award. In addition, under 18 USC Sec. 1001, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years, or both if federal funds are being used to support the procurement.

Printed Name of Offeror

Printed Name and Title of Authorized Representative

Signature of Authorized Representative