



Midpeninsula Regional  
Open Space District

R-19-78  
Meeting 19-15  
June 12, 2019

### AGENDA ITEM 3

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Award of Contracts with Two Firms for Printing and Mailing Services

#### GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into two-year contracts for printing and mailing services with Advantage LLC and GSolithio (GSL) for amounts not-to-exceed \$150,000 per year for each contract, for a total of \$600,000 over the two years for both contracts.

#### SUMMARY

When possible, the District uses the green practice of communicating electronically. However, there are times when printed material is necessary for general public outreach and education. Printed material includes the *Views* quarterly newsletter, brochures, maps, postcards, stationery and other special publications. Material such as the *Views* and postcards also require mail service. To maximize flexibility and create opportunities for multiple firms, the General Manager suggests awarding contracts to several qualified printers. Based on a competitive bid process, Advantage LLC (Anaheim and Santa Clara) and GSL (Sacramento) were deemed as the most qualified and lowest bidders. The General Manager recommends awarding a two-year contract to each of these firms for an amount not-to-exceed \$150,000 per year for each contract.

#### DISCUSSION

On March 26, 2019, the Public Affairs Department issued a Request for Proposals and Qualifications (RFQP) to firms through the online program BidSync to provide Printing and Mailing Services. District staff also solicited requests for proposals through our website and an interested parties list. Four (4) proposals were received.

Firms provided cost estimates for three sample printing project groups: printing and mailing the *Views* 14-page quarterly newsletter, representative brochure and map samples, and special publications. The sample projects represent approximately 10% of the District's yearly printing projects. Firms also submitted their expected production times, references, information regarding their general background and qualifications, and experience working with government agencies and/or land conservation or environmental organizations. Firms based their costs on procurement and use of selected papers and inks that meet District standards. For printed material, the District seeks firms that promote environmentally sound sourcing processes, continue improvement in standards and practices, and encourage use of recycled and sustainable paper.

From the four proposals received, total cost estimates ranged from \$19,117 to \$28,684 with GSL providing the lowest quote. Advantage LLC, who provided the second lowest quote, recently merged with one of the District's current printing vendors, Patsons Press. A comparison of quotes is provided in the table below.

<b>Company Name</b>	<b>Location</b>	<b>Sample Projects A TOTAL</b>	<b>Sample Projects B TOTAL</b>	<b>Sample Projects C TOTAL</b>	<b>Sample Projects TOTAL</b>
GSlithio (GSL)	Sacramento	\$6,735	\$9,135	\$3,247	<b>\$19,117</b>
Advantage LLC	Anaheim & Santa Clara	\$7,120	\$13,953	\$3,730	<b>\$24,804</b>
Central Coast	Grover Beach	\$10,394	\$11,261	\$3,411*	<b>\$25,006*</b>
Chase VP	Morgan Hill	\$8,698	\$14,998	\$4,988	<b>\$28,684</b>

*\*Vendor's quote was incomplete*

Based on vendor pricing and ability to meet District standards as demonstrated in the proposals, the General Manager recommends entering into two-year contracts with GSL and Advantage LLC, each for an amount not-to-exceed \$150,000 for Fiscal Year (FY) 2019-20 and FY2020-21. The District budgets approximately \$235,000 per year for printing and mailing projects. Awarding contracts to two vendors provides the ability to get the most competitive prices and best quality for each distinct printing or mailing job. The higher contract amount also ensures the District is able to complete additional ad hoc printing and mailing projects as the need arises.

Per Board Policy 3.03, *Public Contract Bidding, Vendor and Professional Consultant Selection, and Purchasing Policy*, contracts for repetitive supplies and services, such as printing services, may be extended when the vendor's performance continues to meet District needs and standards. If the services are satisfactory, the General Manager, would return to the Board in June 2021 to extend these contracts.

## **FISCAL IMPACT**

The recommended contract would apply for work in FY2019-20. Funds for printing and mailing projects are included in the FY2019-20 Budget, which will be adopted as a part of the annual Budget and Action Plan process. Funds for subsequent fiscal years would be included in future budgets.

## **PUBLIC NOTICE**

Public notice was provided as required by the Brown Act. No additional notice is required.

## **CEQA COMPLIANCE**

This proposed action is not a project under the California Environmental Quality Act and no environmental review is required.

## **NEXT STEPS**

With Board approval, the printing and mailing services contracts for FY2019-20 would be executed, and Public Affairs staff would implement on an ongoing basis the printing and mailing projects planned for the fiscal year.

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