



Midpeninsula Regional
Open Space District

R-11-39
Meeting 11-07
March 23, 2011

AGENDA ITEM 6

AGENDA ITEM

Authorization to Contract with Diamond Quality Printing & Mailing for Mailing Services for Fiscal Year 2011-12, with an Option to Extend the Contract for Fiscal Years 2012-13 and 2013-14

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into a contract for mailing services with Diamond Quality Printing & Mailing Services for Fiscal Year (FY) 2011-12 for an amount not to exceed \$28,700.00, with the option to extend the contract to FY2012-13 and FY 2013-14 subject to further Board approval.

SUMMARY

The District's Public Affairs Department conducts a competitive proposal process for District mailing services every three years. The District also contracts for related graphic design and printing services as part of the same contract services cycle. FY2010-11 represented the third year for the mailing services contract originally approved by the Board in FY2008-09. Consistent with District policy and practice, staff has again conducted the competitive proposal process for mailing services that, if approved, would begin in FY2011-12, with the option for extensions for FY2012-13 and FY2013-14 as long as contractor performance continues to meet District needs and standards.

DISCUSSION

District staff solicited requests for proposals for mailing services from 13 firms and received ten proposals. Mailing service firms were asked to provide cost estimates, including both estimated processing and postage costs, for completion of a sample District mailing project (including all set-up, preparation, sorting, and indicia usage). Firms were asked to confirm that all pre-sort discount information received from the post office would be turned over to the District. They were also asked to confirm that their firm could meet the District's newsletter production schedule. References and information regarding the mailing service firms' general background and qualifications were also requested.

For the ten proposals received for a key sample project (mailing of the District's 18-page quarterly newsletter to the District's mailing list), total costs ranged from \$4,874.00 to \$9,071.00 (processing and postage costs combined). Staff further confirmed the proposal from the lowest bidder was complete and timely, and demonstrated the firm's experience in performing similar direct mailing services. Staff also checked the firm's references.

Based upon the above criteria, staff recommends the District contract with Diamond Quality Printing & Mailing, a San Jose-based company. The highly competitive cost estimate, \$4,874.00, which equals \$0.304625 per unit (processing and postage costs combined), for mailing of the 18-page newsletter, combined with the firm's general background and qualifications, indicates that Diamond Quality Printing & Mailing would deliver professional mailing services at an excellent value. The Diamond Quality Printing & Mailing proposal also confirmed there would be no charge for use of their firm's indicia (a postal marking, a bulk mail permit number, pre-printed on the newsletter), no delivery charge for return of the newsletter "overs" provided for spoilage purposes, and that their firm could meet the District's newsletter production schedule.

Staff further recommends the District contract with Diamond Quality Printing & Mailing for FY 2011-12 for an amount not to exceed \$28,700.00, with the option to extend the contract, subject to further Board approval, for FY2012-13 and FY2013-14.

FISCAL IMPACT

Funding for the mailing services contract has been included predominantly in the Public Affairs department FY2011-12 budget and in other District departments as needed for special projects. Final adoption of the proposed FY2011-12 District budget by the Board at its March 23, 2011 meeting would authorize \$26,700.00 in the Public Affairs department budget and \$2,000.00 in other District departments to accomplish the mailing projects planned for the next fiscal year.

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

Once Board approval is obtained, the mailing services contract for FY2011-12 will be executed, and Public Affairs staff will implement on an ongoing basis the mailing projects planned for the fiscal year.

Prepared by:
Kristi Britt, Public Affairs Specialist

Contact person:
Kristi Britt, Public Affairs Specialist