



Midpeninsula Regional
Open Space District

R-11-38
Meeting 11-07
March 23, 2011

AGENDA ITEM 5

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Authorization to Contract with Patsons Press for Printing 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 printing services with Patsons Press for Fiscal Year (FY) 2011-2012 for an amount not to exceed \$116,371.00, with the option to extend the contract to FY2012-13 and FY2013-14 subject to further Board approval.

SUMMARY

The District's Public Affairs Department conducts a competitive proposal process for District printing services every three years. The District also contracts for related graphic design and mailing services as part of the same services contract cycle. FY2010-11 represented the third year for the printing 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 printing 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 printing services from 21 firms and received 11 proposals. Printing firms were asked to provide cost estimates for completion of a sample District printing project (including preparation, proof, special bindery set-up, handling and shipping charges). The printing firms submitted costs for printing of the District's 18-page quarterly newsletter and for five representative samples of trail brochures at varying quantities. Firms were also asked to submit their expected production times, work samples, references, and information regarding their general background and qualifications. They were further asked to include any experience working with government agencies and/or land conservation or environmental organizations. The printing firms were also asked to base their costs on procurement and use of selected papers and inks meeting District environmental standards.

From the 11 proposals received, cost estimates for the first sample project (printing of the District's 18-page quarterly newsletter) ranged from \$8,651.50 to \$15,040.00. District staff also asked the printers to provide cost estimates for an additional sample project (printing of five representative samples of trail brochures at varying quantities). Cost estimates for this project ranged from \$13,311.00 to \$21,911.00. One proposer was unable to bid on one of the trail brochures due to its press and bindery sheet size. As a result, the firm's cost estimate, for printing of the five trail brochures, is not included in the range of cost estimates provided above. To compare this firm's proposals to the others received, staff compared their cost for the 18-page quarterly newsletter sample project (tenth highest of the 11 proposals received) and further compared the total cost of the remaining four trail brochure samples (eighth highest of the 11 proposals received), confirming their pricing wasn't competitive.

The Patsons Press proposal included a highly competitive cost estimate (in the top two of the 11 proposals received) for the sample projects (\$8,651.50 for printing of the 18-page newsletter and \$13,520.19 for printing of the trail brochures), and at \$46,828.89 had the least expensive overall total when combining printing of four issues of the quarterly newsletter and the five trail brochures. The overall totals ranged from \$46,828.89 to \$76,096.00. For an illustrated comparison of the top three proposals received based on cost, refer to the table below.

Sample Projects	Cost Range	Patsons Press Proposal	2nd Lowest Cost Proposal	3rd Lowest Cost Proposal
1 st sample project (18-page newsletter):	\$8,651.50 - \$15,040.00	\$8,651.50	\$9,225.00	\$9,662.40
2 nd sample project (5 representative trail brochures):	\$13,311.00 - \$21,911.00	\$13,520.19	\$13,311.00	\$14,849.00
Total overall costs (combining 4 newsletter issues and 5 trail brochures):	\$46,828.89 - \$76,096.00	\$46,828.89	\$47,170.00	\$51,653.80

**4 Combined newsletter issues = (1) 14-page newsletter, (1) 16-page newsletter, and (2) 18-page newsletters.*

The proposal from Patsons Press, a Sunnyvale-based company, with more than 43 years of experience, contained work samples of a high quality, including a variety of newsletters and brochures. Patsons Press is FSC, Forest Stewardship Council, Certified, ISO, International Organization for Standardization, Certified, and has also taken steps to eliminate its Volatile Organic Compounds (VOC), emissions, reduce its vehicle mileage, and increase its use of recycled papers. Patsons Press has also had work experience with environmental organizations and government agencies, including the District.

Based upon the highly competitive cost estimate for printing the newsletters and trail brochures, high quality samples received, performance criteria such as 43 years of experience and a competitive production lead time, and the District's overall excellent experience with the quality and professional services provided by Patsons Press, staff recommends the District contract with Patsons Press for FY2011-12 for an amount not to exceed \$116,371.00, with the option to extend the contract, subject to further Board approval, for FY2012-13 and FY2013-14.

FISCAL IMPACT

Funding for the printing services contract has been included predominantly in the Public Affairs department FY2011-12 budget, and in other District departments as needed for special projects, District stationery, etc. Final adoption of the proposed FY2011-12 District budget by the Board at its March 23, 2011 meeting would authorize \$104,400.00 in the Public Affairs department budget and \$11,971.00 in other District departments to accomplish the printing 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 printing services contract for FY2011-12 will be executed, and Public Affairs staff will implement on an ongoing basis the printing projects planned for the fiscal year.

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