



Midpeninsula Regional  
Open Space District

R-14-62  
Meeting 14-10  
April 9, 2014

## AGENDA ITEM 3

### AGENDA ITEM

Contract for Mailing Services

### GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into a contract for mailing services with Craftsmen Printing for Fiscal Year (FY) 2014-15 for an amount not-to-exceed \$38,000 with the option to extend the contract to FY2015-16, subject to further Board approval.

### SUMMARY

The District's Public Affairs Department conducts a competitive proposal process for District mailing services every two years. Mailing services are primarily needed for labeling, handling, and mailing of the District's quarterly Views newsletter that is mailed to approximately 14,000 residents every three months. At times, the District may conduct other large mailings for meeting notifications, special newsletters, etc. In selecting the preferred firm, the District considers prior work experience, client satisfaction, green practices, shipping distances (to reduce carbon dioxide emissions), and overall cost. Based on the proposals received, the General Manager recommends awarding a contract with Craftsmen Printing for an amount not-to-exceed \$38,000, with the option to extend the contract for a subsequent year based on contractor performance and District satisfaction. A future extension of the contract would return to the Board for approval in March 2015. Funds for the recommended contract are included in the FY2014-15 Budget. Funds for subsequent fiscal years would be included in future budgets.

### DISCUSSION

District staff solicited requests for proposals for mailing services through our website, by placing an ad in the San Jose Mercury News Legal Section, and asking other local agencies for recommendations, and received 5 proposals. Mailing service firms were asked to provide cost estimates for completion of a sample District mailing project (including all set-up, preparation, sorting, and indicia or marking showing postage is paid). References and information regarding the firms' general background and qualifications were also requested.

Of the 5 proposals received for a key sample project (mailing of the District's 14-page quarterly newsletter to the District's mailing list), processing estimates ranged from \$736 to \$1000 (see table below).

Firm Name	Location	Cost*	Notes:
Almaden Press	Santa Clara	\$739	Will not do mailing without printing contract
Ultimate Image	Costa Mesa, CA	\$760	Firm located outside of local area
Direct Mailing	San Francisco	\$788	Firm located outside of local area
Patsons Press	Sunnyvale	\$850	Will not do mailing without printing contract
Craftsmen	San Jose	\$1,000	Firm is being recommended for printing services

\* Includes preparation, labeling, and directing mailing services (handling)

Two local firms would not provide mailing services without contracting with printing services as well. The third firm is located in Costa Mesa, CA, 392 miles from the District. Increased postage costs and delivery time for mailing out of the area plus the environmental impact of shipping outweighed the estimated \$960 per year savings. The fourth firm is located in San Francisco, and while only 10 miles farther away from the District than Craftsman Printing, the estimated \$848 annual savings is overshadowed by the cost efficiencies and environmental benefits of having Craftsmen Press of San Jose provide both printing and mailing services.

Based upon the above mentioned criteria, the General Manager recommends contracting with Craftsmen Printing, a San Jose-based company, for one year for a total amount not-to-exceed \$38,000 to provide mailing services. The General Manager further recommends including the option to extend the contract an additional year, subject to further Board approval. The cost estimate of \$1,000 for mailing the 14-page newsletter, combined with the firm's general background, qualifications, and close proximity indicate that Craftsmen Printing would deliver professional mailing services in a timely manner.

### **FISCAL IMPACT**

Funding for the mailing services contract has been included predominantly in the FY2014-15 Public Affairs budget (\$25,000) and in other District department budgets (\$13,000) for special projects.

### **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 FY2014-15 would be executed, and Public Affairs staff would implement on an ongoing basis the mailing projects planned for the fiscal year.

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