



Midpeninsula Regional
Open Space District

R-14-63
Meeting 14-10
April 9, 2014

AGENDA ITEM 4

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Contract for Printing Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into a contract for printing services with Craftsmen Printing for an amount not-to-exceed \$110,850 for Fiscal Year (FY) 2014-15 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 printing services every two years. The District's printed products include the Views quarterly newsletter, brochures, maps, postcards, letterhead, and business cards. Although the District emphasizes the green practice of using electronic communication and recycling maps and brochures, certain items do require paper use. For printed material, the District seeks ISO certified printing firms that take steps to reduce its Volatile Organic Compounds (VOC) emissions and total vehicle mileage, and increase its stock of recycled paper. After reviewing work samples, references, prior experience, qualifications, and cost, the General Manager recommends awarding a one-year contract to Craftsmen Printing for an amount not-to-exceed \$110,850. The General Manager also recommends including the option to extend the contract for one additional year as long as the firm's performance continues to meet District needs and standards. 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 printing 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 6 proposals. Printing firms were asked to provide cost estimates for completion of sample District printing projects (including preparation, proof, special bindery set-up, handling, and shipping charges). Printing firms submitted costs for printing the District's 14-page quarterly newsletter and three representative brochure samples 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 6 proposals received, cost estimates ranged from \$13,037 to \$20,460, with Craftsmen Printing (Craftsmen), a San Jose-based company with a 40-year history and excellent references, being the lowest bidder on three of the four projects, and the lowest overall (see table below). While Ultimate Image Printing of Costa Mesa bid slightly lower on one brochure project, the environmental impact of shipping the final product to the District's Los Altos office did not outweigh the slightly higher cost of Craftsmen for this one brochure (a difference of approximately \$2,000 per year).

Firm Name	Location	Small Brochure	Large Brochure	General	Sub Total	Newsletter	FINAL TOTAL	Other Clients
Craftsmen Printing	San Jose	\$1,770	\$3,649	\$2,363	\$7,782	\$5,255	\$13,037	Town of Los Altos Hills, Second Harvest Food Bank, and Stanford University
Ultimate Image Printing	Costa Mesa, CA	\$2,237	\$2,558	\$2,122	\$6,917	\$6,386	\$13,303	American First Credit Union, Cure Breast Cancer.org, Los Angeles Unified School District
Almaden Press	Santa Clara	\$2,062	\$4,339	\$3,270	\$9,671	\$7,163	\$16,834	Santa Clara County Parks, Santa Cruz Beach Boardwalk, Moreau Catholic High School
Benjamin Litho	San Jose	\$1,956	\$4,970	\$3,940	\$10,866	\$6,944	\$17,810	Santa Clara County Parks, San Jose State University, and Valley Health Plan (VHP)
Patsons Press	Sunnyvale	\$1,959	\$4,360	\$3,963	\$10,282	\$7,659	\$17,941	Lucile Packard Foundation, California Association for Environmental and Outdoor Education (AEOE) and Google
Precision Graphics	Redwood City	\$3,182	\$4,949	\$4,340	\$12,471	\$7,989	\$20,460	Segheisco Family Vineyards, Jazz Pharmaceutical, and Stanford Hospital and Clinics

Craftsmen's proposal contained work samples of a high quality, including a variety of newsletters and brochures. Craftsmen also has prior work experience with environmental organizations and government agencies, including the District. With its expansive printing press operation, Craftsmen is tailored to meet high quantity print demands in a fast, cost-effective manner.

Based upon Craftsmen's highly competitive cost estimate for printing the newsletters and trail brochures, high quality samples, 40 years of experience, ability to meet environmental standards, and a competitive production lead time, the General Manager recommends entering into a contract for printing services with Craftsmen Printing for an amount not to exceed \$110,850 for FY2014-15, with the option to extend the contract to FY2015-16, subject to further Board approval.

FISCAL IMPACT

Funding for the printing services contract has been included in the FY2014-15 Public Affairs budget.

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

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