



Midpeninsula Regional
Open Space District

R-16-86
Meeting 16-16
July 13, 2016

AGENDA ITEM 4

AGENDA ITEM

Award of Contracts to Three Firms for Printing and Mailing Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into contracts for printing and mailing services with Dakota Press, ImageX, and Patsons Press for amounts not-to-exceed \$100,000 (each) for Fiscal Year (FY) 2016-17 with the option to extend contracts to FY2017-18, and FY2018-19 subject to further Board approval.

SUMMARY

When possible, the District uses the green practice of using electronic communication. 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, stationary, and other special publications. Material such as the Views and postcards also require mail service. Historically, the District has selected a single printing and mailing firm for all material. In an effort 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 Dakota Press (San Leandro), ImageX (Pleasanton), and Patsons Press (Sunnyvale) were the most competitive and lowest bidders. The General Manager recommends awarding a one-year contract to each of these firms for an amount not-to-exceed \$100,000 (each) per year for a total of \$300,000. The General Manager also recommends including the option to extend the contracts for two additional years, FY2017-18 and FY2018-19 as long as the firm's performance continues to meet District needs and standards.

DISCUSSION

The District's "Public Contract Bidding, Vendor, and Professional Consultant Selection, and Purchasing Policy" allows qualified firms who submit proposals to be placed on a prequalification roster for future related work. On June 14, 2016 in compliance with this policy, the Public Affairs Department issued a RFPQ to thirty-four (34) firms to provide Printing and Mailing Services. District staff solicited requests for proposals through our website, an interested parties list, and by asking other local agencies for recommendations. Seven (7) proposals were received.

Firms were asked to provide cost estimates for three sample District printing project groups including printing and mailing of the District's 14-page quarterly newsletter, representative brochure and map samples, and special publications. 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. For printed material, the District seeks International Organization for Standardization (ISO) certified printing firms that take steps to reduce Volatile Organic Compounds (VOC) emissions and total vehicle mileage, and increase stock of recycled paper.

From the seven proposals received, cost estimates ranged from \$18,166 to \$33,135 with Dakota Press, ImageX, and Patsons Press providing the three lowest bid quotes. See table below*.

Company Name	Location	Project A TOTAL	Project B TOTAL	Project C TOTAL	Total
Dakota Press	San Leandro	6,910	7,726	3,530	18,166
Patsons	Santa Clara	9,143	8,741	4,159	22,043
Imagex	Pleasanton	8,962	12,478	3,561	25,001
Craftsmen	Sunnyvale	10,773	10,697	5,586	25,918
Almaden	Santa Clara	9,182	12,001	4,735	27,056
McPrint Direct	Orange	12,035	12,689	4,490	29,214
Capitol Printing	San Jose	11,785	13,950	7,390	33,125

**Because the quantity and types of printed material are unknown and can vary each year, cost estimates are based on a small sample of products.*

Based upon these highly competitive cost estimates, high quality samples, ability to meet environmental standards, and a competitive production lead time, the General Manager recommends entering into contracts for printing and mailing services with Dakota Press, ImageX, and Patsons Press, each for an amount not to exceed \$100,000 for FY2016-17.

The General Manager also recommends including the option to extend the contracts for two additional years, FY2017-18 and FY2018-19 as long as the firm's performance continues to meet District needs and standards. Multi-year contracts can be beneficial in cost savings on printer set-up fees, protection from escalating costs, and reduction of District staff time in yearly bid preparation and review. A future extension of the contracts would return to the Board for approval in June 2017. Funds for the recommended contracts are included in the FY2016-17 Budget. Funds for subsequent fiscal years would be included in future budgets.

FISCAL IMPACT

Funding for the printing and mailing services contract has been included in the FY2016-17 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 and mailing services contract for FY2016-17 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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