



Midpeninsula Regional
Open Space District

R-20-57
Meeting 20-12
June 10, 2020

AGENDA ITEM 7

AGENDA ITEM

Award of Contracts with Three Firms for On-Call Printing and Mailing Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into four-year contracts for on-call printing and mailing services with Almaden Global, Dakota Press, and GSL Fine Lithographers for amounts not-to-exceed \$200,000 per year for each contract.

SUMMARY

When possible, the Midpeninsula Regional Open Space District (District) uses the green practice of communicating electronically. However, there are times when printed material is necessary for general public outreach and education. Printed material includes the *Views* quarterly newsletter, brochure maps, notification postcards, business cards, and other special publications. Material such as the *Views* and postcards also require mail services. To maximize flexibility and the ability to secure the most competitive prices and best quality for each distinct printing or mailing job, the General Manager recommends awarding contracts to several qualified printers. Based on a competitive bid process, Almaden Global (Santa Clara), Dakota Press (San Leandro), and GSL Fine Lithographers (Sacramento) were deemed as the most qualified and lowest bidders. The General Manager recommends awarding a four-year contract to each of these firms for an amount not-to-exceed \$200,000 per year for each contract. The Board will be considering approval of the proposed Fiscal Year 2020-21 Budget in June that includes sufficient funds to cover the anticipated costs during the upcoming fiscal year. Additional funds will be included in future budget cycles for annual printing and mailing projects.

DISCUSSION

A Request for Proposals and Qualifications (RFPQ) was issued on April 24, 2020 and posted on the District website and BidSync to solicit interest from qualified printing and mail services firms. The deadline for submission was May 8, 2020. A total of seven proposals were received.

Firms provided cost estimates for several sample printing projects, including printing and mailing a typical *Views* quarterly newsletter, representative brochure map samples, postcard notifications, special publications and District business cards. Firms also submitted their expected production times, references, information regarding their general background and qualifications, and experience working with government agencies and/or land conservation or environmental organizations. Firms based their costs on procurement and use of selected papers and inks that meet District specifications. For printed material, the District seeks firms that

promote environmentally sound sourcing processes, continue improvements in standards and practices, and encourage use of recycled and sustainable paper. As part of a separate Agenda Item at this same meeting, the Board of Directors is considering revisions to Board Policy 3.03 Section V.C. to authorize the purchase of recycled products when the cost, suitability, and quality, taken together, provide the best outcome for the environment and best value for the public. Should the Board approve that policy update, staff will specify 100% post-consumer waste (PCW), processed chlorine-free (PCF) recycled paper, when feasible, for high-quantity printing orders, including for brochure maps and the quarterly newsletter. Sample quotes were provided for the use of stock that meets this specification.

From the seven proposals received, total cost estimates for the set of sample projects ranged from \$20,630 to \$31,270. Two firms did not provide quotes for all sample projects. A comparison of sample quotes is provided in the table below.

Company	Location	Quarterly Newsletter	Trail Brochure (small size – 12,000)	Trail Brochure (large size – 5,000)	Financial Report (100)	Notification Postcard (4,000)	Total
Advantage*	Anaheim	----	\$5,504	\$6,167	----	----	\$11,671
Almaden	Santa Clara	\$11,207	\$2,550	\$3,888	\$1,974	\$1,011	\$20,630
Dakota Press	San Leandro	\$13,518	\$2,229	\$3,315	\$1,264	\$826	\$21,152
ImageX*	Pleasanton	\$16,677	\$3,179	\$3,207	----	----	\$23,062
GSL	Sacramento	\$16,670	\$3,940	\$4,866	\$1,280	\$776	\$27,532
Dome	McClellan	\$19,229	\$4,078	\$5,559	\$1,627	\$706	\$31,199
Chase VP	Morgan Hill	\$17,699	\$4,274	\$6,454	\$1,885	\$958	\$31,270

**Vendor's quote was incomplete*

The Fiscal Year (FY) 2020-21 District budget for printing and mailing projects is \$246,500. The General Manager recommends entering into four-year on-call contracts with Almaden Global, Dakota Press, and GSL Fine Lithographers, each for an amount not-to-exceed \$200,000 per year for Fiscal Year (FY) 2020-21 through FY2023-24. This allows the District to maximize flexibility and the ability to secure the most competitive prices and best quality for each printing or mailing job. Because the District solicits bids from its on-call printers ahead of every specific print project and awards each project based on current lowest cost and ability to meet print deadlines, it is not possible to determine the total amount of work each printer will do over the course of a year up front. While the total of the three contracts exceeds the total budget, the District will not spend beyond the Board-approved budgeted amount each year.

FISCAL IMPACT

Funds are included in the proposed Fiscal Year 2020-21 Budget to cover the cost of the recommended action, which the Board will consider approving in June 2020. Additional funds will be included in future budget cycles for annual printing and mailing projects.

BOARD COMMITTEE REVIEW

A Board Committee did not previously review this item. However, the Legislative, Funding and Public Affairs Committee reviewed Paper Usage and Standards on April 14, 2020 and again on May 26, 2020 and recommended forwarding revisions to Board Policy 3.03 to the full Board for approval.

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

With Board approval, the printing and mailing services contracts for FY2020-21 will be executed, and Public Affairs staff would implement on an ongoing basis the printing and mailing projects planned for the fiscal year.

Responsible Department Head:
Korrine Skinner, Public Affairs Manager

Prepared by:
Cydney Bieber, Public Affairs Specialist II