



Agenda Item No. 2

To: Governmental Affairs & Public Information Committee/Committee of the Whole Meeting of February 23, 2007

From: Kellee J. Hopper, Marketing and Communications Director
Teri W. Mantony, Deputy General Manager, Administration & Development
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE AWARD OF CONTRACT NO. 2007-D-8, PRINTING OF GOLDEN GATE TRANSIT SYSTEM TIMETABLES AND GUIDES, TO CONSOLIDATED PRINTERS, INC.**

Recommendation

The Governmental Affairs and Public Information Committee recommends that the Board of Directors authorize award of Contract No. 2007-D-8, *Printing of Golden Gate Transit System Timetables and Guides*, to Consolidated Printers, Inc., of Berkeley, CA in the amount of \$169,513, including all taxes, fees and charges, for a one-year term, with four successive one-year options at an increase in cost of up to five percent based upon a corresponding documented increase in the Contractors' costs, exercisable by the General Manager or designee; with the understanding that sufficient funds are available in the FY 06/07 Marketing and Communications Operating Budget; and, with the further understanding that sufficient funds in the amount of \$127,135 will be included in the FY 07/08 Marketing and Communication's Department Operating Budget.

This matter will be presented to the Board of Directors at its meeting of February 23, 2007, for appropriate action.

Summary

The Golden Gate Transit system maps, timetables and guides have been in continuous publication since 1974 and are published quarterly. The maps, timetables, and guides are distributed on buses by drivers, mailed to customers upon request, and distributed at various publicly accessible locations, such as public libraries, schools, ferry terminals, and key transit hubs.

Bid documents for Contract No. 2007-D-8, *Printing of Golden Gate Transit System Timetables and Guides*, were sent to 38 prospective bidders. The Secretary of the District received one bid on Tuesday, January 30, 2007, from Consolidated Printers, Inc. Staff and the District's Attorney find that Consolidated Printers, Inc. has properly submitted all required documents, and its bid is

technically responsive to the specifications. Because there was only a single bidder, Staff conducted a price analysis and has determined that Consolidated Printers, Inc.'s bid price is fair and reasonable.

No specific Disadvantaged Business Enterprise (DBE) participation goal was established for this contract. However, bidders were required to document their activities in the solicitation and selection of subcontractors and suppliers to ensure that this process was carried out in a nondiscriminatory manner. The DBE Program Office has determined that Consolidated Printers, Inc. has complied with the DBE requirements applicable to the contract. At this time, no DBE participation is anticipated during the performance of this project.

In an effort to improve operating efficiencies and reduce expenditures, in 2003 the District automated production of the Transit Guide. This process utilizes a database publishing component to transfer schedule data from its Oracle database to a graphics file suitable for commercial printing. As part of this program, the Transit Guide was redesigned to integrate the system map. As a result of this project, award of this year's contract is \$120,241 less than 2002 budgeted printing costs.

Fiscal Impact

It is anticipated that the fiscal impact of this contract for FY 06/07 is one-fourth the yearly contract costs, or approximately \$42,378. This cost is currently appropriated in the Marketing and Communication's Department Operating Budget for FY 06/07. The remaining contract costs projected to be incurred in FY 07/08 of \$127,135 will be included in the FY 07/08 budget.