



October 26, 2010

Honorable Board of Supervisors  
County of Alameda  
1221 Oak Street, Suite 536  
Oakland, California 94612-4305

Dear Board Members:

**SUBJECT: AWARD CONTRACTS FOR PRINTING SERVICES, REQUEST FOR QUOTATION (RFQ) NO. 900785; AMOUNT: \$6,000,000**

**RECOMMENDATION:**

Authorize the Purchasing Agent to negotiate and sign Master Contract No. 900785, with the following certified small, local and emerging businesses (SLEBs) to provide printing services at an estimated cost of \$6,000,000. The term of this contract shall be for three years beginning October 26, 2010 and ending on October 25, 2013, and by mutual agreement allows for an option to renew for two additional one-year terms.

- A. East Bay Blue Print & Supply Co, 1745 - 14<sup>th</sup> Avenue, Oakland (Rick Añaños, Sales Manager);
- B. Bay Central Printing, Inc., 33401 Western Avenue, Union City (Bana Mahmoudi, President);
- C. Crane Business Solutions Inc., dba PDQ, Print Copy Mail, 1150 East 12<sup>th</sup> Street, Oakland (Carolina Cheng, President);
- D. Admail Express, 31640 Hayman Street, Hayward (Brian Schott, President);
- E. DSL Printing, 5692 Stewart Avenue, Fremont (Larry Allen, President);
- F. Pacific Color Graphics, 440 Boulder Court, Suite 100D, Pleasanton (Allen Reyes, Account Executive);
- G. Folger Graphics, Inc., 21093 Forbes Avenue, Hayward (Bill Briggs, Project Manager).
- H. K/P Corporation, 13951 Washington Avenue, San Leandro (Whitlow Magor, Account Manager);
- I. Golden Gate Litho, 11144 Golf Links Road, Oakland (Kimberly Jones, Sales Representative);
- J. Vision Isle LLC, 2972 Teagarden Street, San Leandro (Carden Smith, President);
- K. On Point Document Outsourcing, 1939 Harrison Street, Suite 700, Oakland (Kerwin Chun, Sole Proprietor);
- L. Litho Process, 1818 Park Street, Alameda (Jerry De Castro, Owner);
- M. Just Business Cards, 9308 International Boulevard, Suite C, Oakland (Beverly Sanders, Owner);
- N. Service Printing Company, 2725 Miller Street, San Leandro (Jim Edelstein, President);
- O. L & D Printing, Inc., 45 Hegenberger Place, Oakland (Kathaleen Leeman, Vice President);
- P. CEC Print Solutions, 20939 Cabot Boulevard, Hayward (Amit Chokshi, Owner);
- Q. In & Out Printing, 14628 Wicks Boulevard, San Leandro (Joel Pepe, Owner);
- R. Norco Printing, 440 Hester Street, San Leandro (Ken Kirby, Sales);

- S. Lazer Image Printing & Graphics, 61 Shattuck Square, Berkeley (Kishwar Syed, General Manager);
- T. Felt's Printing, 30502 Union City Boulevard, Union City (Deanna Felt, Owner);
- U. Pinnacle Printing, 1350 South Loop Road, Bldg. 110, Alameda (Robert Kinsford, Partner); and
- V. Butterfly Direct, 1545 Willow Street, Suite D & E, Oakland (Samari Johnson, President).

#### DISCUSSION/SUMMARY:

In 2004, the General Services Agency (GSA) Printing Services division began outsourcing printing services in order to satisfy the copying and printing needs of Alameda County agencies and departments. On December 19, 2006, your Board approved a resolution to support competitive bidding among only Alameda County certified small local and emerging businesses (SLEB) where a sufficient, ready, willing, and able pool of vendors has been established, per section 4.12.070 of County Administrative Code. The GSA-Printing Services outsource contract for print and digital copying services was the first contract under this resolution.

As it was no longer economically viable to recover operating costs due to desktop publishing, outdated capital equipment and the ability for the County departments to obtain printing services from local small businesses with favorable pricing and extended services, it was recommended that the County print shop be closed. Your Board subsequently ratified the request to close at its meeting on March 31, 2009, item #20, file #24518 and resolution R-2009-105F. With the closure, effective June 30, 2009, Printing Services began outsourcing all of the printing to the "pool" of print contractors established by competitive bid.

Client departments are given a list of current approved contractors and their pricing for all line items included in the competitive bid process. Departments are to refer to the most current Printing Services Price List to order products and services from the printing contractor that can best fulfill their requirements. In the event that required products or services are not found on the price list, the department is to request a quote from three of the approved contractors and order from the lowest bidder that can best meet the department's needs.

Printing Services has successfully worked with a pool of approximately 20 certified small and emerging local businesses in the provision of printing services to County departments and agencies.

#### SELECTION CRITERIA/PROCESS:

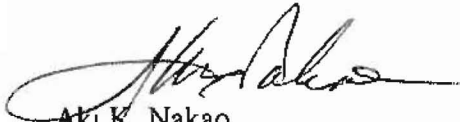
*GSA-Purchasing developed and issued a Request for Quotation (RFQ) for the printing services contract and was issued on August 6, 2010. An EGOV message was sent to 2,853 GSA Goods and Services - Current Contracting Opportunities subscribers, posted on the GSA Current Contracting Opportunities website for approximately 30 days, advertised in 15 local and ethnic newspapers, and the local Chambers of Commerce, resulting in 22 responses. Email notification of the upcoming bid was also sent to all incumbent contractors. As two of the incumbents had incorrect emails on file, certified letters were sent on August 11, 2010 notifying of the upcoming bid of the printing services contract. Both certified letters, to EnviroPress and Alonzo Printing Company, were returned unclaimed.*

*Two networking/bidders conferences were held after the RFQ was issued and were attended by 14 people representing 14 firms. Twenty-two responses were received to the RFQ. All of the recommended contractors are currently certified as a Small, Local, Emerging Business (SLEB). Of the 22 vendors responding, 8 are certified green businesses.*

FUNDING:

Appropriations exist in the individual agency budgets to cover the costs for printing services. No additional appropriations are required and there will be no increase in net County cost.

Respectfully submitted,



Aki K. Nakao  
Director, General Services Agency

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Attachment

cc: Susan S. Muranishi, County Administrator  
Patrick J. O'Connell, Auditor-Controller

PRINTING SERVICES  
OCTOBER 26, 2010 – OCTOBER 25, 2013

Vendor	Location	<i>Small Local &amp; Emerging Participation</i>
		<i>Percentage %</i>
A. East Bay Blue Print & Supply Co.	Oakland	100
B. Bay Central Printing, Inc.	Union City	100
C. Crane Business Solutions Inc., dba PDQ, Print Copy Mail	Oakland	100
D. Admail Express	Hayward	100
E. DSL Printing	Fremont	100
F. Pacific Color Graphics	Pleasanton	100
G. Folger Graphics, Inc.	Hayward	100
H. K/P Corporation	San Leandro	100
I. Golden Gate Litho	Oakland	100
J. Vision Isle LLC	San Leandro	100
K. On Point Document Outsourcing	Oakland	100
L. Litho Process	Alameda	100
M. Just Business Cards	Oakland	100
N. Service Printing Company	San Leandro	100
O. L & D Printing, Inc.	Oakland	100
P. CEC Print Solutions	Hayward	100
Q. In & Out Printing	San Leandro	100
R. Norco Printing	San Leandro	100
S. Lazer Image Printing & Graphics	Berkeley	100
T. Felt's Printing	Union City	100
U. Pinnacle Printing	Alameda	100
V. Butterfly Direct	Oakland	100