

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approves a contract for the printing of the Connection Newsletter from ColorDynamics, Inc. for the Public Relations department.

BACKGROUND

Connection, the official newsletter of the District, is mailed three (3) times a year and serves as a report to the community and a publication of record for the District. It is the only publication distributed to the service area, making it a great communication tool for the District.

Invitation to Bid (ITB) Number 4344 was issued to procure printing of the Connection Newsletter. Three (3) responses were received and evaluated by a team consisting of Public Relations staff who determined the proposal submitted by ColorDynamics, Inc. would provide the best value to the District and be both responsible and responsive to all solicitation requirements.

IMPACT OF THIS ACTION

While much communication in society is moving increasingly to digital formats, printed materials remain relevant for some populations of the service area. The Connection newsletter provides the opportunity to reach residents directly, keeping them informed about the programs, activities, resources, events, and contributions to the community.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization of \$1,100,000 for three (3) years, which is budgeted in the Public Relations department's FY21 operating budget and subsequent years' budgets subject to Board approval.

MONITORING AND REPORTING TIMELINE

The contract term will be three (3) years beginning December 1, 2020 through November 30, 2023.

RESOURCE PERSONNEL

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