

Purchase Request # 1
Regular Board Meeting November 14, 2017
Consideration of Approval to Contract for Printing Services

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approve a contract for printing services from The Graphics Group for the Public Relations department.

BACKGROUND

Printing of the Connection Newsletter is a time sensitive, mass printing and distribution job. The Graphics Group has maintained the newsletter industry color standards and delivered the Newsletter in a timely manner without issues.

Invitation to Bid (ITB) Number 4096 was issued to procure printing services. Three (3) responses were received and evaluated by a team consisting of Public Relations staff who determined the response submitted by The Graphics Group would provide the best value to the District. The bid submitted by The Graphics Group was determined to be both responsible and responsive to all solicitation requirements. A lower bid was submitted from one of the other vendors; however, we had utilized that vendor on some projects in the past, and had determined that the quality they delivered was not of an acceptable standard. In fact, on one occasion we rejected a job they printed and required a reprint, resulting in unnecessary delays on the project. The work delivered by The Graphics Group, on the other hand, has always been of the highest quality.

IMPACT OF THIS ACTION

Connection is the official newsletter of the District and serves as a report to the community and a publication of record for the District, which is mailed three times a year. It is the only publication distributed to the service area, making it a great communication tool for the District. While much communication in society is moving increasingly to digital formats, printed materials still remain relevant for some populations of the service area. Connection newsletter gives the District the opportunity to reach residents directly, keeping them informed about the programs, activities, resources, events, and contributions to the community. Connection has consistently been recognized for its quality and content, most recently with a Gold Medallion Award from the National Council for Marketing and Public Relations at their District 4 conference in Dallas.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

This purchasing request is for spend authorization for \$585,000.00 for three (3) years, which is budgeted in the Public Relations departments' 2017-2018 operating budget and subsequent year's budgets subject to Board approval for the products and services described and in accordance with Board Policy CF (Local) and Texas Education Code Section 44.031.

MONITORING AND REPORTING TIMELINE

The term of contract will be three (3) years beginning December 1, 2017 through November 30, 2020.

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ATTACHMENTS

Attachment 1 – Tabulation

RESOURCE PERSONNEL

Thomas Delamater Chief Public Relations Officer

972-599-3144