

Purchase Request #9
Regular Board Meeting December 10, 2019
Consideration of Approval of Additional
Funds for Printing Services

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approve the expenditure of additional funds for the purchase of 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 for the Public Relations Department. Tracking of spend volume is accomplished through the Purchasing Department's eProcurement system. The system is set to automatically notify the contract owner when 85% of the approved expenditure is reached, which triggers the contract owner to analyze current and future spend.

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. Due to the tremendous growth within Collin County, the number of issues each year, and including Rockwall in the mailings, the number of households has increased, creating higher than anticipated printing and mailing costs.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The Board approved the original contract in November 2017 for a total amount of \$585,000. This purchasing request is for spend authorization for an additional \$335,000 which is budgeted in the Public Relations Department's FY20 operating budget and subsequent year's budgets subject to Board approval. FY19 annual spend amount was \$309,290.

MONITORING AND REPORTING TIMELINE

The term of contract is December 1, 2017 through November 30, 2020.

RESOURCE PERSONNEL

Marisela Cadena-Smith Interim Chief Public Relations Officer

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