

## **ADMINISTRATION RECOMMENDATION/REPORT**

The District President recommends the Board of Trustees approves a contract for printing the Connection newsletter from ColorDynamics, Inc. for the Communications Department.

## **BACKGROUND**

Connection, the official newsletter of the District, 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. This year, we are returning to three mailings: fall, spring, and summer, after doing only two during FY23 due to paper shortages.

Invitation To Bid Number FY2023-ITB-003 was issued to procure printing of the Connection Newsletter. Three responses were received and evaluated by a team consisting of Communications Department staff. The bid submitted by ColorDynamics, Inc. is being recommended as the best value to the District, based upon evaluation scores.

## **IMPACT OF THIS ACTION**

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

## **BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)**

This purchasing request is for spend authorization of \$1,410,000 for three years, which is budgeted in the Communications Department's FY24 operating budget and subsequent years' budgets, subject to Board approval. The previous three year contract spend was \$676,067.

## **MONITORING AND REPORTING TIMELINE**

The contract term is December 1, 2023 through November 30, 2026.

## **RESOURCE PERSONNEL**

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