



Government Relations & Public Affairs Committee

February 25, 2010

Contract for Printing The Regional Report Newsletter

Issue: Whether to authorize the Executive Director to negotiate and execute a contract with Think, Inc. for printing of the *Regional Report*.

Recommendation: Staff recommends that the Government Relations & Public Affairs Committee recommend that the Board authorize the Executive Director to negotiate and execute a contract with Think, Inc. for printing of the *Regional Report*.

Discussion: SACOG released a formal request for proposals (RFP) for the *Regional Report* newsletter on November 13, 2009. The RFP was re-released on December 15 with no contract price limits after no consultants were able to meet the “not to exceed” stipulated price of \$20,000. The contract for the *Regional Report* newsletter will be an agreement between SACOG and the chosen consultant. The awarded contract will cover the production of the *Regional Report* newsletter for the remainder of Fiscal Year 2009-10 as well as Fiscal Year 2010-11. This includes a total of nine issues for the term of the contract. Of those issues, seven issues will consist of eight pages, while the two remaining issues will include a four-page *Annual Report* insert.

Proposals from two firms met all of the requirements and were comparable in nearly every respect (including being Disadvantaged Business Enterprises), and received nearly identical scores from the reviewers. The only exception was price. The Think, Inc. proposal was just under \$8,000 less than the other competing consultant for a total proposed cost of \$20,850. This is only \$850 over the initial “do not exceed” maximum, and results in a savings of almost 50 percent over the last executed contract for printing of the *Regional Report*.

Approved by:

Mike McKeever
Executive Director

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