

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
2	12/09/13	Open	Action	11/18/13

Subject: Awarding a Contract for Printing of Bus and Light Rail Pocket Timetables to JD Graphics

ISSUE

Whether or not to award a Contract for Printing of Bus and Light Rail Pocket Timetables to JD Graphics.

RECOMMENDED ACTION

Adopt Resolution No. 13-12-_____, Awarding a Contract for Printing of Bus and Light Rail Pocket Timetables to JD Graphics

FISCAL IMPACT

Budgeted:	Yes	This FY:	\$	39,240
Budget Source:	Operating	FY 15:	\$	78,480
Funding Source:	Local	FY 16:	\$	78,480
Cost Cntr/GL Acct(s) or	CC 87	FY 17:	\$	39,240
Capital Project #:	GL 630012			
Total Budget:	\$70,000*	Total Amount	\$	235,440

*This is the total timetables and maps budget for FY 2014. Future year budgets will include coverage for future year costs of this contract.

DISCUSSION

Bus and light rail pocket timetables provide schedule and fare information in a pocket-sized format for passengers. Each route has its own pocket timetable. Pocket timetables are very popular with riders and are reprinted often as a result. Pocket timetables are integral in communicating schedule information to passengers and essential for those passengers that do not have Internet access.

On September 9, 2013, the RT Board authorized release of an Invitation to Bid (ITB) for Printing of Bus and Light Rail Pocket Timetables. RT staff released an ITB on October 1, 2013, for a three-year contract for the Printing of Bus and Light Rail Pocket Timetables, sent the documents to 14 firms, and advertised the ITB in publications of general circulation. The project was also posted on RT's website under Contracting Opportunities.

On October 30, 2013, RT received two bids from JD Graphics and J's Quality Printing. JD Graphics bid \$235,440 and J's Quality Printing bid \$234,410. As set out in Section 5.4 of the ITB, RT adopted a Small Business Enterprise (SBE) participation goal of 25% of the total bid price for

Approved:

Presented:

Final 11/21/13

General Manager/CEO

Manager, Marketing & Communications

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this Contract. The ITB provided certified small businesses the maximum opportunity to participate in the performance of this Contract by providing a 5% price preference to Bidders meeting the SBE participation goal. Bidders meeting this participation goal would be entitled to a 5% price preference on their Total Base Bid Price in the evaluation of bids. Bidders were required to submit Bid Form 7.7, SBE Participation Certification, to be eligible for the 5% price preference. JD Graphics submitted the required SBE certification form with its bid. According to the ITB, Section 5.4, Attachment 1, SBE Requirements, the SBE price preference is computed and applied as follows:

<u>Bidder</u>	<u>Total Bid Price</u>	<u>Price Preference</u>	<u>Preference Subtracted</u>	<u>Preference Bid Price</u>
J's Printing	\$234,510 x 5% =	\$11,725.50		
JD Graphics	\$235,440		- \$11,725.50 =	\$223,714.50

After staff applied the 5% price preference of \$11,725.50 to JD Graphics' Total Bid Price of \$235,440, the evaluated bid price was reduced to \$223,714.50. Comparing the evaluated bid price to the Total Bid Price of the lowest bidder, JD Graphics is considered the lowest responsive and responsible bidder.

RT staff recommends that the RT Board award a three-year contract to JD Graphics for Printing of Bus and Light Rail Pocket Timetables for an amount not to exceed \$235,440, plus applicable sales tax.

RESOLUTION NO. 13-12-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

December 9, 2013

**AWARDING A CONTRACT FOR PRINTING OF BUS AND LIGHT RAIL
POCKET TIMETABLES TO JD GRAPHICS**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Contract between Sacramento Regional Transit District, therein referred to as "RT," and JD Graphics, therein referred to as "Contractor," whereby Contractor agrees to Print Bus and Light Rail Pocket Timetables, as specified, for an amount not to exceed \$235,440, plus applicable sales tax is hereby approved.

THAT, the Chair and General Manager/CEO are hereby authorized and directed to execute said Contract.

PATRICK HUME, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary