



Metro

Los Angeles County
Metropolitan Transportation Authority

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REVISED
FINANCE, BUDGET & AUDIT COMMITTEE
FEBRUARY 18, 2015

SUBJECT: OUTSIDE PRINTING SERVICES

**ACTION: AWARD CONTRACTS FOR OUTSIDE PRINTING SERVICES
PS147140650A THROUGH E**

RECOMMENDATIONS

- A. Authorize the Chief Executive Officer to establish a bench of printing vendors by executing five-year indefinite delivery/indefinite quantity multiple award agreements with the following vendors effective March 1, 2015, with an aggregate total value not to exceed \$1,000,000.

CORPORATE IMPRESSIONS LA INC	PS147140650A
FUSION MEDIA	PS147140650B
PACIFIC GRAPHICS INT'L. (PGI)	PS147140650C
PEAKS & ASSOCIATES	PS147140650D
MAPS	PS147140650E

- B. Authorize the Chief Executive Officer to execute Task or Contract Work Orders under these agreements for outside printing as necessary.

ISSUE

Metro requires the services of qualified outside printers for customer materials when production requirements exceed in-house resources and capacity, such as during shake-ups and grand openings, and for other complex printing jobs and time-sensitive materials. A printing services bench has been used effectively in the past to meet these needs. Printed materials produced in this manner include specialty items such as maps, posters, mailers and other literature essential to the execution of Metro's mission.

Awarding these contracts does not obligate any funds; it establishes a bench of qualified printing vendors that can be used to provide services on an as-needed basis. Prior to beginning any given project, staff will evaluate Metro's in-house production capabilities. If the printing and delivery requirements cannot be met in-house, quotes will be solicited

from members of the bench and a vendor will be selected to perform the work. The firm that submits the lowest responsive and responsible price quote will be awarded that particular job. While each project will be competed, the bench enables Metro to issue individual task orders without the time-consuming process of formally advertising each project.

BACKGROUND

Metro's in-house Print Shop produces all bus and rail timetables, bus cards, brochures and other customer communications materials. At busy times such as shake-ups, and/or when the volume, complexity and time-sensitivity of print jobs are beyond the internal shop's five-color printing capabilities, outside printers must be used to meet the agency's needs. For more than 15 years, Metro has successfully used a bench to meet all overflow printing services requirements, sending work to the lowest priced, responsive and responsible outside printing firm. Implementation of these contracts will continue that practice.

DISCUSSION

The previous printing bench contract was awarded through a competitive procurement in March 2013 and reached its financial limit in January of 2015.

DETERMINATION OF SAFETY IMPACT

There are no significant impacts to Metro safety by awarding these contracts for outside printing services.

FINANCIAL IMPACT

The funding of \$175,000 for outside printing services is included in the FY15 budget in cost center 7140, Customer Communications, line 50320, under project number 100001 (General Overhead), 300066 (Rail Ops Expo), and 306005 (Public Affairs). Since these are multi-year contracts, the cost center manager and Executive Officer will be responsible for budgeting the cost in future years. In FY14, \$225,000 was expended on this line item.

Impact to Budget

A. Sources of funds for this activity/recommendation are as follows:

- 1) General Overhead Project uses Federally approved methodology through LACMTA's approved 'Overhead Allocation Plan'; part of the outside printing jobs are funded through Metro's Overhead project which is indirectly allocated and charged backed to Federally funded projects.

- 2) Project 300066--Rail Operation Expo Line uses Local funds: Measure R and Federal funds: CMAQ; Growing States Rail Prev. Maint. Section 5340; State of Good Repair Section 5337.
- 3) Project 306005--Public Affairs uses Local/State funds: Prop A Discretionary 95% of 40%; Prop C Discretionary 40%; Prop C Security 5%; Measure R Bus Ops Countywide 20%; TDA Article 4; STA

B. The sources of funds for this action, listed in Impact to Budget (A), are eligible to fund bus/rail operating and capital expenditures.

ALTERNATIVES CONSIDERED

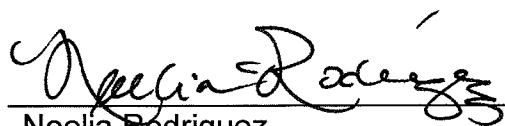
The alternative to using outside printing services is to expand Metro's internal printing capacity in order to handle all agency printing requirements in-house. This is not recommended as it would require the purchase of additional, limited-use equipment as well as added staff to operate it, which would not be cost-effective.

NEXT STEPS

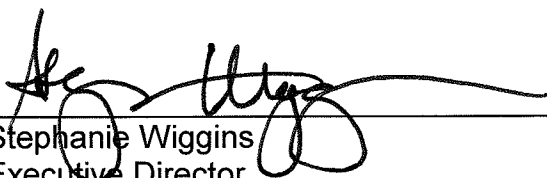
Upon Board approval issue individual purchase orders to the five participating vendors.

A. Procurement Summary

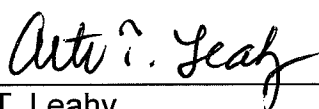
Prepared by: Robert Hartert, Printing Services Supervisor, 213-922-4353



Noelia Rodriguez
Executive Officer, Communications



Stephanie Wiggins
Executive Director,
Vendor/Contract Management



Arthur T. Leahy
Chief Executive Officer

PROCUREMENT SUMMARY
OUTSIDE PRINTING SERVICES
PS147140650A through E

1.	Contract Number: PS147140650A through E	
2.	Recommended Vendor: Corporate Impressions, Fusion Media, MAPS, Pacific Graphics, Peaks and Associates	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input checked="" type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: 5/6/14	
	B. Advertised/Publicized: 5/8/14	
	C. Pre-proposal/Pre-Bid Conference: None	
	D. Proposals/Bids Due: 9/30/14	
	E. Pre-Qualification Completed: 10/29/14	
	F. Conflict of Interest Form Submitted to Ethics: 12/10/14	
	G. Protest Period End Date: 1/28/15	
5.	Solicitations Picked up/Downloaded: 57	Bids/Proposals Received: 7
6.	Contract Administrator: Linda Rickert	Telephone Number: (213) 922-4186
7.	Project Manager: Robert Hartert	Telephone Number: (213) 922-4353

A. Procurement Background

This Board Action is to approve the establishment of an Outside Printing Bench in support of as needed outside printing.

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is a Task Order Contract. Task Orders for the individual projects will be competed through the bench.

Four amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1 issued on June 4, 2014 extended the deadline due to new programs
- Amendment No. 2 issued June 26, 2014 extended the deadline due to questions submitted by vendors
- Amendment No. 3 issued August 25, 2014 extended the deadline and provided clarification on the Small Business Set Aside Program
- Amendment No. 4 addressed the Living Wage requirements.

A total of seven proposals were received on September 30, 2014.

B. Evaluation of Proposals/Bids

A Proposal Evaluation Team (PET) consisting of Metro staff from Printing services and Communications was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

- Prime's Skill and Experience 35 percent
- Work Plan 35 percent
- Price 30 percent

The evaluation criteria are appropriate and consistent with criteria developed for other, similar service contracts.

Of the seven proposals received, the five firms recommended for the bench are listed below in alphabetical order:

1. Corporate Impressions LA
2. Fusion Media
3. MAPS
4. Pacific Graphics Int'l (PGI)
5. Peaks and Associates

Two other firms submitted proposals but were not recommended for this bench. Dual Graphics is not a certified small business and is, therefore, not eligible for this small business set-aside bench. Images In Foil has their main plant in Denver, Colorado which makes it impossible for Metro staff to do routine onsite press-side checks. Two firms were determined to be outside the competitive range and were not included for further consideration.

The evaluation committee met and evaluated the proposals. Each proposal addressed the requirements of the RFP, experience with all aspects of the required tasks, and stressed each firm's commitment to the success of the project. Also highlighted were past performance and work plans.

Qualifications Summary of Firms Within the Competitive Range:

CORPORATE IMPRESSIONS LA

Since 1982, Corporate Impressions LA, Inc. in North Hollywood has provided printing services to firms such as LAMWD, Disney, and musician, Bob Dylan. The vendor has received a coveted Benny Award for printing a Disney poster.

FUSION MEDIA

Fusion Media is a woman-owned business that has been in the printing business for more than 35 years. Fusion Media is a member of American Institute of Graphic Arts (AIGA), Orange County AD Club, and The Printing Industry Association.

MAPS

MAPS (Mark Anthony Printing Services) has been in business for 22 years and is a current contractor. MAPS' office is in Los Angeles. The firm has served the City of Los Angeles Department of Public Works and has a contract with the County of Los Angeles.

PACIFIC GRAPHICS

Pacific Graphics Int'l. (PGI) is a firm that has provided printing services to the Los Angeles area for over two decades. PGI is a current contractor and has provided outstanding services to the LACMTA. This firm has been consistently responsive to our short deadlines.

PEAKS AND ASSOCIATES

Peaks and Associates has been in business for more than ten years. Peaks and Associates is a current contractor that has provided satisfactory service. Peaks is always quick to respond to the bidding and does quality work.

1	FIRM	Average Score	Factor Weight	Weighted Average Score	Rank
2	Corporate Impressions LA				
3	Prime's Skill and Experience	91.00	35.00%	31.85	
4	Work Plan	90.00	35.00%	31.50	
5	Price	49.00	30.00%	14.70	
6	Total		100.00%	78.05	4
7	Fusion Media				
8	Prime's Skill and Experience	100.00	35.00%	35.00	
9	Work Plan	100.00	35.00%	35.00	
10	Price	58.00	30.00%	17.40	
11	Total		100.00%	87.40	3
12	MAPS				
13	Prime's Skill and Experience	62.00	35.00%	21.70	
14	Work Plan	63.00	35.00%	22.05	
15	Price	59.00	30.00%	17.70	
16	Total		100%	61.47	5
17	Pacific Graphics				
18	Prime's Skill and Experience	100.00	35.00%	35.00	
19	Work Plan	100.00	35.00%	35.00	
20	Price	100.00	30.00%	30.00	
21	Total		100.00%	100.00	1
22	Peaks and Associates				
23	Prime's Skill and Experience	100.00	35.00%	35.00	
24	Work Plan	100.00	35.00%	35.00	
25	Price	83.00	30.00%	24.90	
26	Total		100.00%	94.90	2

C. Cost/Price Analysis

The lowest price bid will gain the award of each project bid from these pre-qualified bench members.

D. Small Business Participation

Effective June 2, 2014, per Metro’s Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro’s website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

All five (5) of the qualified firms recommended for award (Corporate Impressions LA, Inc., Fusion Media, Pacific Graphics International, Peaks and Associates, and Mark Anthony Printing Services (MAPS) are SBE primes and will perform 100% of the work with their own workforces.

SMALL BUSINESS SET-ASIDE

	SBE Prime Contractor	SBE % Committed
1.	Corporate Impressions LA, Inc.	100%
	Total	100%
	SBE Prime Contractor	SBE % Committed
2.	Fusion Media	100%
	Total	100%
	SBE Prime Contractor	SBE % Committed
3.	Pacific Graphics International	100%
	Total	100%
	SBE Prime Contractor	SBE % Committed
4.	Peaks & Associates	100%
	Total	100%
	SBE Prime Contractor	SBE % Committed
5.	Mark Anthony Printing Services (MAPS)	100%
	Total	100%

E. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy (LW/SCWRP) will be applicable on this contract. Metro staff will monitor and enforce the policy guidelines to ensure that workers are paid at minimum, the current Living Wage rate of \$15.84 per hour (\$11.03 base + \$4.81 health benefits), including yearly increases. In addition, contractors will be responsible for submitting the required reports for the LW/SCWRP and other related documentation to staff to determine overall compliance with the policy.