



**OPERATIONS COMMITTEE  
JANUARY 15, 2004**

**SUBJECT: SPECIALIZED PRINTING/OUTPUT FOR OUTDOOR  
ADVERTISEMENT**

**ACTION: SELECTION OF FIRMS FOR BENCH FOR SPECIALIZED PRINTING  
PS-04-8110-1452**

**RECOMMENDATION**

A. Authorize the Chief Executive Officer to award a three year indefinite delivery/indefinite quantity multiple award/agreements for specialized printing/output for outdoor advertisement for a period of three years, inclusive of two one-year options, effective February 1, 2004 with a cumulative total amount not to exceed \$605,280 with the following firms:

AAA Flag and Banner	PS 04-8110-1452A
Coyle Reproductions	PS 04-8110-1452B
Gangi Studios	PS 04-8110-1452C
Gold Graphics	PS 04-8110-1452D
GP Color Imaging	PS 04-8110-1452E
International Color Posters	PS 04-8110-1452F
Original 23 Minute Photo & Digital	PS 04-8110-1452G
Platon Graphics	PS 04-8110-1452H
PowerHouse Imaging	PS 04-8110-1452I

B. Authorize the Chief Executive Officer to execute Task Orders under these agreements for specialized printing/output for outdoor advertisement.

**RATIONALE**

Communications' Design Studio Department requires the services of qualified vendors to provide production of advertising materials for MTA's outdoor advertising. These advertising materials are essential to the MTA, as this is the media by which we are able to disseminate our respective campaigns via billboards, exteriors of buses, and bus and rail stations.

The award of these contracts establishes a bench of qualified firms to provide printing and outdoor advertisement services on an as-needed basis. This contract will fund and award discrete

scopes of work by issuing task orders. Staff will prepare these scopes of work as specifically as possible considering the information available and applicable time constraints on the performance of work. MTA staff will monitor the contractor's performance on each task order. This contracting process allows the contractors to expeditiously provide printing/outdoor advertising services as they are encountered. Prior to soliciting quotes from the bench, staff will evaluate its in-house production capabilities. If a determination is made that the services cannot be produced in-house within specified time constraints, then staff will proceed with selecting a bench contractor to perform the service. Each MTA task order will be competed amongst the bench. The firm that meets the requirements will be awarded the particular job. This method has proven effective in the past in allowing the MTA flexibility to obtain the needed services in an efficient, cost-effective and timely manner.

The typical types of services would be the production of advertising materials to include, but not limited to:

- Bulletins – 14' x 48', made of 13 oz Flex Vinyl, and printed with Digital 4/C process
- Bulletins – 272" x 125" (30 Sheets), made of 70# Wetstrength paper, and screen printed with Digital 4/C process
- Bulletins – 132" x 60" (8 Sheets), made of 70# Wetstrength paper, and screen printed with Digital 4/C process
- Bus King Ads – 144" x 30", made of Transit Vinyl, and screen printed with Digital 4/C process
- Mall Shelters/Bus Shelters – 47" x 68", made of 140gr Wetstrength coated paper (indoor/outdoor) for backlit posting, and Digital with 4/C process

## **FINANCIAL IMPACT**

The funding of \$84,000 for this service is included in the FY04 budget in cost center 6450, project number 100001, task number 01.01, and account 50316. Since this is a multi-year contract, the cost center manager and Chief Communications Officer will be accountable for budgeting the cost in future years, including any option exercised. In FY03, \$200,000 was expended on this project and under line item 50316.

## **ALTERNATIVES CONSIDERED**

One alternative to using outside contractors is to increase MTA's internal capability to handle all printing requirements in-house. This alternative is not recommended since it would require extensive expansion of MTA Printing Services Dept., including additional equipment for specialty printing/output services, which would require an increase in staff and training to operate the new equipment. Due to current budget constraints, this would be neither a cost-effective nor a plausible alternative.

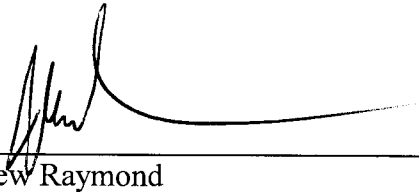
Another alternative would be to discontinue outdoor advertising to communicate with the MTA's bus and rail customers. This alternative is not recommended as the MTA has an obligation to

communicate key transit information such as system maps and safety guidelines to public transit customers.

**ATTACHMENT(S)**

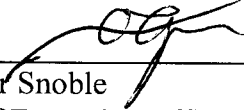
- A. Procurement Summary
- B. Procurement History
- C. List of Subcontractors

Prepared by: Bassar Richardson, Contract Administrator  
Carolynne Clifford, Production Manager



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Matthew Raymond  
Chief Communications Officer



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Roger Snoble  
Chief Executive Officer

**BOARD REPORT ATTACHMENT A  
PROCUREMENT SUMMARY**

**SPECIALIZED PRINTING/OUTPUT FOR OUTDOOR ADVERTISEMENT**

1.	Contract No.: PS-04-8110-1452		
2.	Recommended Vendors: AAA Flag & Banner                      GP Color Imaging International Color Posters              PowerHouse Imaging Coyle Reproductions                      Original 23 Minute Photo & Digital Gangi Studios                                  Gold Graphics Platon Graphics		
	Name: All the above	City: Various	
3.	Cost/Price Analysis Information: Delivery/Quantity Task Order Contract		
	A. Proposed Price: N/A	Recommended Price: N/A	Independent Estimate: \$605,280
	Audit or Cost/Price Analysis: N/A		
	B. Explanation of Significant Variances: see Attachment A-1.D		
4.	Historical Amount: N/A		
5.	Contract Type: Indefinite Delivery/Indefinite Quantity		
6.	Procurement Dates:		
	A. Issued: September 19, 2003		
	B. Advertised: September 16, 2003		
	C. Pre-proposal Conference: September 30, 2003		
	D. Proposals Due: October 22, 2003		
	E. Pre-Qualification Completed: November 18, 2003		
	F. Conflict of Interest Form Submitted to Ethics: November 18, 2003		
7.	Small Business Participation:		
	A. %Goal in RFP: 0.0%	Date Small Business Evaluation Completed: N/A, no goal recommended	
	B. Contractor Commitment: see Attachment A-2		
8.	Request for Proposal Information:		
	# Notifications Sent: 30	# Proposals Picked up: 9	# Proposals Received: 9
9.	Evaluation Information:		
	A. Listing of Proposers: <u>Vendor Name:</u> AAA Flag & Banners Coyle Reproduction Gangi Studios Gold Graphics GP Color Imaging International Color Posters	<u>Proposal Amount:</u> Not Applicable	<u>BAFO Amount:</u> Not applicable

	International Color Posters Original 23 Minute Photo & Digital PowerHouse Imaging Platon Graphics		
	B. Evaluation Methodology: Explicit Factors (see Attachment A-1.C)		
10.	Protest Information:		
	A. Date Protest Period Ended: January 19, 2004.		
	B. Date Protest Received:		
	C. Disposition of Protest & Date: N/A		
11.	Contract Administrator: Bassar Richardson	Telephone No.: 922-4596	
12.	Project Manager: Carolynne Clifford	Telephone No.: 922-5616	

**BOARD REPORT ATTACHMENT A-1  
PROCUREMENT HISTORY  
SPECIALIZED PRINTING/OUTPUT FOR OUTDOOR ADVERTISEMENT**

A. Background on Contractors

**AAA Flag & Banners** in Los Angeles, California, has been in business 33 years providing jumbo printing of flags and banners and specialized, oversized four color screen printing, sewing and finishing. This vendor has provided satisfactory service to the MTA for at least seven years and was essential to the development of the recent Gold Line opening. Their clientele includes Disney and recurring services for the Long Beach Grand Prix and The Grand Prix of Denver.

**Coyle Reproductions** in La Mirada, California, has been in business over 40 years providing screen print and digitally printed posters for promotional use. Their clientele includes Mervyn's, the Automobile Club of Southern California and DreamWorks. Coyle Reproductions has provided satisfactory service to the MTA for at least 5 years.

**Gangi Studios** in North Hollywood, California, has been in business over 60 years. Gangi provides screen printing for large outdoor advertising materials. Gangi Studios services such advertising agencies as Daily and Associates, Davis Ellen (McDonald's Account) and Saatchi and Saatchi. Gangi Studios has provided satisfactory services to the MTA for more than 7 years.

**Gold Graphics** in Pacoima, California, has been in business for 50 years. They have provided screen printing services for L.A. Cultural Affairs Department and film festivals in San Francisco.

**GP Color Imaging** in North Hollywood, California, has been in business 17 years. GP Color Imaging provides grand format printing, photographic scanning, welding, laminating and mounting services for outdoor advertising. Their clientele includes Amgen, ABC, Skechers and the Wiltern Theatre. GP Color Imaging has provided satisfactory service to the MTA for more than 7 years.

**International Color Posters** in Lake Forest, California, has been in business 14 years. International Color Posters provides high resolution printing of outdoor advertising items. Their clientele includes Disney, Dreamworks and NBC. International Color Posters has provided satisfactory service to the MTA for over 6 years.

**Original 23 Minute Photo & Digital** in Los Angeles, California, has been in business for 10 years. They provide outdoor advertising print services for films produced by MGM, Paramount, DreamWorks and Disney on an on-going basis.

**PowerHouse Imaging** is based in Los Angeles, California, has been in business over 50 years. PowerHouse provides full service printing for all outdoor and indoor advertising needs.

Their clients include the LA Times, Foster's Freeze and Toyota. PowerHouse Imaging has provided satisfactory service to the MTA for more than 5 years.

**Platon Graphics** is based in Los Angeles, California, has been in business 6 years. Platon Graphics provides printing of large outdoor advertising items. Platon G provides Westfield Corporation (national account for shopping malls), The Getty Museum, and The Limited (national account).

#### B. Procurement Background

This is a negotiated procurement for printing of MTA designed outdoor advertising materials using weighted guidelines. Proposers were asked to respond to a typical task order for the printing of advertising materials designed by the MTA. The proposals were evaluated according to the MTA policies and procedures based on ability to provide quality services in a timely manner.

Individual task orders will be competed within the bench of nine recommended contracts and awarded to the firm that best meets the MTA requirements.

The Small Business Diversity Unit did not recommend a Small Business Enterprise (SBE) participation goal for this procurement.

#### C. Evaluation of Proposals

Nine proposals were received and evaluated in accordance with MTA Procurement Policies and Procedures. The Source Selection Committee (SSC) conducted a comprehensive technical evaluation of the proposals. All nine proposals received met the evaluation criteria and therefore were determined to be technically acceptable.

#### D. Cost/Price Analysis Explanation of Variances

Each individual task order, identifying a discrete scope of work, will be competed within the bench according to the MTA policies and procedures and awarded to the firm that best meets the MTA requirements.

**BOARD REPORT ATTACHMENT A-2  
LIST OF SUBCONTRACTORS  
SPECIALIZED PRINTING /OUTPUT FOR OUTDOOR ADVERTISEMENT**

**PRIME CONTRACTOR –AAA Flag & Banner**

<u>Small Business Subcontractor</u>	<u>Other Subcontractors</u>
None	None
Total Commitment	0%

**PRIME CONTRACTOR – Coyle Reproductions**

<u>Small Business Subcontractor</u>	<u>Other Subcontractors</u>
None	None
Total Commitment	0%

**PRIME CONTRACTOR – Gangi Studios**

<u>Small Business Subcontractor</u>	<u>Other Subcontractors</u>
None	None
Total Commitment	0%

**PRIME CONTRACTOR – Gold Graphics**

<u>Small Business Subcontractor</u>	<u>Other Subcontractors</u>
None	None
Total Commitment	0%

**PRIME CONTRACTOR – GP Color Imaging**

<u>Small Business Subcontractor</u>	<u>Other Subcontractors</u>
None	None
Total Commitment	0%



**PRIME CONTRACTOR – International Color Posters**

Small Business Subcontractor

Other Subcontractors

None

None

Total Commitment          0%

**PRIME CONTRACTOR – Original 23 Minute Photo & Digital**

Small Business Subcontractor

Other Subcontractors

None

None

Total Commitment          0%

**PRIME CONTRACTOR –Platon Graphics**

Small Business Subcontractor

Other Subcontractors

None

None

Total Commitment          0%

**PRIME CONTRACTOR – Powerhouse Imaging**

Small Business Subcontractor

Other Subcontractors

None

None

Total Commitment          0%