



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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EXECUTIVE MANAGEMENT & AUDIT COMMITTEE  
AUGUST 17, 2006

SUBJECT: OUTSIDE PRINTING SERVICES

ACTION: AWARD CONTRACTS FOR OUTSIDE PRINTING SERVICES  
PS077140600

RECOMMENDATION

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 September 1, 2006, with a cumulative total amount not to exceed \$4,000,000.

DUAL GRAPHICS	PS 077140600A
PACIFIC GRAPHICS INC.	PS 077140600B
PEAKS & ASSOCIATES	PS 077140600C
WRIGHT GRAPHICS	PS 077140600D
GRAPHIC VISIONS	PS 077140600E
ANDERSON PRINTING	PS 077140600F

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

RATIONALE

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 two-color printing capabilities, outside printers must be used to meet the agency's needs. For more than ten years, Metro has successfully used a bench to meet all of its printing services requirements, sending work to the lowest priced, responsive and responsible outside printing firm. Implementation of these contracts will continue that practice.

## FINANCIAL IMPACT

The funds for outside printing services are included in the FY07 budget in multiple cost centers and multiple projects. Since these are multi-year contracts, the cost center manager and Executive Officer will be responsible for budgeting the cost in future years. In FY06, \$703,811 was expended on this line item.

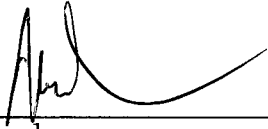
## ALTERNATIVES CONSIDERED

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 would require the purchase of additional equipment as well as added staff to operate it, for which funds are not available.

## ATTACHMENT(S)

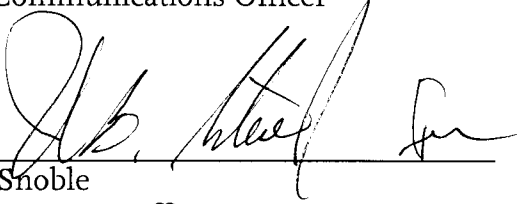
A. Procurement Summary

Prepared by: Warren Morse  
Deputy Executive Officer, Communications



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Matt Raymond  
Chief Communications Officer



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Roger Snoble  
Chief Executive Officer

BOARD REPORT ATTACHMENT A  
PROCUREMENT SUMMARY

OUTSIDE PRINTING SERVICES

1.	Contract No.: PS077140600			
2.	Recommended Vendors: Dual Graphics                      Peaks and Associates      Wright Graphics Pacific Graphics, Inc.          Anderson Printing              Graphic Visions			
3.	Cost/Price Analysis Information: Indefinite Delivery/Indefinite Quantity Task Orders			
	Proposed Price: N/A	Recommended Price: N/A	Independent Estimate: N/A	Audit or Cost/Price Analysis: N/A
	B. Explanation of Significant Variances:			
4.	Historical Amount: \$3,000,000			
5.	Contract Type: Indefinite Delivery/Indefinite Quantity			
6.	Procurement Dates:			
	A. Issued: April 10, 2006			
	B. Publicized: April 11, 2006			
	C. Pre-proposal Conference: April 26, 2006			
	D. Proposals Due: May 24, 2006			
	E. Pre-Qualification Completed: June 20, 2006			
	F. Conflict of Interest Form Submitted to Ethics: July 7, 2006			
7.	Small Business Participation:			
	A. %Goal in RFP: 5% DBE	Date Small Business Evaluation Completed: June 2, 2006		
	B. Contractor Commitment: see Attachment A-2			
8.	Request for Proposal Information:			
	# Notifications Sent: 272	# Proposals Picked up: 43	# Proposals Received: 13	
9.	Evaluation Information:			
	A. Listing of Proposers: <u>Vendor Name:</u> Dual Graphics Pacific Graphics Peaks and Associates Wright Graphics Graphic Visions Anderson Printing California Lithograph Costello Brothers Printing MAPS Anderson Printing Monarch Litho, Inc. KM Printing, Inc. Phoenix Marketing	<u>Proposal Amount:</u>  Not applicable due to pricing set by individual task orders competed amongst the bench members.	<u>BAFO Amount:</u> Not applicable	

	B. Evaluation Methodology: Explicit Factors	
10.	Protest Information:	
	A. Date Protest Period Ended: 08-17-06	
	B. Date Protest Received: TBD	
	C. Disposition of Protest & Date: TBD	
11.	Contract Administrator: Linda Wasley	Telephone No.: 922-4186
12.	Project Manager: Robert Hartert	Telephone No.: 922-4353

BOARD REPORT ATTACHMENT A-1  
PROCUREMENT HISTORY

OUTSIDE PRINTING SERVICES

A. Background on Contractors

Dual Graphics is a Los Angeles based firm established approximately 30 years ago that operates twenty-four hours a day on three separate shifts and employs a staff of ninety-five persons. Dual Graphics is a current contractor and has provided satisfactory services during the current contract term.

Pacific Graphics Inc. (PGI) is a certified DBE firm that has provided printing services to the Los Angeles area for over two decades. Pacific Graphics, Inc. is a current contractor and has provided satisfactory services during the current contract term.

Peaks and Associates is a woman-owned printing services broker that has been in business for more than ten years. Peaks and Associates is a DBE-certified firm. If assigned a task order under the terms of the contract, Peaks will oversee a consortium of experienced printing services firms in the Los Angeles area in performance of the assigned task. Peaks and Associates is a current contractor and has provided satisfactory services during the current contract term.

Wright Graphics is a certified DBE firm providing printing services for more than fifteen years to the Los Angeles community. Their client list includes Southern California Edison.

Graphics Visions has provided printing services for over ten years to clients such as Kaiser Permanente and the Daily News in the San Fernando Valley. Graphic Visions has full staff on two shifts to meet emergency deadlines for its clients.

Anderson Printing has been providing printing services in the greater Los Angeles area for over forty years. Their client list includes Denny's, Inc. and Walt Disney Company.

B. Procurement Background

The procurement was a standard Request for Proposals and recommendation for award of contract is being made to the six proposers with the highest technical scores using the explicit factors methodology.

The Diversity and Economic Opportunity Department (DEOD) recommended a Disadvantaged Business Enterprise participation goal of five percent (5%) for this competitive procurement.

### C. Evaluation of Proposals

In accordance with Metro Procurement Policies and Procedures, the Source Selection Committee conducted a comprehensive technical evaluation of the proposals. The proposals were first reviewed to determine that the proposer met the minimum qualifications for this Request for Proposal (RFP) as identified in the RFP section entitled evaluation criteria. Three proposers did not meet the minimum requirements and were deemed non-responsive.

The final proposers' technical proposals were reviewed and ranked. The proposals submitted by the six firms recommended for award of contracts were determined to be responsive and responsible firms earning the highest scores with proposals that were the most advantageous to Metro, all factors considered.

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

Initial pricing evaluation was based upon hypothetical jobs included in the RFP. Contract pricing will be established under competitive individual task orders that will be issued under the terms of the contract.

BOARD REPORT ATTACHMENT A-2  
LIST OF SUBCONTRACTORS

OUTSIDE PRINTING SERVICES

PRIME CONTRACTOR – Dual Graphics

Small Business Subcontractor

AFA Consulting  
Super Delivery Services  
Lawrence Inks

Total Commitment      5%

Other Subcontractors

None

PRIME CONTRACTOR – Pacific Graphics Inc.

Small Business Subcontractor

None

Total Commitment      100%

Other Subcontractors

None

PRIME CONTRACTOR – Peaks and Associates

Small Business Subcontractor

None

Total Commitment      5%

Other Subcontractors

Southern California Graphics  
Capital Press

PRIME CONTRACTOR – Wright Graphics

Small Business Subcontractor

None

Total Commitment      100%

Other Subcontractors

None



PRIME CONTRACTOR – Graphic Visions

Small Business Subcontractor

A&R Brokers  
Super Delivery Services

Total Commitment          5%

Other Subcontractors

Amex Die Cutting  
Area Trade and Bindery

PRIME CONTRACTOR – Anderson Printing

Small Business Subcontractor

Super Delivery Services

Total Commitment          5%

Other Subcontractors

None

