

April 20, 2006

06-062

ACCEPT LOW BID/AWARD CONTRACT FOR PRINTING,
BINDING AND MAILING OF THE PCC KALEIDOSCOPE
MAGAZINE

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FINANCIAL
RESPONSIBILITY: David Goldberg, Director, Institutional Advancement

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REPORT: The College has need for printing services for its new publication, the Kaleidoscope Magazine.

For several years, the College has produced a quarterly schedule of Community Education classes and has mailed it in varying quantities to selected zip codes and to addresses from database lists.

Another college publication, the Communities Newsletter was published three times per year from 1986-2005, distributed to a variety of businesses, industry and government, as well as to college employees. Its editorial focus was on the college's partnerships with outside organizations. This publication was discontinued as the college felt it was no longer an effective use of resources.

Starting with the summer 2006 term, the Communities Newsletter will be combined with the Community Education schedule and be renamed The Portland Community College Kaleidoscope Magazine, and will be distributed to all residences within the College district. The schedule will be bound inside sixteen pages of high-quality, four-color magazine content.

An Invitation to Bid (ITB) was advertised on the College's Purchasing Website and issued on March 3, 2006. The ITB was also advertised in the Daily Journal of Commerce on March 7, 2006, and on the State of Oregon Procurement Information Network (ORPIN) on March 6, 2006. Ten (10) ITB documents were downloaded from the College's

Purchasing Website, of which six (6) were downloaded by MWESB firms. Two (2) bids were received by the due date of April 4, 2006. Bids were received from the following:

<u>Vendor</u>	<u>Lump Sum Bid</u>	<u>Cost per 1000 for Mailing</u>
Eagle Web Press	\$ 628,705.00	\$ 9.35
Signature Graphics	\$ 524,326.13	\$ 4.00

NOTE: Neither of these firms are Oregon State certified MWESB's.

Award is being made to the lowest responsive, responsible Bidder based on five editions of 435,000 copies, with 16 pages of 50# recycled, uncoated opaque book stock and 104 pages of recycled newsprint.

RECOMMENDATION:

That the Board of Directors accept the low bid and award a contract for Printing, Binding and Mailing of the Portland Community College Kaleidoscope Magazine to Signature Graphics in the amount of \$524,326.13 for the printing and binding of the first five (5) term editions (Summer 2006, Fall 2006, Winter 2007, Spring 2007 and Summer 2007) of the magazine, with an option to renew on an annual basis for two (2) additional one-year periods, and an additional estimated amount of \$8,700.00 for mailing costs. Expenditures for this project will come from the general fund and the CEU/CED fund.