




**EAST BAY REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING  
AGENDA STAFF REPORT**

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<b>DATE</b>	December 5, 2023
<b>TITLE</b>	Authorization to Award a Contract to Print and Distribute Regional in Nature (RIN) Activity Guide for the Year 2024 in the Amount of \$363,000
<b>DIVISION</b>	Public Affairs
<b>FROM</b>	Susan Shiu, Assistant General Manager Public Affairs

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<b>APPROVED</b>	Sabrina B. Landreth, General Manager 
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**RECOMMENDATION**

The General Manager recommends that the Board of Directors award a contract to the San Francisco Chronicle to print six issues of the Park District's Regional in Nature (RIN) Activity Guide planned for Fiscal Year 2024, and that the Board authorizes execution of the contract. It is further recommended that distribution of the publication be authorized to include 36 newspapers representing weekly and monthly media that serve Alameda and Contra Costa counties.

**BACKGROUND**

The East Bay Regional Park District (Park District) began publishing the Regional in Nature (RIN) Activity Guide in 1994. The RIN is one of the current methods used to reach a large number of East Bay residents with general park information, programs, events, and news. Anecdotal review of select program attendance has demonstrated that marketing the Park District via RIN printed inserts in mainstream and targeted publications, including ethnic media print publications, reaches broad and diverse audiences and helps bring them to the parks.

Since 2007, the San Francisco Chronicle has won each annual bidding contest for printing and distributing the RIN based on its competitive print proposals, which have provided local print processes, upgraded paper quality, and full color on all pages, thus enhancing its quality and effectiveness. These proposals have also included free advertisements in both print and online versions of the Chronicle. The advertisements promote the six RIN issues and Park District events and programs, such as Youth Job Fairs, Brazilian Room as a special events venue, Sunol's Spring Wildflower Festival, Ardenwood's Historic Harvest Festival, and many others. The advertisements have also promoted the Regional Parks Foundation. Free ads in 2024 will include two full-page color ads or eight 1/4-page ads, six 1/4-page Regional in Nature teaser ads on the day of insertion, and twelve online banner ads.

In 2024, Public Affairs plans to produce six bi-monthly RIN issues with 12 full-color pages. Keeping in mind goals to mitigate the rising cost of printing, reduce our environmental impact by going greener, leverage our website and social media for users to view and share the RIN digitally, in addition to reducing per-issue design and production workload for multiple divisions, the RIN may be modified slightly by one printed sheet of paper or from 16 to 12 pages while retaining the publication's value and purpose .

Total circulation of the RIN is estimated at 405,000 copies per issue. The RIN will be sent to Regional Parks Foundation members, community centers, libraries, senior centers, clinics, among others. The 36 newspapers that will distribute the RIN in 2024 are:

<b>Bay Area News Group</b> <ul style="list-style-type: none"> <li>• Alameda Journal</li> <li>• Albany/ El Cerrito/ Kensington Journal</li> <li>• Argus</li> <li>• Berkeley Voice</li> <li>• Concord Transcript</li> <li>• Daily Review</li> <li>• East Bay Times</li> <li>• East County News</li> <li>• Mercury News</li> <li>• Montclarion</li> <li>• Oakland Tribune</li> <li>• Piedmonter</li> <li>• Walnut Creek Journal</li> </ul>	<b>Post News Group</b> <ul style="list-style-type: none"> <li>• El Mundo</li> <li>• Berkeley Post</li> <li>• Oakland Post</li> <li>• Marin County Post</li> <li>• Richmond Post</li> <li>• San Francisco Post</li> <li>• South County Post</li> </ul>
<b>Other Local Media</b> <ul style="list-style-type: none"> <li>• Antioch Herald</li> <li>• Castro Valley Forum</li> <li>• Clayton Pioneer</li> <li>• Concord Pioneer</li> <li>• East Bay Express</li> <li>• Livermore Independent</li> <li>• Pleasanton Weekly</li> <li>• SF Chronicle Sunday edition</li> <li>• San Leandro Times</li> <li>• The Press (Antioch, Brentwood, Oakley)</li> <li>• Valley Sentinel</li> <li>• What's Happening/Tri City Voice</li> </ul>	<b>Ethnic Media</b> <ul style="list-style-type: none"> <li>• Epoch Chinese Times</li> <li>• Hyundai Korean News USA</li> <li>• Philippine News</li> <li>• Vision Hispana</li> </ul>

## ANALYSIS

The San Francisco Chronicle was the only publisher/printer that submitted a responsive bid meeting the standards necessary to print the RIN publication. The region's second leading newsprint publishing organization, Bay Area News Group, did not submit a bid.

Staff has considered alternative publications and distribution methods, such as separating the printing and distribution. This resulted in much higher costs. Staff does not recommend any of these alternatives. Combining print and distribution costs through an existing newspaper publication program with operational capacity provides cost savings and reliability.

## FISCAL IMPACT

Based on an estimated circulation of 405,000 copies of each RIN issue, San Francisco Chronicle's pricing is \$197,000 to print six issues in 2024. This includes the printing of the 12-page RIN and distribution in its Sunday edition, plus shipping the RIN to 11 different locations for media to pick

up. The cost to distribute all six issues of RIN inserted into the selected 36 publications is \$166,000. Total cost to contract the printing and distribution of the RIN for the year will be \$363,000.

With rising printing and distribution costs, the 4-page reduction in each RIN issue keeps the total cost in line with previous years.

In 2024, the Park District will receive over \$73,000 in free advertising in the print publication and online platform of the San Francisco Chronicle.

SOURCE OF FUNDS	
101-3110-000-6575 (Public Affairs Division, Reproductions/Blueprints)	\$363,000t
<b>Total Funds Available</b>	<b>\$ 363,000</b>

USE OF FUNDS	
Contract with SF Chronicle to print and distribute six issues of RIN	\$ 197,000
Distribution of six issues of RIN in 36 newspapers	\$ 166,000
<b>Total Current Project Cost</b>	<b>\$ 363,000</b>

## ATTACHMENTS

None



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2023-12-  
DECEMBER 5, 2023**

**AUTHORIZATION TO AWARD A CONTRACT TO PRINT AND DISTRIBUTE  
REGIONAL IN NATURE (RIN) ACTIVITY GUIDE FOR THE YEAR 2024 IN THE  
AMOUNT OF \$363,000**

**WHEREAS**, the 2024 Budget for the Public Affairs Division of the East Bay Regional Park District (Park District) includes as one of its objectives the printing and distribution of Regional in Nature (RIN), an Activity Guide listing District news, programs, and events available in the Regional Parks to Alameda and Contra Costa County residents; and

**WHEREAS**, the 2024 Public Affairs Division Budget includes funding to support printing and distribution of the RIN publication; and

**WHEREAS**, staff solicited bids from qualified firms to print the RIN publication, the San Francisco Chronicle was the only publisher/printer that submitted a bid that met the standards necessary to print the publication, and staff therefore recommends it be awarded the contract; and

**WHEREAS**, the most effective means to distribute the publication is through insertion into newspapers with wide distribution throughout Alameda and Contra Costa counties.

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby authorizes the award of a contract to the San Francisco Chronicle for the 2024 printing and distribution of six issues of RIN at a cost of \$197,000 as presented to the Board on December 5, 2023, and authorizes execution of the contract; and

**BE IT FURTHER RESOLVED**, that the Board of Directors is authorized to contract for the distribution of the six issues of RIN in 2024 for a total cost of \$166,000; and

**BE IT FURTHER RESOLVED**, that the total amount of \$363,000 for printing and distributing the six issues of RIN in 2024 is to be funded from account code 101-3110-000-6575; and

**BE IT FURTHER RESOLVED**, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director \_\_\_\_\_, and seconded by Director \_\_\_\_\_, and adopted December 5, 2023, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT:

