


6. Award of Contract for Printing the District's Park Map Brochures and the General Brochure for the Years 2024-2025



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

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<b>DATE</b>	January 16, 2024
<b>TITLE</b>	Award of Contract for Printing the District's Park Map Brochures and the General Brochure for the Years 2024-2025
<b>DIVISION</b>	Public Affairs
<b>FROM</b>	Susan Shiu, Assistant General Manager, Public Affairs
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

The General Manager recommends that the Board of Directors accept the bid of Dakota Press of San Leandro, CA, for printing of park map brochures and the General Brochure in 2024-2025. Dakota Press is a certified Bay Area Green Business and Minority Business Enterprise, and its employees are members of Allied Printing Trades Council Union Local 185.

**BACKGROUND**

Annually, the Public Affairs Division updates and prints a variety of park map brochures for distribution at Regional Parks, community facilities, and events. This includes the General Brochure, which showcases all parks and amenities, and is printed in English and Spanish. In 2023, about 340,000 map brochures were printed and distributed, and it is anticipated that a similar number will be distributed each year from 2024-2025.

Public Affairs solicits printing bids in an open process from qualified vendors to ensure the District receives the best possible pricing. Vendors are asked to prepare bids based on several print specifications including paper, print quality, and varying sizes and quantities.

**ANALYSIS**

Three bids were received by the December 1, 2023 deadline. Dakota Press of San Leandro, CA, was the winning bidder with the lowest, qualified bid submission, and is recommended as the official park map brochure printer for 2024-2025.

Below is a list of bid prices for printing 15,000 copies each of two popular park map brochure sizes:

PRINTER	COST		TOTAL
	14" x 8.5" (4 panels)	17.5" x 8.5" (5 panels)	
Dakota Press	\$1,889	\$1,893	\$3,782
Commerce Printing	\$1,944	\$2,148	\$4,092
Calitho	\$2,244	\$2,359	\$4,603

## FISCAL IMPACT

Acceptance of this bid will authorize a two-year contract with this vendor and will fix specified per-item printing rates. The cost will depend on the volume of park map brochures ordered during the year and will not exceed \$65,000 per year. The total cost for 2024 and 2025 is \$130,000. Adequate funding for the expense was appropriated in the 2024 Public Affairs budget, account 101-3110-000-6575 (Reproductions/Blueprints) and a similar amount will be requested for the 2025 budget.

SOURCE OF FUNDS	
101-3110-000-6575 (Public Affairs Division, Reproductions/Blueprints)	Sufficient funds available in budget for 2024
101-3110-000-6575 (Public Affairs Division, Reproductions/Blueprints)	Sufficient funds projected to be available in budget for 2025
<b>Total Funds Available</b>	<b>\$ Total</b>

USE OF FUNDS	
Contract with Dakota Press to print map brochures in 2024	\$65,000
Contract with Dakota Press to print map brochures in 2025	\$65,000
<b>Total Current Project Cost</b>	<b>\$130,000</b>

## ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2024-01-  
JANUARY 16, 2024**

**AWARD OF CONTRACT FOR PRINTING THE DISTRICT'S PARK MAP  
BROCHURES AND THE GENERAL BROCHURE FOR THE YEARS 2024-2025**

**WHEREAS**, the East Bay Regional Park District seeks to print individual park map brochures and the General Brochure in four-color process; and

**WHEREAS**, staff requested bids from three vendors to print the individual park map brochures and the General Brochure for 2024-2025; and

**WHEREAS**, three responses were received in December 2023, and Dakota Press of San Leandro, CA, presented the lowest, qualified bid submission; and

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby accepts the bid of Dakota Press of San Leandro, CA, which will guarantee the price to print individual park map brochures and the General Brochure in 2024-2025, and authorizes a contract not-to-exceed price of \$65,000.00 for the year 2024, and to extend the contract through 2025 for the same amount at the District's discretion; as presented to the Board on January 16, 2024; 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 January 16, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: