

ALAMEDA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

The following action was taken by the Alameda County Board of Supervisors on 05/09/2023

Approved as Recommended ☒

Other ☐

Unanimous ☐ Tam: ☐ Haubert: ☐ Miley: ☒ Márquez: ☐ Carson: ☐ - ☒

Vote Key: N=No; A=Abstain; X=Excused

Documents accompanying this matter:

Documents to be signed by Agency/Purchasing Agent:

File No. _____
Item No. 40

Copies sent to:

Cindy Wong, QIC 26021

Special Notes:



I certify that the foregoing is a correct copy of a Minute Order adopted by the Board of Supervisors, Alameda County, State of California.

ATTEST:
Clerk of the Board
Board of Supervisors

By: Hayly Peacock
Deputy



April 6, 2023

Honorable Board of Supervisors
County of Alameda
1221 Oak Street, Suite 536
Oakland, California 94612-4305

**SUBJECT: AWARD CONTRACTS WITH A POOL OF VENDORS FOR COUNTYWIDE
BULK MAILING SERVICES; MASTER CONTRACT NO. 902214;
AMOUNT: \$365,000**

Dear Board Members:

RECOMMENDATION:

Authorize the Purchasing Agent, or their designee, to execute Master Contract No. 902214 to provide Countywide bulk mailing services to the Alameda County General Services Agency, Alameda County Auditor-Controller Agency, Alameda County Information Technology Department, and Alameda County Treasurer-Tax Collector for the term of 8/1/2023 – 7/31/2026, in the pooled amount of \$365,000, with the following vendors:

- A. Admail-Express, Inc. (Principal: Brian M. Schott; Location: Hayward); Procurement Contract No. 25211;
- B. Adsphere, Inc. DBA City Print & Mail (Principal: Calvin Kwong; Location: Oakland); Procurement Contract No. 25212;
- C. Bay Central Printing, Inc. (Principal: Michael Mahmoudi; Location: Union City); Procurement Contract No. 25213;
- D. East Bay Blue Print and Supply Co. (Principal: Susan Smith; Location: Oakland); Procurement Contract No. 25214;
- E. FolgerGraphics, Inc. (Principal: Kirk Folger; Location: Hayward); Procurement Contract No. 25215;
- F. In and Out Printing Service (Principal: Joel Pepe; Location: San Leandro); Procurement Contract No. 25216; and
- G. Pacific Print Resources (Principal: Jon Lopez; Location: Emeryville); Procurement Contract No. 25217.

DISCUSSION/SUMMARY:

The County of Alameda will contract with a pool of pre-approved, cost-effective, competitive, and qualified vendors to provide countywide bulk mailing services, meeting the different needs of each County department/agency. The pool of vendors will provide, on a non-exclusive basis, reliable and high-quality bulk mailing services that will be used daily or “as needed.” The pool of vendors will also provide storage of frequently mailed materials at no extra cost to the department/agency at their secure location within Alameda County.

The County will provide departments/agencies with the list of pre-approved vendors to obtain a quote for their bulk mailing needs and establish working relationships with the vendors who submit the most economical quotes and provide the best service.

SELECTION CRITERIA/PROCESS:

The Alameda County General Services Agency (GSA) – Procurement has determined that Alameda County does not currently have the resources to provide Countywide bulk mailing services.

The Alameda County Auditor-Controller Agency, Alameda County Information Technology Department, and Alameda County Treasurer-Tax Collector worked with GSA – Procurement to develop a Request for Quotation (RFQ), which was issued on December 30, 2022, posted on the website for 39 days, sent to the E-Gov Goods and Services – Current Contract Opportunities mailing service and emailed to the Chambers of Commerce e-mail group. The RFQ was also advertised in the Inter-City Express on January 4, 2023 and the San Francisco Daily Journal on January 10, 2023. A vendor outreach was conducted on January 4, 2023, followed by one networking/bidders conference on January 6, 2023 and was attended by two participants.

On February 7, 2023, nine bidders submitted responses to the RFQ. Two responses were disqualified for not meeting the Small Local Emerging Business (SLEB) requirement. The remaining seven responses were evaluated by GSA and the Client Departments based on price for certain Countywide bulk mailing services. As stated in the RFQ, contracts will be awarded to a pool of bidders.

All seven bidders were the lowest cost, qualified vendors and are being recommended for award.

Admail-Express, Inc. (Certified Small: 03-90405; Expiration: 01/31/2025); Adsphere, Inc. DBA City Print & Mail (Certified Small: 10-00253; Expiration: 10/31/2024); Bay Central Printing, Inc. (Certified Small: 09-00067; Expiration: 10/31/2024); East Bay Blue Print and Supply Co. (Certified Small: 03-90169; Expiration: 9/30/2024); FolgerGraphics, Inc. (Certified Small: 03-90179; Expiration: 3/31/2024); In & Out Printing Services (Certified Small: 10-00226; Expiration: 10/31/2024); and Pacific Print Resources (Certified Small: 11-00100; Expiration: 7/31/2024) are all certified SLEBs.

The following is the evaluation summary:

EVALUATION SUMMARY

<i>Vendor</i>	<i>Location</i>	<i>Local</i>	<i>SLEB</i>	<i>Evaluation Price</i>
<i>Admail-Express, Inc.</i>	<i>Hayward, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$38,979</i>
<i>East Bay Blue Print and Supply Co.</i>	<i>Oakland, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$44,066</i>
<i>Pacific Print Resources</i>	<i>Emeryville, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$48,454</i>
<i>Bay Central Printing, Inc.</i>	<i>Union City, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$58,289</i>
<i>In & Out Printing Services</i>	<i>San Leandro, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$79,862</i>
<i>FolgerGraphics, Inc.</i>	<i>Hayward, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$204,280</i>
<i>Adsphere, Inc. DBA City Print & Mail</i>	<i>Oakland, CA</i>	<i>Y</i>	<i>Y</i>	<i>\$532,589</i>


FINANCING:

Appropriations for this contract are included in the individual requesting agencies' Fiscal Year 2023-24 Maintenance of Effort budgets and will be requested in future budget years. No additional appropriations are required and there will be no increase in net County cost.

VISION 2026 GOAL:

The Countywide bulk mailing services meet the 10X goal pathway of **Employment For All** in support of our shared vision of a **Prosperous & Vibrant Economy**.

Respectfully submitted,

DocuSigned by:

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Kimberly Gasaway
Director, General Services Agency

Attachment

KG\CC\ma\I\Board Letters\Purchasing\FY 2023-24\902214 Countywide Bulk Mailing Svcs BL

cc: County Administrator
Auditor-Controller
County Counsel

CONTRACT SUMMARY
COUNTYWIDE BULK MAILING SERVICES
MC No. 902214
August 1, 2023 – July 31, 2026

Vendor	Location	Dollar Value of Contract Award	Local Participation	Small and Local Participation
			Percentage	Percentage
Admail-Express, Inc. Principal: Brian M. Schott Certified Small: 03-90405 Expiration: 1/31/2025	31640 Hayman Street Hayward, CA	Pool Amount of \$365,000	100%	100%
Adsphere, Inc. DBA City Print & Mail Principal: Calvin Kwong Certified Small: 10-00253 Expiration: 10/31/2024	918 Alice Street Oakland, CA			
Bay Central Printing, Inc. Principal: Michael Mahmoudi Certified Small: 09-00067 Expiration: 10/31/2024	33401 Western Avenue Union City, CA			
East Bay Blue Print and Supply Co. Principal: Susan Smith Certified Small: 03-90169 Expiration: 9/30/2024	1745 Fourteenth Avenue Oakland, CA			
FolgerGraphics Principal: Kirk Folger Certified Small: 03-90179 Expiration: 3/31/2024	21093 Forbes Avenue Hayward, CA			
In and Out Printing Service Principal: Joel Pepe Certified Small: 10-00226 Expiration: 10/31/2024	14628 Wicks Boulevard San Leandro, CA			
Pacific Print Resources Principal: Jon Lopez Certified Small: 11-00100 Expiration: 7/31/2024	1259 Park Avenue Emeryville, CA			