

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

June 23, 2005

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer
FROM: Vince Rouzaud, Director of Purchasing and Materials Mangement
SUBJECT: Authorization to Award a Contract to Handbill Printers for the Printing of the Agency's Ride Guide and Bus System Maps

Summary: The Agency publishes a Ride Guide booklet that provides customers with information describing the Agency's various transit services. The Ride Guide explains how to ride the bus; where to get bus passes; points of interest within the county; other transit connectors; and, includes individual maps and timetables for each RTA operated route. The Ride Guide is published three times per-year in lots of approximately 140,000.

On April 18, 2005, Invitation for Bid (IFB) 05-011 was issued to 15 prospective vendors. In addition, a public notice was published in a local newspaper of general circulation. Four (4) responsive and responsible bids were received as follows:

Vendor	Total Annual Amount
Handbill Printers	\$100,981.68
Color Tech	\$139,288.00
Printeam	\$143,525.00
DocuMedia Group	\$165,228.59

Staff recommends awarding a contract to Handbill Printers, the lowest responsive and responsible bidder. The award will cover the printing of the Agency's Ride Guides and Bus System Map for a period of one-year for a total annual requirement of 420,000 copies and 30,000 copies respectfully. The total annual cost for both requirements will not exceed \$100,981.68. The contract is for a one-year base period, plus two options which may be exercised at the Agency's discretion. Total value of the contract if all options were exercised would not exceed \$302,945.04.

Fiscal Impact:

Funding in the amount of \$100,981.68 is included in the Agency's FY 2005/06 Marketing operating budget. Funding for option years will be requested in future year budgets.

Committee Recommendation:

This item was discussed at the Board Budget and Finance and Board Administrative Committee meetings of June 1, 2005, and June 8, 2005, respectively. The Committees' members unanimously approved recommending this item to the full Board of Directors for their consideration.

Recommendation:

Authorize staff to award a one-year contract with two one-year options to Handbill Printers for the printing of RTA Ride Guides and Bus System Maps at a cost not-to-exceed \$100,981.68 annually. The total not-to-exceed amount for the base period and two one-year options would not exceed \$302,945.04.