



Central Contra Costa Solid Waste Authority

# Agenda Report

**TO:** CCCSWA BOARD OF DIRECTORS  
**FROM:** DAVID KRUEGER, EXECUTIVE DIRECTOR  
 JANNA MCKAY, BOARD SECRETARY  
**DATE:** DECEMBER 14, 2023  
**SUBJECT:** PRINT MANAGEMENT, POSTAGE AND MAILING SERVICES FOR  
 RECYCLESMART'S OUTREACH MATERIALS

## SUMMARY

RecycleSmart uses a variety of outreach methods to engage with residents, businesses, multifamily properties, and schools. RecycleSmart has provided a quarterly print newsletter to single-family homes since 1996 and multifamily tenants since 2016. At its meeting on July 27, 2023, the Board approved an agreement with MIG, Inc. to continue working with staff to design (4) four single-family newsletters and (4) four multifamily newsletters per year. Based on the original design and printing proposal from MIG and preliminary cost estimates from printing companies, staff determined that it was more cost effective to contract separately for outreach material design and printing/mailing. The current agreement with MIG is for design services only.

On August 14, 2023, RecycleSmart issued a Request for Proposals for printing and mailing services for all the outreach materials that are sent to single-family homes, multifamily units, businesses, and schools throughout the year.

## RECOMMENDED ACTION

1. Approve a three-year Provider Services Agreements with Calitho and Commerce Printing Services at a not-to-exceed cost of \$500,000 and \$150,000 per year respectively for printing, postage, and mailing services for RecycleSmart's outreach programs, effective 12/14/2023 through 12/31/2026 with the option of two (1) one-year extensions.

## DISCUSSION

A Request for Proposal was issued August 14, 2023, for the Residential newsletter print management, postage, and mailing services as well as print, mailing and promotional services for special projects which could include postcards, brochures, service guides, cart tags, signage, envelopes, promotional materials, and various special projects throughout the year.

The intent of this Request for Proposal (RFP) was to obtain the services of qualified contractors to provide printing and mailing services for RecycleSmart outreach materials including the RecycleSmart's residential newsletter, up to 8 mailings annually, including both single-family (approximately 67,000 addresses) and multifamily (approximately 14,000 addresses).

Due to the various types of outreach material sent to customers, it is necessary to have a list of approved vendors to handle all the services of printing, separating, folding, inserting, and delivering to the U.S. Post Office.

Two companies submitted their proposal. Staff is recommending using both vendors for various printing and mailing services, as needed.

**Commerce Printing Services** has done some printing and mailing of outreach materials for RecycleSmart in the past. They submitted their cost forms for the following:

- Printing and mailing for the single-family newsletter at \$58,720 per issue/ \$234,880 annually.
- Printing and mailing for the multifamily newsletter at \$14,768 per issue/ \$59,072 annually.

**Calitho** is the current vendor who has been printing and mailing the RecycleSmart newsletters since 2016. They submitted their cost forms for the following:

- Printing and mailing for the single-family newsletter at \$57,333 per issue/ \$229,332 annually.
- Printing and mailing for the multifamily newsletter at \$10,882 per issue/ \$43,528 annually.

Staff is recommending Calitho as the primary printing and mailing vendor for newsletters, and Commerce Printing Services for printing and mailing of other outreach materials.

Staff and MIG have finalized the content for the RecycleSmart winter newsletter. Calitho is ready for printing and mailing once the provider services agreement has been approved by the Board.

#### ATTACHMENTS

- A. Provider Services Agreement with Calitho
- B. Provider Services Agreement with Commerce Printing Services