



May 15, 2025

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Marketing Print Services

Overview

On June 27, 2022, the Orange County Transportation Authority Board of Directors approved an agreement with PGI-Pacific Graphics, Inc. to provide marketing print services for a three-year initial term with two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective July 1, 2025 through June 30, 2027.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-2-2288 between the Orange County Transportation Authority and PGI-Pacific Graphics, Inc. to exercise the first option term, in the amount of \$230,000, to continue providing marketing print services, effective July 1, 2025 through June 30, 2027. This will increase the maximum obligation of the agreement to a total contract value of \$555,000.

Discussion

The Orange County Transportation Authority (OCTA) develops and implements transportation programs designed to reduce traffic congestion and improve air quality, in addition to funding and operating transit services. OCTA reaches out to Orange County residents and current bus customers with a variety of printed materials throughout the year to provide information and updates about OCTA's services and programs.

OCTA maintains an in-house printing facility that can accommodate short-run, four-color printed pieces up to a 13"x18" paper size. Occasionally the in-house printing facility cannot accommodate the workload or printing requirements needed, and these jobs are sent to an outside printer on an as-needed basis. Many direct mail campaigns are developed that require them to be sorted according to the United States Postal Service requirements prior to sending them

to the post office; therefore, an outside firm is needed to perform this task. Due to the limitations of the in-house printing facility, an outside printing and mail house fulfillment firm is needed to assist with higher volumes of printed materials to Orange County residents and OCTA customers.

PGI-Pacific Graphics, Inc. (PGI) currently provides the marketing print services that support OCTA marketing and communications programs under an agreement that is set to expire on June 30, 2025. In order to continue to provide these services, an amendment is required to exercise the first option term with PGI.

Procurement Approach

The original procurement was handled in accordance with OCTA's Board of Directors' (Board)-approved policies and procedures for professional and technical services. On June 27, 2022, the Board approved the award of the agreement with PGI to provide marketing print services. The original agreement was awarded on a competitive basis and includes a three-year initial term in the amount of \$325,000 and two, two-year option terms.

The proposed Amendment No. 1 is to exercise the first option term through June 30, 2027, which will allow PGI to continue providing marketing print services. The budget for this amendment is \$230,000, which is based on current and anticipated usage for marketing print services. In accordance with the current agreement, the first option term rates for firm-fixed unit prices will remain the same as was originally negotiated. Exercising the option term will allow PGI to continue providing marketing print services through June 30, 2027.

Fiscal Impact

The project will be included in OCTA's Proposed Fiscal Year 2025-26 Budget, pending budget approval, People and Community Engagement Division, account nos. 1831-7519-A0001-PKW, 1837-7519-A3311-CRB, 1837-7519-A3311-1GI, 1837-7631-EA710-TQA, and 2147-7519-D4302-17V.

Summary

Staff recommends the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 1 to Agreement No. C-2-2288 between the Orange County Transportation Authority and PGI-Pacific Graphics, Inc., to exercise the first option term, in the amount of \$230,000, to continue providing marketing print services effective July 1, 2025 through

June 30, 2027. This amendment will increase the maximum obligation of the agreement to a total contract value of \$555,000.

Attachment

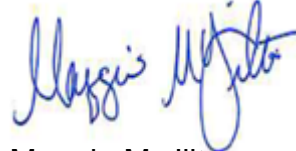
- A. PGI-Pacific Graphics, Inc., Agreement No. C-2-2288 Fact Sheet

Prepared by:



Jennifer O'Connor
Marketing Specialist, Principal
(714) 560-5369

Approved by:



Maggie McJilton
Executive Director,
People and Community Engagement
(714) 560-5824



Pia Veasapen
Director, Contracts Administration and
Materials Management
(714) 560-5619