

**Review of Proposals  
RFP 2-2288 Marketing Print Services**

**ATTACHMENT A**

Presented to Legislative and Communications Committee - June 16, 2022

**Six proposals were received, two firms were interviewed, one firm is being recommended**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Average Weighted Unit Rate
1	82	Pacific Graphics, Inc.  City of Industry, California	None	<p>Specializes in printing, mailing, data entry/tabulation, and related services.</p> <p>Proposed project team consists of owners, production manager, accounting/administration, press operator, delivery service, and customer service representative.</p> <p>Proposed project manager and press operator each have 33 years of experience with firm and the customer service representative has six years experience.</p> <p>Work plan included a quick turnaround for printing and distribution of digital press projects as well as standard print jobs.</p> <p>Ability to produce, deliver, or accept files from Adobe Creative Suite, Hi Resolution PDF, Microsoft Office, and File Transfer Protocol electronic file transfer.</p> <p>Conducted a very good interview that included a display of the firm's equipment in full operation in its facility.</p> <p>Currently providing bus marketing and print services for the Orange County Transportation Authority.</p>	\$0.84
2	77	The Castle Press  Anaheim, California	None	<p>The firm specializes in providing all design and manufacturing services.</p> <p>Proposed project team includes an account manager, a customer service representative, and senior web developer.</p> <p>The proposed project manager has 25 years of experience in the printing industry and one year with the firm.</p> <p>Compatibility with both personal computer and Macintosh, video had one-off high-resolution digital print proofs, and high resolution Epson contract color proofs for litho press color match.</p> <p>The visuals of the presentation during the interview were of poor quality.</p>	\$0.69

**Evaluation Panel:**

Contracts Administration and Materials Management (1)

Marketing and Customer Engagement (2)

Special Transit Services (1)

General Services (1)

**Proposal Criteria**

Qualifications of the Firm

Staffing and Project Organiz

Work Plan

Cost and Price

**Weight Factors**

30%

20%

20%

30%