

MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING

DATE: August 4, 2021
TO: Board of Directors
FROM: Jackie Nelson, Environmental Education Supervisor
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Approval of Request for Proposals (RFPs) for “*Let’s Go Outdoors!*” (LGO!) Activities Guide Print Production and Distribution

SUMMARY:

MPPRPD’s staff respectfully recommends that the Board approve to the Request for Proposal (RFP) package (**ATTACHMENT 1**) for print production and distribution services of the “*Let’s Go Outdoors!*” (LGO!) Activities Guide for the Fall 2021/Winter 2022 and Spring/Summer 2022 seasons in substantially the form submitted and authorize staff to solicit proposals. The RFP includes an option to renew the professional services agreement annually for an additional four (4) years.

FISCAL IMPACT:

To be determined

FUNDING SOURCE:

Account #6320 Printing

FUNDING BALANCE: \$31,800

DISCUSSION:

In March 2020, staff was preparing to develop and issue the 11th year of the *Let’s Go Outdoors!* (LGO!) “Adventure Activities Guide for All Ages” when progress was derailed in response to the COVID-19 pandemic. Nearly one-and-a-half years later, staff is cautiously optimistic LGO! activities can resume in late October/early November 2021 with programming plans being mindful of best practices as related to the pandemic. These include outdoor, indoor, hybrid activities, and smaller group sizes. Please note that the highly virulent COVID-19 Delta Variant that is resulting in a very concerning increase in Covid-related hospitalizations and deaths may require that this resumption to be further delayed. MPPRPD shall continue to carefully monitor the situation and adhere to the CDC’s, State’s and County’s guidelines and orders.

Utilizing the online procurement platform, ProcureNow, the release of the RFP is anticipated to reach a boarder more comprehensive pool of vendors, potentially yielding new array of print and distribution options. The RFP schedule is listed is listed as follows:

| | | |
|--------------------------------------|-------|-----------------|
| Release of RFP | | August 5, 2021 |
| Deadline for Questions (4:00 pm, PT) | | August 19, 2021 |
| Proposals Deadline | | August 26, 2021 |
| Contract Approval | | October 6, 2021 |
| Contract Term-end | | June 30, 2022 |

The *LGO!* guide provides a venue to communicate with District residents and visitors, enhance multi-organizational partnerships, expand outreach to youth and under-served audiences, increase activities in MPRPD parks and open spaces, and market the MPRPD “brand.” Having evolved over time, the *LGO!* Activities Guide continues to offer all MPRPD programs for free, has expanded its program options, and promotes public health through participation in outdoor activities, specifically at MPRPD’s parks and open spaces.

RECOMMENDED ACTION:

Staff respectfully recommends the Board approve the Request for Proposal for print production and distribution services of the *LGO!* Activities Guide in substantially the form submitted and authorize staff to release/advertise this solicitation.

ATTACHMENTS:

1. [Proposed ProcureNow *LGO!* Print Production and Distribution RFP for 2021-2022 Fall/Winter and Spring/Summer 2022](#)