To: Kim Belshé, Executive Director
From: Francisco Oaxaca, Director Public Affairs
Date: August 30, 2013

PURPOSE
The Public Affairs department is requesting a sole source contract with Diversified Printers, Inc., currently a member of the First 5 LA Printer and Promotional Material Vendor Pool, to produce and distribute three Family Guides in the remaining 2013-2014 fiscal year. These guides are to be printed and distributed in November 2013, February 2014 and May 2014.

The Family Guides are a key component of First 5 LA’s Public Education efforts. These free guides are a vital source for Los Angeles County families of parenting tips, resource listings, children’s activities, recipes, discounts and family-friendly low cost or free event listings. The guides and posters are printed on a quarterly basis and average 24 to 32 pages in length. All content is presented in English and Spanish, and the editorial content aligns with First 5 LA mission goals of prenatal care, nutrition, child safety, early literacy and school readiness. The Guides are distributed to an extensive network of partners, including countywide WIC centers, public libraries, LACOE/Head Start center, LAUP sites and First 5 LA grantees. Currently 188,000 Family Guides and 1,100 promotional posters are printed and delivered to 353 locations across the county.

JUSTIFICATION
The First 5 LA Procurement Policy states that “single-source procurement is justified if there are less than three (3) qualified suppliers available to provide a service.” For this project, only two vendors in the existing Printer Pool have access to the “web press” machinery required to print the Family Guide on newsprint.

For the last two years, after quarterly reviews of quotes and qualifications received from these two vendors in the existing Printer Vendor Pool, Diversified Printers, Inc. has always been awarded the contract to print the Family Guide.

Their business has consistently been found to meet First 5 LA’s quality needs with their choice of paper, press and distribution capacity and always for the lowest price.

As further support for the exemption, we cite rule 5.2.a from the Procurement
Policy which states: "The supplies, equipment or services to be procured are unique because of their quality, durability, availability or fitness for a particular use."

In an effort to be more efficient in our ability to achieve First 5 LA’s Public Education goals, the Public Affairs department is requesting an AB109 exemption to proceed with a single vendor contract to produce and distribute the next three guides in the 2013-2014 fiscal year.

COST
Diversified Printers, Inc.’s average cost is $20,006.95 per guide per quarter. Their last invoice is attached for reference. In the past, contracts with Diversified Printers were requested for a “not to exceed” amount of $22,007.65 to accommodate a 10 percent overage. It is a common practice in public agency contracts to include a reasonable and standard “contingency” amount to cover unexpected conditions or circumstances. Therefore, for the three remaining Family Guides in the 2013-2014 fiscal year, beginning October 1, 2013, the Public Affairs department is requesting a sole source contract for Diversified Printers, Inc. for a total of $66,100.

Genie Chough, Director of Finance
Date: 9/9/13

John A. Wagner, Chief Operating Officer
Date: 9/9/13

Kim Belshé, Executive Director
Date: 9/11/13
**INVOICE**

**DIVERSIFIED PRINTERS, INC.**  
16200 TROJAN WAY  
LA MIRADA, CA 90638-5600  
Phone: (714) 994-3400  
Fax: (714) 994-6935

<table>
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<th>26710</th>
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**Bill To:**  
FIRST 5 LA  
750 N. ALAMEDA ST. #300  
LOS ANGELES CA 90012

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<th>Quantity</th>
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<td>FIRST 5 LA FAMILY GUIDE - FALL 2013</td>
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367 SHIPMENTS @$10/EA = $3,670.00  
TRUCK & UPS DELIVERIES = $4,975.00

**OK TO PAY**

Sub Total: 11,108.00  
Tax: 999.72  
Freight: 8,645.00  
Deposit: 0.00  
Total: 20,752.72

Terms: NET 30 DAYS
DIVERSIFIED PRINTERS, INC.
16200 TROJAN WAY
LA MIRADA, CA 90638-5600
Phone: (714) 994-3400
Fax: (714) 994-6935

Invoice No.: 26709
Date: 7/31/2013
Customer No.: 000000004397
Job No.: 16021
Customer PO:

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Sub Total: 848.00
Tax: 76.32
Freight: 0.00
Deposit: 0.00
Total: 924.32

Terms: NET 30 DAYS

OK TO PAY

[Signature]

8/4/13

FRANCIS UWAZU