



City of Rialto

Legislation Details (With Text)

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Title: Request City Council to Approve Advantage Business Forms as print vendor to facilitate the production of the Annual Calendar along with the winter/spring and summer 2018 issues of the Rialto Progress Magazine in the Amount of \$64,000.
(ACTION)

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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For City Council Meeting [December 12, 2017]

TO: Honorable Mayor and City Council

APPROVAL: Michael Story, City Administrator

FROM: Perry Brents, Director of Community Services

Request City Council to Approve Advantage Business Forms as print vendor to facilitate the production of the Annual Calendar along with the winter/spring and summer 2018 issues of the *Rialto Progress Magazine* in the Amount of \$64,000.
(ACTION)

BACKGROUND:

Clearwater Graphics going out of business left the City in dire straits with regard to getting a vendor without interruption to continue the printing schedule and distribution of the City's Progress Magazine. Upon staff recommendation, City Council approved Advantage Business Forms (ABF) as printer for the summer and fall Editions of the magazine. Having ABF complete the work necessary in place of Clearwater Graphics was very fortunate and seamless. Separate from the printing contract, the graphic services for Progress Magazine are provided by Little Bear Productions. Little Bear Productions services have been secured through the end of the current fiscal year ending June 30, 2018. Because the services of both ABF and Little Bear are working very well in helping maintain continuity, the staff would like to continue to contract print services with ABF through the end of the current fiscal year and prepare the Request for Proposals (RFP) to address both print and graphic services in the next fiscal year.

ANALYSIS/DISCUSSION:

Keeping to our print and distribution schedule is critical. The annual calendar of events and the

winter/spring edition of the *Rialto Progress Magazine* are ready for print. Following close in the schedule, the summer Rialto Progress Magazine will be ready for print and distribution in April. Keeping both contractors through the completion of the RFP through the end of the current fiscal year would greatly assist in providing for printing and distribution of the remaining print schedule, which includes the 2018 events calendar, along with printing and distribution of the winter and summer editions of the magazine. This process would have the graphic design and printing of the Progress Magazine continue through completion of fiscal year 2017/2018 status quo.

Staff is seeking City Council consideration to complete this year's print cycle by maintaining the status quo. For, next fiscal year, staff in the Community Services Department has been collaborating with the Purchasing Department to create a comprehensive RFP to bid out both print and graphic services in fiscal year 2018/2019. Staff will be prepared to present an RFP to City Council in January 2018 with a bid release to take place mid-February 2018. Bidding out services for the Rialto Progress Magazine does not guarantee that either of the current vendors would be issued a contract following the bid process. The RFP will seek contract(s) in fiscal year 2018/2019 and perhaps beyond. The vendors would have the same opportunity to provide a bid, based on their qualifications and submissions per the RFP.

If approved, the RFP would require responses within 3-4 weeks, followed by 2-3 weeks of conducting bid reviews, vendor interviews, and site visits. Staff will then return to City Council with recommendations in April 2018. If approved, the contracts would be scheduled to start July 1, 2018.

In May 2017, the Scope of Work for ABF included a 1-time printing of 33,000 magazines within 21 days from receipt of a purchase order or notice to proceed, including a 4-page cover, 60-page text and page sizes of 8.375 x 10.875. City Council authorized having ABF provide the same type of effort for the Fall magazine. This format is not expected to change with the remaining print schedule for the Winter/Spring and Summer magazines. The difference in costs would be the addition of the City's Calendar of Events.

With the current request for ABF print services, the cost to print is not to exceed \$64,000 for printing. If approved, the total contract inclusive of work performed and to be performed by ABF would be approximately \$92,000.00 for the fiscal year. The Community Services Department has sufficient fund balances that were approved with the 2017/2018 annual budget for these services.

ENVIRONMENTAL IMPACT:

The request is not a Project as defined by Section 15378 of the California Environmental Quality Act (CEQA). A "Project" means the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. Pursuant to Section 15378 (b)(5) a project does not include organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment.

GENERAL PLAN CONSISTENCY:

This action is consistent with Guiding Principle 3A in the General Plan:

Our City government will lead by example, and will operate in an open, transparent, and responsive manner that meets the needs of the citizens and is a good place to do business.

LEGAL REVIEW:

The City Attorney has reviewed and approved the staff report.

FINANCIAL IMPACT:

The cost for printing and mailing of the 2018 events calendar, along with printing and distribution of the winter and summer editions of the *Rialto Progress Magazine* is estimated at \$64,000. Funds were approved in the Community Services Department's fiscal year 2017-2018 annual budget. Funds are available in accounts 010-500-0001-2065 in the amount of \$64,000 for printing and 640-500-8150-2065 in the amount of \$20,000 for mailing.

LICENSING

A Business license application and payment of a Business License tax at the Professional Service rate in the amount of \$104 will be paid by the vendor prior to execution of the Contract.

RECOMMENDATION:

Staff recommends that the City Council approve Advantage Business Forms as print vendor to facilitate the production of the 2018 events calendar, along with printing and distribution of the winter and summer editions of the *Rialto Progress Magazine* in the Amount of \$64,000.