



City of Rialto

Legislation Text

File #: 17-1172, **Version:** 1

For City Council Meeting [January 9, 2018]

TO: Honorable Mayor and City Council

APPROVAL: Robb Steel, Interim City Administrator

FROM: Perry Brents, Director of Community Services

Request City Council to Authorize Release of Request for Proposals No. 18-056 for the Design and Printing of the Rialto Progress Community Magazine.

BACKGROUND:

The Community Services Department has been responsible for the preparation and distribution of Rialto Progress Community Magazine, a quarterly publication generally 80-pages in length and designed to advertise and promote City activities, classes, facilities, programs, and special events. In addition, many other departments (Administration, Police, Fire, Public Works, Human Resources and others) often provided content for the Magazine to disseminate important information and promote their programs and events to the citizens of Rialto.

ANALYSIS/DISCUSSION:

The Magazine is published three (3) times a year: Winter, Summer, and Fall. Each publication averages 80 pages and is distributed by United States Postal Service (USPS). There is a four page glossy cover/back that is a part of the 80-page average. All pages are full color.

To facilitate the design and printing of the Rialto Progress Community Magazine for three issues, the RFP provides two options: Option A awards a professional services agreement for a qualified Contract Graphic Designer to assist in the graphic design of the Rialto Progress Community Magazine, and Option B awards a professional services agreement for printing, production and saturation distribution of the Rialto Progress Community Magazine.

Bidders are invited to bid on OPTION A, OPTION B or both OPTION A & B. The City of Rialto reserves the right to award these options to multiple vendors or to a single vendor. We will evaluate all proposals and return to the Council to recommend an award of a contract to the highest ranked competitively priced and qualified vendor or vendors, taking into consideration the price and qualifications of the proposal, whichever is in the best interest of the City of Rialto.

ENVIRONMENTAL IMPACT:

15378. PROJECT. 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:

Funding is available in General Fund Account No. 010-500-0001-2065 in the amount of \$96,000.00 and in General Fund Account No. 640-500-8150-2065 in the amount of \$46,000.00 for fiscal year 2018/19 which provides a small contingency to proactively mitigate potential fluctuations, such as added pages add/or additional design work.

RECOMMENDATION:

Staff recommends that the City Council Authorize the Release of Request for Proposals No. 18-056 for the design and printing of the Rialto Progress Community Magazine.