



City of Rialto

Legislation Text

File #: 18-512, **Version:** 1

For City Council Meeting [June 12, 2018]

TO: Honorable Mayor and City Council

APPROVAL: Robb Steel, Interim City Administrator

FROM: Perry Brents, Director of Community Services

Request City Council to Approve Geographics and Southwest Offset Printing as Graphics and Print Vendors for the Design, Printing and Mailing of the Rialto Progress Community Magazine for a cost of \$112,000 annually.

(ACTION)

BACKGROUND:

On January 9, 2018, City Council authorized the Release of Request for Proposals No. 18-056 for the design and printing of the Rialto Progress Community Magazine. The City received Proposals from seven (7) vendors. An interview panel of three (3) persons consisting of members of the City's Purchasing Division and Community Services Department reviewed all proposals, conducted interviews, compared costs, and after discussion and careful consideration made recommendations.

ANALYSIS/DISCUSSION:

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. The magazine is published three (3) times a year: winter, summer, and fall. Each publication averages 80 pages and distributed by United States Postal Service (USPS). All pages are full color.

To facilitate the design and printing of the Rialto Progress Community Magazine for three issues, the RFP provided two options:

- Option A - a professional services agreement for a qualified Contract Graphic Designer to assist in the graphic design of the Rialto Progress Community Magazine.
- Option B - a professional services agreement for printing, production and saturation distribution of the Rialto Progress Community Magazine.
- Option A & B - a professional services agreement to design graphics, print, production and saturation distribution of Rialto Progress Community Magazine.

Bidders were invited to bid on Option A, Option B or both Option A & B. City staff evaluated seven (7) proposals, interviewed three vendors and recommend Geographics and Southwest Offset Printing as the highest ranked competitively priced and qualified vendors, taking into consideration the price

and qualifications of all the proposers.

After discussion and careful consideration, the selection of Geographics and Southwest Offset Printing for RFP 18-056 represent the lowest cost to the City. Geographics' graphic design proposal is \$16,111.28, representing a cost savings of approximately \$13,814 annually. Southwest Offset Printing's proposal for print services is \$50,818.00 representing a cost savings of approximately \$19,000 annually. The cost of mailing the magazine remains at approximately \$42,000 annually.

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:

Once the 2018/19 budget is approved by City Council, funding will be available in General Fund Account No. 010-500-0001-2065 in the amount of \$94,475 and in General Fund Account No. 640-500-8150-2065 in the amount of \$17,525 for fiscal year 2018/19 which provides a small contingency to proactively mitigate potential fluctuations, mailing costs and added pages add/or additional design work.

Operating Budget Impact

City Council action to approve the operating budget must take place for the recommended action(s) to be valid.

Capital Improvement Budget Impact

This is not a Capital Improvement

Licensing

Prior to execution of the Purchase Orders both vendors shall obtain a business license and Geographics will pay the Business License Tax of \$79.00 and Southwest Offset Printing will pay a business license tax of \$117.00 plus administration and state fees.

RECOMMENDATION:

Staff recommends that the City Council approve Geographics and Southwest Offset Printing as print and graphics vendors for the design and printing of the Rialto Progress Community Magazine and approve the following three Purchase Orders:

- Geographics - \$53,000
- Southwest Offset Printing - \$17,000
- United States Postal Service - \$42,000