



## Legislation Details (With Text)

**File #:** RES 17-0032 **Version:** 1  
**Type:** Consent - SR w/Resolution **Status:** Agenda Ready  
**In control:** City Council Regular Meeting  
**On agenda:** 4/4/2017 **Final action:**  
**Title:** Resolution Awarding a Three Year Contract to American Solutions for Parks and Recreation Activity Guide Printing Services with an Estimated Annual Value of \$62,300 (Parks & Recreation Director Leyman).  
ADOPT RESOLUTION

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. RFP #1096-17 Comparison for Activity Guide Printing Services, 2. Resolution No. 17-0032, 3. Agreement with American Solutions

Date	Ver.	Action By	Action	Result
4/4/2017	1	City Council Regular Meeting	adopted	Pass
4/4/2017	1	City Council Regular Meeting		

**TO:**  
Honorable Mayor and Members of the City Council

**THROUGH:**  
Mark Danaj, City Manager

**FROM:**  
Mark Leyman, Parks & Recreation Director  
Bruce Moe, Finance Director  
Jessica Vincent, Recreation Services Manager  
Gwen Eng, Purchasing Manager

**SUBJECT:**  
Resolution Awarding a Three Year Contract to American Solutions for Parks and Recreation Activity Guide Printing Services with an Estimated Annual Value of \$62,300 (Parks & Recreation Director Leyman).  
**ADOPT RESOLUTION**

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### RECOMMENDATION:

Staff recommends that the City Council adopt Resolution No. 17-0032 awarding RFP #1096-17 to American Solutions for a three-year contract to provide activity guide printing services with an estimated annual value of \$62,300. Staff further recommends that the City Council authorize the City Manager to extend the term of the contract for up to two additional years if in the City's best interest.

### FISCAL IMPLICATIONS:

Sufficient funds are budgeted in the Parks and Recreation budget for activity guide printing services, and will be provided in future fiscal year budgets for this service. The recommended contract is below

the current contract spend and will save the City up to \$18,000 annually.

### **BACKGROUND:**

The City publishes a quarterly activity guide that presents residents with Parks and Recreation class registration information as well as the City newsletter. Approximately 16,000 copies of the guide are published each quarter. The production schedule for the brochure is approximately 16 weeks from beginning to end. Staff has previously evaluated bidding one edition at a time versus a multi-year contract. It was determined that a multi-year contract is time-efficient, cost-effective and guarantees production time with the contractor. Going out to bid each time may result in delivery delays as well as affect class registration.

This contract was last awarded in January 2010. However, the vendor was unable to carry out terms of the agreement, including, but not limited to failing to deliver the bundled product to the post office and City Hall per the required schedule. Staff made efforts to resolve the issues; however, the agreement ultimately was terminated. In the interim until a new contract is awarded, Activity Guide issues have been printed by the City's contractor for City-wide printing services.

### **DISCUSSION:**

The RFP was posted on the City's website as well as BidSync, a public bid notification board. A total of eight responses were received. The bid comparison (Attachment 1) lists the estimated annual cost from each bidder.

The award selection is based upon several factors: ability to perform the requirements, pricing, quality control, reference and timely responsiveness. The lowest bidder, Liberty Press, did not meet specifications by offering a smaller sized brochure (this would require revamping the City's brochure and was deemed unacceptable). The next lowest bidder, American Solutions, has the necessary staffing, equipment and facilities to meet the City's requirements.

Based on these bids, staff recommends that the City Council award a three-year printing contract to the lowest responsive, responsible bidder, American Solutions, for the Parks and Recreation Activity Guide Printing services with an estimated annual cost of \$62,300. Additionally, staff is recommending that the City Manager be given the authority to exercise the two one-year extensions if it is determined to be in the City's best interest.

If this award is approved, the services would begin with the summer 2017 issue.

### **PUBLIC OUTREACH/INTEREST:**

This bid was advertised on the City's website as well as BidSync, a public bid notification board.

### **ENVIRONMENTAL REVIEW**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

### **LEGAL REVIEW**

This agreement has been reviewed by the City Attorney and is approved as to form.

### **Attachment:**

1. RFP #1096-17 Comparison for Activity Guide Printing Services
2. Resolution No. 17-0032
3. Agreement with American Solutions