

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Authorize the City Manager to Execute the 2011 to 2013 Publishing Contract with Snohomish Publishing Company
DEPARTMENT:	Parks, Recreation & Cultural Services
PRESENTED BY:	Lynn M. Cheeney, Recreation Superintendent

ISSUE STATEMENT:

Staff is requesting City Council to authorize the City Manager to execute a professional services contract with Snohomish Publishing Company to publish the City of Shoreline Recreation Guide that is distributed to all residents three times a year. The contract is for a maximum of \$36,000 per year for 2011, 2012 and 2013 and can be extended two additional years by agreement between both parties.

ANALYSIS:

In October 2010, the Parks, Recreation and Cultural Services Department requested proposals for publishing and mailing services for a three year contract with the option of two additional years and received three proposals. The request for proposals (RFP) were created with the assistance of the Finance Department purchasing staff and evaluated by four Recreation staff members based on the following criteria:

- Pricing – printing, graphic design and mailing costs.
- Capability – ability to provide comparable printing services for like communities.
- References – samples of work and past customers.
- Expertise – number of years of experience of the project manager and company history. The ability of the firm to service this account based on length of time in business.
- Innovative (Sustainability) – use of recycled paper and environmentally friendly ink.

(A maximum of 20 points was awarded for each section)

Contractor Name:	Rotary Offset Press, Inc.	Aurora Prints	Snohomish Publishing Co.
Pricing	20	2	17
Capabilities	10	3.75	17
Reference	14.25	4	16.75
Expertise	12.5	4.25	15.75
Innovative	12	2.5	16.5
Contractor Total	68.75	16.5	83

Based on the evaluation criteria, Snohomish Publishing Company was selected for their ability to meet our needs. The City currently is under contract with Snohomish Publishing for our recreation guide and they have provided a high quality product, excellent customer service and have had on time publications since 2005.

FINANCIAL IMPACT:

This contract for \$36,000 was anticipated and included in the 2011 budget. The price shall remain firm for at least one (1) year, but if there is a price increase at the manufacturing level, the company may request a price increase. If the price increases are approved and allowed by the City, they shall take effect at the time of contract extension and remain in effect for the subsequent contract extension period. The City may cancel the contract if the price increase is not justified.

This contract can be renewed for an additional two years. The City has the ability to terminate the contract if service or quality fails to meet current standards.

RECOMMENDATION

Staff requests City Council approve the proposal and authorize the City Manager to enter into a three year contract with Snohomish Publishing Company with the option of renewing the contract in 2014 for two additional years.

Approved By: City Manager  City Attorney _____