

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b>	Motion to Authorize the City Manager to Execute a Contract for Printing and Mailing of <i>Currents</i> Newsletter by Snohomish Publishing Company, Inc.
<b>DEPARTMENT:</b>	City Manager's Office
<b>PRESENTED BY:</b>	Eric Bratton, Management Analyst
<b>ACTION:</b>	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Discussion

**PROBLEM/ISSUE STATEMENT:**

The City typically publishes the *Currents* newsletter ten times a year with two 16-page issues and eight 8-page issues. Publications basically follow a monthly schedule with combined issues for summer and winter. City staff produces the content for the newsletter and provide the graphic layout. The City contracts with a professional printing company for printing and mailing services.

As the City's purchasing policies require that services go out to bid once the cumulative cost of service provided by a contracted vendor exceeds \$50,000, a Request for Proposals (RFP) was issued in November 2011 for printing and mailing services for the *Currents* Newsletter. As a result of this RFP, the current provider of such services, Snohomish Publishing Company, Inc., was selected as the preferred service provider.

Snohomish Publishing signed a contract in January 2012 to provide printing and mailing services for one year. The City is now renewing the contract for another year with the possibility of one additional one-year term. The City's purchasing policies require that the City Council authorize any professional services contract exceeding \$50,000. It is anticipated that adding the 2013 and potentially 2014 services to the amount already expended in 2012, will result in the contract with Snohomish Publishing exceeding the \$50,000 threshold. As a result, staff is requesting that Council authorize the City Manager to execute the contract renewal and potential additional one-year extension with Snohomish Publishing for publication of the *Currents*.

**RESOURCE/FINANCIAL IMPACT:**

The contract's scope of work includes compensation for services provided at a rate of \$2,000 per 8-page issue of *Currents* and \$2,635 per 16-page issue, plus incidental expenses for mail preparation. This is a reduction in the rates the City had been paying to Snohomish Publishing for this service. The previous rate was \$2,563 per 8-page issue and \$3,252 per 16-page issue. The total estimated two year cost of the contract will be \$55,000.

**RECOMMENDATION:**

Staff recommends that the City Council authorize the City Manager to enter into a contract with Snohomish Publishing Company, Inc. for printing and mailing services related to the *Currents* newsletter for up to two one-year contract terms.

Approved By:      City Manager DT      City Attorney IS/FC

**BACKGROUND:**

The City started publishing *Currents* as the City newsletter in January 1999. Since then, it has become the primary source of information about the City for Shoreline residents. In the 2012 Citizen Satisfaction Survey, 92% of respondents said they received information about City issues, services and events through *Currents*. Seventy-eight percent of respondents said they were satisfied with the quality of *Currents* and only 3% were dissatisfied.

The City typically publishes *Currents* ten times a year with two 16-page issues and eight 8-page issues. Publications basically follow a monthly schedule with combined issues for summer and winter. City staff produce the content and to the graphic layout for each issue. For the past ten years, Snohomish Publishing has provided professional printing and mailing services.

**REQUEST FOR PROPOSALS:**

As the City's purchasing ordinance requires that services go out to bid once the cumulative cost of service provided by a contracted vendor exceeds \$50,000, an RFP was issued on November 7, 2011 for this service (RFP #6590). In response to this RFP, staff received one proposal from the City's current contracted vendor, Snohomish Publishing Company, Inc.

Proposals in response to the RFP were evaluated using the following criteria:

- Capabilities of the Company
- Related Experience of Firm (included references)
- Expertise of Key Staff
- Price
- Innovative Offerings

The City has been very satisfied with the services provided by Snohomish Publishing and is confident in its ability to execute the terms of the new contract going forward.

**PROPOSED SERVICE CONTRACT SCOPE OF WORK:**

Following the selection of Snohomish Publishing as the preferred service provider, staff negotiated a proposed scope of work. The initial term of the contract, which began on January 1, 2012, was for one year. Staff recommends that the City renew the contract for another year with the possibility of an additional renewal of one year. Thus, Council authorization of the contract would be for both terms, which would provide the City Manager the authority to enter into the initial term and the subsequent renewal term of the contract. The proposed scope of work is attached to this report as Attachment A.

**RESOURCE/FINANCIAL IMPACT:**

The contract's scope of work includes compensation for services provided at a rate of \$2,000 per 8-page issue of *Currents* and \$2,635 per 16-page issue, plus incidental expenses for mail preparation. This is a reduction in the rates the City had been paying to Snohomish Publishing for this service. The previous rate was \$2,563 per 8-page issue and \$3,252 per 16-page issue. The total estimated two year cost of the contract will be \$55,000.

**RECOMMENDATION:**

Staff recommends that the City Council authorize the City Manager to enter into a contract with Snohomish Publishing Company, Inc. for printing and mailing services related to the *Currents* newsletter for up to two one-year contract terms.

**ATTACHMENTS:**

Attachment A: Scope of Work - Proposed Printing and Mailing of *Currents* Newsletter Contract

**ATTACHMENT A  
SCOPE OF WORK**

Snohomish Publishing Company, Inc. will provide printing and mailing services for City's *Currents* newsletter. This includes a total of 10 editions with eight 8-page and two 16-page editions. Total contract amount not to exceed \$27,500.

Total print estimate of 23,500, four-color, 8.25" x 10.625" newsletter glued and trimmed. Two mailing versions. One with "ECRWSS Postal Customer" information and one without.

**Costs**

8 page editions	\$2,000.00
per extra 1,000s	\$58.25
16 page editions	\$2,635.00
per extra 1,000s	\$80.00
Price for corrections	\$25/per page \$40/per hour
Price for mail preparation	
ECRWSS (19,000)	\$59.00
Labels (3,750)	\$146.25
Merge, Purge & Dedupe	\$30/hour

Price for delivery to Seattle Post Office and Shoreline City Hall included in price.

Guaranteed turnaround time of 4 working days.