

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

<b>AGENDA TITLE:</b>	Motion to Authorize the City Manager to Execute a Contract with Sound Publishing Inc. for Printing and Mailing of <i>Currents</i> Newsletter
<b>DEPARTMENT:</b>	City Manager's Office
<b>PRESENTED BY:</b>	Eric Bratton, Communications Program Coordinator
<b>ACTION:</b>	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

**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 follow a monthly schedule with combined issues for July/August and December/January. City staff produces the content for the newsletter and provides the graphic layout. The City contracts with a professional printing company for printing and mailing services.

The City's former printing vendor, Snohomish Publishing Company, Inc., informed the City on November 3, 2014 that it was closing down operations effective November 14, 2014. The City entered into a temporary contract with Sound Publishing Inc. to cover *Currents* printing and mailing for the Winter 2014 (December/January), and February and March 2015 issues. On January 5, 2015, the City issued a Request for Proposals (RFP) for printing and mailing services for the *Currents* Newsletter. As a result of this RFP, the City selected Sound Publishing Inc. as the preferred service provider.

The City's purchasing policies require that the City Council authorize any professional services contract exceeding \$50,000. The City anticipates entering into a one-year contract with Sound Publishing with the option of renewing for two additional one-year terms. This will result in the contract with Sound 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 extensions with Sound Publishing for publication of *Currents*.

**RESOURCE/FINANCIAL IMPACT:**

The contract's scope of work includes compensation for services provided at a rate of \$2,312.63 per 8-page issue of *Currents* and \$3,089.19 per 16-page issue, plus incidental expenses for mail preparation. This is an increase in rates from what the City had been paying Snohomish Publishing. The previous rate was \$2,000 per 8-page issue and \$2,635 per 16-page issue. The total estimated three-year cost of the contract will be \$75,000.

**RECOMMENDATION:**

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

Approved By:        City Manager **DT**    City Attorney **MK**

## **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 2014 Citizen Satisfaction Survey, 88% of respondents said they received information about City issues, services, and events through *Currents*. Seventy-three 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 follow a monthly schedule with combined issues for July/August and December/January. City staff produce the content and graphic layout for each issue. For ten years, Snohomish Publishing Company, Inc. provided the professional printing and mailing services for *Currents*. However, on November 3, 2014, Snohomish Publishing informed the City that it was closing down operations effective November 14, 2014. The City entered into a temporary contract with Sound Publishing to print and mail the Winter 2014, and February and March 2015 issues of *Currents*.

## **DISCUSSION**

### **Request for Proposals**

The City issued an RFP on January 5, 2015, for printing and mailing service for *Currents* (RFP #7896). In response to the RFP, staff received two proposals. However, the City disqualified one of the proposals for failure to respond adequately. The remaining proposal was that of Sound Publishing Inc.

### **Proposed Service Contract Scope of Work**

Staff have negotiated a proposed scope of work. The initial term of the contract will begin upon execution and run through March 31, 2016. There will be options to renew the contract for two one-year terms. Staff recommends that the City execute the contract for the initial term with the possibility of a two additional renewals of one year each. Thus, Council authorization of the contract would be for three terms, which would provide the City Manager the authority to enter into the initial term and the subsequent renewal terms of the contract. The proposed scope of work is attached to this staff report as Attachment A.

## **RESOURCE/FINANCIAL IMPACT**

The contract's scope of work includes compensation for services provided at a rate of \$2,312.63 per 8-page issue of *Currents* and \$3,089.19 per 16-page issue, plus incidental expenses for mail preparation. This is an increase in rates from what the City had been paying Snohomish Publishing. The previous rate was \$2,000 per 8-page issue and \$2,635 per 16-page issue. The total estimated three-year cost of the contract will be \$75,000.

### **RECOMMENDATION**

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

### **ATTACHMENTS**

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

## EXHIBIT A SCOPE OF WORK

Sound Publishing 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 \$28,000.

Total print estimate of 23,000, four-color, 8.25" x 10.625" newsletters, glued or stitched and trimmed. Preferred paper: ElectroBrite 38#/80 Brite (EB 38/80). At least 5% Post-Consumer, Forest Stewardship Certified (FSC) Mill Produced.

### **Costs**

8 page editions	\$2,312.63
per extra 1,000s	\$69.94
16 page editions	\$3,089.19
per extra 1,000s	\$103.70
Price for corrections	\$25/per page \$40/per hour pro-rated at 1/4 hr.
Price for mail preparation:	
ECRWSS (19,500)	\$33.00 Set-up / \$5.50 per 1,000
Labels (3,000)	\$33.00 Set-up / \$24.20 per 1,000
Merge, Purge & Dedupe	\$25/hour

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

Guaranteed turnaround time of 4 to 5 working days.