

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Motion to Authorize the City Manager to Execute a Contract with Consolidated Press Printing Company, Inc. for Printing and Mailing of the Recreation Guide		
DEPARTMENT:	Parks, Recreation and Cultural Services		
PRESENTED BY:	Mary Reidy, Recreation Superintendent		
ACTION:	<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 Recreation Guide three times a year in advance of winter, spring/summer and fall recreation programming. City staff produces the content for the Guide and provides the graphic layout. The City contracts with a professional printing company for printing and mailing services.

The Parks Department has historically contracted with Snohomish Publishing, who announced a sudden business closure in December, 2014. 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, the Parks Department initiated a Request for Proposal (RFP) process to secure a new publisher for two (2) issues in 2015 and three (3) issues each in 2016, and 2017.

Following a review of bids, staff is requesting that the City Council authorize the City Manager to execute a professional services contract with Consolidated Press Printing Company, Inc. for printing of the Recreation Guide in an amount not to exceed \$71,000 for the remainder of 2015 through 2017.

RESOURCE/FINANCIAL IMPACT:

The contract's scope of work includes compensation for services provided at a rate of \$4,250.54 per 32-page issue (2 per year) of the recreation guide and \$7,538.99 per 56-page issue, plus incidental expenses for mail preparation. The total estimated cost of the contract to print the fall and winter, 2015 Guide and all three Guides in 2016 and 2017 is not to exceed \$71,000 which falls within the current annual Recreation Guide printing and mailing budget of \$27,000. At the City's discretion the contract may be extended for two (2) additional terms in one (1) year increments, not to exceed a total of five (5) consecutive years, unless sooner terminated by the City.

RECOMMENDATION

Staff recommends that the City Council move to authorize the City Manager to enter into a contract with Consolidated Press Printing Company, Inc. for printing and mailing

services related to the Recreation Guide beginning June, 2015 through December 2017 with the option to extend in one-year increments for two (2) additional one-year periods, not to exceed a total of five (5) consecutive years.

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

BACKGROUND

The Parks, Recreation and Cultural Services Department produces three Recreation Guides every year in the winter, spring/summer and fall. The Recreation Guide is the primary marketing tool used by the City of Shoreline to advertise Parks and Recreation programs, special events, and community partner-sponsored opportunities. Currently, the Recreation Guide is mailed to 25,000 residents three times per year, with additional copies available at local libraries and City-owned facilities. City staff produces the content for the Guide and provides the graphic layout. The City contracts with a professional printing company for printing and mailing services.

The Parks Department has historically contracted with Snohomish Publishing, who announced a sudden business closure in December, 2014, resulting in the initiation of a RFP process to secure a new publisher.

DISCUSSION

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 April 17, 2015 (RFP # 8120). In response to this RFP staff received two proposals: Sound Publishing and Consolidated Press, Inc.

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

- Customer Service/Deadlines
- Quality of Work Examples
- Expertise/References
- Cost

Based on the RFP criteria, reference checks, and cost analysis, staff recommends the selection of Consolidated Press of Seattle, WA. The total print estimate for Consolidated Press covers 30,000 mailings, four-color, 8.25 x 10.625 recreation guides, saddle stitched and trimmed.

RESOURCE/FINANCIAL IMPACT

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RECOMMENDATION

Staff recommends that Council move to authorize the City Manager to enter into a contract with Consolidated Press, Inc. for printing and mailing services related to the

Recreation Guide beginning May, 2015 through December 2017 with the option to extend in one-year increments for two (2) additional one-year periods, not to exceed a total of five (5) consecutive years.

ATTACHMENTS

Attachment A – Scope of Work for Consolidated Press, Inc.

**EXHIBIT A
SCOPE OF WORK
City of Shoreline
RFP No. 8120**

Scope of Work:

The Scope of Work is expected to include, but not be limited to, the following tasks: Publish, distribute and mail the PRCS Shoreline Recreation Guide three (3) times per year, or as otherwise requested, following the specifications and guidelines provided by the City.

Budget:

The budget of this project is not to exceed \$27,000 per year, for a total of three (3) year period. The contract period may be extended in one-year increments for two (2) additional one-year periods, not to exceed a total of five (5) consecutive years, in accordance with the best interest and at the sole discretion of the City and contingent upon the appropriation of funds by the Shoreline City Council.

Project specifications and pricing below.

Description	Recreation Guide - 40# -10% Recycled Option		
Final Size	8 1/4 x 10 5/8		
Paper	40.0 lb Inland Brite 10% Recycled - CUSTOM - Requires advance order		
Ink	4/4 bleeds		
Provided	File - PDF of plate ready files		
Prepress	Preflight, Computer time, Content Proof, Digital Color proof		
Press	Heatset Web		
Finishing	Saddle Stitch, Small Cartons -non mailing 5M only, Skid Pack balance for mailing.		
Shipping	5,000 Non Mailing copies deliver to City of Shoreline		
Prices	32 pages self cover		
	Quantity	Prices	Per Addl M
	10,000	\$3,030.41	\$107.67
	20,000	\$3,937.81	\$99.21
	30,000	\$4,686.36	\$91.09
	56 pages self cover		
	Quantity	Prices	Per Addl M
	10,000	\$5,416.06	\$188.82
	20,000	\$6,934.15	\$171.46
	30,000	\$8,173.28	\$155.61
Mailing Prep	Simplified - Bundle & Apply topsheets, USPS Documentation, Deliver to Seattle PO		
	Quantity	Prices	Per Addl M
	20,000	\$401.95	\$12.62
Mailing Prep	Upload 1 file, NCOA, CASS, presort, Inkjet, USPS Documentation, Deliver to Seattle PO		
	Quantity	Prices	Per Addl M

32pgs SC	2,000	\$297.94	\$67.22
56pgs SC	2,000	\$313.33	\$74.92
Add'l for Deduping/Merge-purge / Add'l Mailing lists add			
\$10.00 each Quantity		Prices	Per Addl 1,000
1,000		\$24.80	\$5.00
Proof alterations - Price per page \$12.00 with position proof only / Computer Time			
\$80.00 per hour			

Prices shall remain firm for at least twelve (12) months after contract award. Thereafter, prices may be changed as follows:

All price reductions at the manufacturers' or distributors' level shall be reflected in a reduction of the contract price(s) to the City of Shoreline, retroactive to the effective date of the price change.

In the event of a price increase at the manufacturer's level during the contract period, the Consultant may request a price change not to exceed the exact amount of the manufacturer's price increase. This request shall be made in writing and include adequate documentation and/or a copy of the manufacturer's price change notice. The Consultant shall provide the City of Shoreline thirty (30) days written notice of such change. The City reserves the right to cancel the contract if the price increase is not approved.

If approved, any price increase shall take effect as stated and remain in effect for the subsequent contract period.

Subcontracting:

The successful Vendor shall not assign any rights or delegate any duties under this contract without the City's prior written consent. Such consent shall be in writing and received no less than thirty (30) days prior to the date of any proposed assignment and/or delegation.

Turn-Around Times:

Client's file delivery to hard copy colored proof: 2-3 working days.
Hard copy colored proof to/from client location: ½ to 1 working day.
Hard copy colored proof approval to Post Office and client site delivery: 7 working days.

Pickup and Delivery Schedule:

The contractor must provide pickup and delivery service to City of Shoreline for the three (3) publications per year. The main delivery location of the printed material is the Spartan Recreation Center, 202 NE 185th St, Shoreline, WA. Coordination of digital materials will be with Shoreline City Hall, 17500 Midvale Ave N, Shoreline WA. Delivery to USPS Seattle Bulk Mailing entry for mailing.

Original Documents, Artwork, Digital Graphic Files:

The City may provide original documents, artwork and/or digital files (further referenced as originals) to Contractor. All originals, whether provided by City or generated by

contractor, are the property of the City and must be returned at time of delivery of the final product.

Proof Approval:

The printer shall provide a hard copy assembled proof in color to the City project manager for final approval. Failure to provide a proof to the City in advance of publication shall make the Contractor fully responsible for all errors, corrections, and damages.

Quality Specifications:

Document quality is to meet highest industry standards in terms of readability and overall appearance. Acceptable quality is solely determined by the City of Shoreline.

To the extent that any required corrections are the fault of the printer, then printer shall bear the costs of the corrections and shall reprint and/or redistribute the Recreation Guide. Such corrections that are considered the exclusive responsibility of the printer include, but are not necessarily limited to, improper paper size that does not comply to the specifications herein, incomplete or smudged printing on the pages, color overlay that does not properly align to two-color print, and other similar defects in production. Should the production completely fail, the City retains the right to terminate the publication immediately and the City shall not be held responsible for the payment of the failed production, and may require the printer to pay for damages including reproduction at an alternative location as a result of the failure to meet the printing obligation.

Sustainable Products:

The City is committed to environmental matters and has an interest in measures used by service and product providers to ensure minimal adverse impact on the environment. The City seeks to maximize the purchase of products using recycled materials and products suitable for recycling, without unreasonable increase to price nor degradation of quality. The contractor will be required to discuss and offer assistance in determining methods and products that will help the City succeed in this effort throughout the duration of this contract. These will include but not limited to recycled paper and vegetable based ink.

Additional Specifications:

Printed material shall not be accepted nor considered complete until all items listed in specifications are met to the satisfaction of the City. Work shall be delivered complete within the number of working days agreed upon by both the City and Contractor.

The number of working days may vary depending on the project. The City will issue a written Notice to Proceed for each printing project under this contract. If the work is not delivered complete within the agreed upon time, the Contractor agrees to pay the City as liquidated damages the sum of \$100.00 per day for each day the project remains uncompleted.

Such liquidated damages are appropriate and agreed upon by the parties because of impracticability and difficulty of ascertaining the actual damages the City would sustain in the events described above.

Modifications:

Either party may request changes in the contract. Any and all agreed modification shall be in writing, signed by each of the parties.