

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

<b>AGENDA TITLE:</b>	Authorizing the City Manager to Execute a Professional Services Contract with Consolidated Press LLC in an Amount Not to Exceed \$135,000 for Printing and Mailing of the Recreation Guide
<b>DEPARTMENT:</b>	Parks, Recreation and Cultural Services
<b>PRESENTED BY:</b>	Mary Reidy, Recreation Superintendent
<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 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 current contract with Consolidated Press LLC concluded at the end of 2019. A competitive bid process was completed in September 2019 as per the City's purchasing policy. The Parks Department initiated a Request for Proposal (RFP #9436) process to secure mailing and printing services for three (3) issues of the Recreation Guide for five years (2020-2024). 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 LLC for printing of the Recreation Guide in an amount not to exceed \$27,000 annually, for a total contract amount of \$135,000 for the five years.

**RESOURCE/FINANCIAL IMPACT:**

The contract's scope of work includes compensation for services for both printing and mail preparation for the Recreation Guides. The total estimated cost of the contract to print three (3) guides per year is not to exceed \$27,000, which falls within the current annual Recreation Guide printing/mail preparation budget. This contract is not to exceed a total of five (5) consecutive years, unless terminated sooner by the City.

**RECOMMENDATION**

Staff recommends that the City Council move to authorize the City Manager to enter into a contract with Consolidated Press LLC in an amount not to exceed \$135,000 for printing and mailing services related to the Recreation Guide beginning January 2020 through December 2024.

Approved By:            City Manager **JN**    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 all Shoreline households three times per year, with additional copies available at local libraries, community spaces 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.

## **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, a Request for Proposal (RFP) was issued on August 5, 2019 (RFP # 9436) to secure mailing and printing services for three (3) issues of the Recreation Guide for five years (2020-2024). In response to this RFP staff received one proposal from the City's current vendor, Consolidated Press LLC.

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 LLC of Seattle, WA. The total contract cost for Consolidated Press will cover the mailing and printing of four-color, 8.25" x 10.625", saddle stitched, and trimmed Recreation Guides. Staff is requesting that the City Council authorize the City Manager to execute a professional services contract with Consolidated Press LLC for this scope of work (Attachment A) in an amount not to exceed \$27,000 annually, for a total contract amount of \$135,000 for the five years.

## **RESOURCE/FINANCIAL IMPACT**

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**ATTACHMENTS**

Attachment A – Scope of Work for Consolidated Press LLC

**EXHIBIT A  
SCOPE OF WORK  
Consolidated Press LLC Contract #9436**

**Scope of Work**

Consolidated Press LLC will publish, distribute and mail the PRCS Shoreline Recreation Guide three (3) times per year, or as otherwise requested, following the specifications and below. The contract amount will not exceed \$27,000 per year for a total of five (5) years, contingent upon the appropriation of funds by the Shoreline City Council.

**Specifications**

<b>Description</b>	Recreation Guide
<b>Final Size</b>	8 1/4 x 10 5/8
<b>Paper</b>	38.0 lb Norbrite LW Opaque w/ 10% Rec FSC MIX – ADVANCE ORDER REQUIRED
<b>Ink</b>	4 Color Process all pages – bleed
<b>Provided</b>	File - PDF of plate ready files
<b>Prepress</b>	Preflight PDF ready files, Computer time, Content and Color Proof, Qualifies for FSC Logo
<b>Press</b>	Heatset Web Press
<b>Finishing</b>	Saddle Stitch, bundle 5,000 client copies, skid and hold balance for mailing services
<b>Shipping</b>	5,000 deliver to City of Shoreline

**Pricing**

<b>Print Packages 5% Post-Consumer (FSC)</b>	<b>20K</b>	<b>30K</b>	<b>Price per addn'l Ms +/-</b>
Fall and Winter: 32 pages: self-cover 38/80 stock EB black 4C all pages	\$4,364.84		\$101.48
		\$5,193.78	\$95.29
Spring/Summer: 56 pages; self-cover 38/80 stock EB black 4C all pages	\$7,848.49		\$184.34
		\$9,288.83	\$170.92

Additional 8 pages Fall and Winter	\$1,580.55		\$44.37
		\$1,859.39	\$38.87
Additional 8 pages Spring/Summer	\$28.53		\$6.97
		\$173.68	\$9.47

**Mailing Prep**      Simplified - Bundle & Apply topsheets, USPS Documentation, Deliver to Seattle PO

Quantity	Prices	Per Addl M
20,000	\$408.68	\$16.21

**Mailing Prep**      Upload files – inkjet mailing, presort, Inkjet, USPS Documentation, Deliver to Seattle PO

Quantity	Prices	Per Addl M
2,000	\$313.99	\$75.12
7,406	\$598.50	\$57.50

**Additional Mailing Items if applicable**

- Purchase Resident List – Up to 2,500 = \$125.00
- NCOA (USPS requires every 96 days to all mailing lists)- \$25.00 set up + \$3.15 per 1,000
- Merge & DeDupe- \$25.00 set up +\$5.15 per 1,000
- Hone off and/or black plate change only - \$75.00 per (Required for removal of ECRWSS information on simplified mailing panel for Inkjet addressing)  
X2 if removal of indicia/permit on non-mailing copies required.
- Alternations/Changes to Proofs - \$20.00 per page for text + \$35 per page for color changes (Includes system time for simple text changes or new files provided)

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, 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, Consolidated Press 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. Consolidated Press shall provide the City sixty (60) 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**

Consolidated Press shall not subcontract any duties under this contract without the City's prior written consent.

**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: 10 business days.

**Pickup and Delivery Schedule**

Consolidated Press must provide pickup and delivery service to the 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 Consolidated Press. All originals, whether provided by City or generated by Consolidated Press, are the property of the City and must be returned at time of delivery of the final product.

**Ownership of Items Produced**

All writings, programs, data, public records or other materials prepared by the Consolidated Press and/or its consultants or subcontractors, in connection with the performance of services shall be the sole and absolute property of the City.

**Proof Approval**

Consolidated Press 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 Consolidated Press 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 Consolidated Press, then Consolidated Press 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 Consolidated Press 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 Consolidated Press 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. Consolidated Press 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**

Work shall be delivered complete within the number of working days agreed upon by both the City and Consolidated Press for each issue's production schedule. The City will provide a production schedule for review and agreement no less than eight (8) weeks in advance of the publication date.

The number of working days may vary depending on the issue size. No work may proceed without City authority to proceed for each printing project. If the work is not delivered complete within the agreed upon time, Consolidated Press agrees to pay the City as liquidated damages the sum of \$250.00 per day for each day the project remains uncompleted.

**Modifications**

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