

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Authorize the City Manager to Execute Contract #10118 Printing and Mailing Currents Newsletter and Other Citywide Mailers with Consolidated Press LLC, in an Amount Not to Exceed \$114,000
DEPARTMENT:	City Manager's Office - Communications
PRESENTED BY:	Eric Bratton, Communications Program Manager
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:

Staff is requesting Council authorization for the City Manager to execute contract (#10118) with Consolidated Press LLC to provide printing and mailing services for the Currents newsletter and up to one other citywide mailer per year. Staff issued an RFP for this service and received one response. The response was from our current service provider Consolidated Press.

RESOURCE/FINANCIAL IMPACT:

Funding for this contract will be from the City Manager's Office Communications budget in the General Fund. These services are budgeted at \$38,000 per year, for a total of \$114,000 for the three-year term of the contract.

RECOMMENDATION

Staff recommends that the City Council authorize the City Manager to execute Contract #10118 for printing and mailing services for the Currents newsletter and other citywide mailers.

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 2020 Resident Satisfaction Survey, 90% of respondents said they received information about City issues, services, and events through Currents. Seventy-one percent of respondents said they were satisfied with the quality of Currents and only 4% were dissatisfied.

The City typically publishes Currents 10 times a year with one to two 16-page issues and eight to nine 8-page issues. Publications follow a monthly schedule with combined issues for July/August and December/January. City staff produces the content and graphic layout for each issue.

The City also on occasion has need to print and mail other citywide publications. These mailings are more infrequent and usually would not occur more than once a year.

Every three years, the City issues an RFP for this contract. The current contract for these services expires January 31, 2022. Staff issued RFP #10118 in October 2021 and received one response from Consolidated Press LLC, the City's current service provider.

DISCUSSION

Consolidated Press has been printing the City's Currents newsletter for the past six years. They have also printed other citywide mailers on an as needed basis, such as factual mailers regarding ballot measures.

The primary objectives of the contract are to:

- Print the City's newsletter, which is delivered to approximately 25,000 households and businesses in Shoreline, ten times a year on a monthly basis except for the Summer issue, which covers July and August, and the Winter issue, which covers December and January;
- Deliver the printed newsletters to the Bitter Lake post office on N 145th Street and Shoreline City Hall; and
- Print and deliver up to one other citywide mailer per year.

RESOURCE/FINANCIAL IMPACT

Funding for this contract will be from the City Manager's Office Communications budget in the General Fund. These services are budgeted at \$38,000 per year, for a total of \$114,000 for the three-year term of the contract.

RECOMMENDATION

Staff recommends that the City Council authorize the City Manager to execute Contract #10118 for printing and mailing services for the Currents newsletter and other citywide mailers.

ATTACHMENT

Attachment A: Consolidate Press Printing Mailing Services Contract Scope of work

**EXHIBIT A
SCOPE OF WORK**

Consolidated Press LLC will provide printing, mailing, and distributing services for City’s *Currents* newsletter and other citywide mailers. This includes a total of 10 editions of *Currents* (eight to nine 8-page and one to two 16-page editions) and approximately one 4-page citywide mailer per year. Total contract amount not to exceed \$114,000.

Total print estimate of 25,000, four-color, 8.25” x 10.625” newsletters, glued or stitched and trimmed.

Costs

4 page editions	\$2,698.50 (80# Silk Text 4/4)
per extra 1,000s	\$118.74
Price for mail preparation:	
ECRWSS (22,500)	\$318.80
Labels (2,500)	\$376.91
Merge, Purge & Dedupe	\$30 set-up / \$3.00 per 1,000
8 page editions	\$2,238.79 (40# Inland Brite – 10% PCW)
16 page editions	\$3,034.74 (40# Inland Brite – 10% PCW)
Price for mail preparation:	
ECRWSS (22,500)	\$356.60
Labels (2,500)	\$349.38
Merge, Purge & Dedupe	\$30 set-up / \$3.00 per 1,000
Price for corrections	\$20 Text/per page \$50 Color/per page
Additional for Mapping	\$130/hour
Additional to purchase CIS resident list – 1X use 2,500	\$113.82

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

Guaranteed turnaround time of 10 working days with advanced scheduling.