



CITY COUNCIL AGENDA REPORT

MEETING DATE: JULY 21, 2015

ITEM NUMBER: **CC-15**

SUBJECT: AWARD AN ANNUAL CONTRACT FOR THE PRINTING AND DELIVERY SERVICES OF THE RECREATION GUIDE.

DATE: JULY 7, 2015

FROM: PARKS & COMMUNITY SERVICES DEPARTMENT/RECREATION DIVISION

PRESENTATION BY: TRAVIS KARLEN, RECREATION MANAGER, (714) 754-5052

FOR FURTHER INFORMATION CONTACT: JUSTIN MARTIN, RECREATION SUPERVISOR
(714) 754-5065

RECOMMENDATION:

Staff recommends that the City Council approve an annual price agreement contract with San Dieguito Printers for the printing and delivery services of the City's quarterly Recreation Guide, for a three (3) year term with the option of two (2) additional one (1) year renewal periods. The contract amount is estimated at \$51,030.32 annually for the company's services with a contract term not to exceed \$153,090.96 for three (3) years (See Attachment 1).

BACKGROUND:

The Parks & Community Services Department staff, along with staff from Central Services, produce four (4) City Recreation Guides annually. Each edition (Fall, Winter, Spring and Summer) is printed in a quantity batch of 48,000. The Recreation Guide is the largest advertising tool for the department's programs, classes, special events and facilities. The Recreation Guide is also the number one avenue to communicate recreational offerings to the general public. Each guide reaches every household within the city's limits and is a major asset in regard to community outreach that offers high level, competitively priced recreational opportunities to the citizens of Costa Mesa.

The contract with the current Recreation Guide printer, Westminster Press, has now expired and to continue quality printing and delivery and to also comply with City policy, the department is required to solicit Request for Quotes (RFQ) (See Attachment 2).

ANALYSIS:

On June 22, 2015 staff released a Request for Quotes (RFQ # 062215P&R) and received four (4) proposals with competitive quotes from reputable printing companies located in the Southern California area.

Staff analyzed all four proposals, which also included samples of similar work for other municipalities, company professional references, equipment specifications and business qualifications and experience.

After careful review of all submissions, staff is recommending San Dieguito Printers to be the most qualified selection based on their competitive and reasonable pricing, exceptional quality of work, positive feedback from references provided, and on the ability to meet tight deadlines (See Attachment 3).

ALTERNATIVES CONSIDERED:

Other alternatives for City Council consideration are as follows:

1. City Council may choose to not award the printing and delivery services contract to San Dieguito Printers and select a vendor from any of the other three (3) proposals.
2. City Council could review other proposals or reject all proposals and direct staff to re-advertise these services.

FISCAL REVIEW:

For the current fiscal year, FY 15-16, staff appropriated \$35,264 in the adopted budget for these services. The budgeted amount was based on the costs of printing and delivery services from the current vendor, Westminster Press.

The estimated annual contract amount is \$51,030.32 for the services of San Dieguito Printing, with a three (3) year contract term not to exceed \$153,090.96. With the approval of CEO Hatch, staff will prepare and complete a budget transfer in the amount of \$16,000.00 to transfer appropriations from other programs within the Parks and Community Services Department budget for this purpose.

LEGAL REVIEW:

The City Attorney's office has reviewed and approved the documents as to form.

CONCLUSION:

Staff recommends that the City Council approve an annual price agreement contract with San Dieguito Printers for a three (3) year term with the two (2) additional one (1) year renewal periods, for the printing and delivery of the City's quarterly Recreation Guide. The contract amount is estimated at \$51,030.32 annually for the company's services.

TRAVIS M. KARLEN
Recreation Manager

TOM HATCH
Chief Executive Officer

STEPHEN DUNIVENT
Interim Finance Director

TOM DUARTE
City Attorney

DISTRIBUTION:

ATTACHMENTS: 1 [PO with San Dieguito Printing](#)
2 [Request for Quote](#)
3 [Proposal from San Dieguito Printing](#)