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Title: CONSIDER AWARD OF SERVICE CONTRACT FOR THE PRINTING OF THE COMMUNITY SERVICES GUIDE AND CARSON REPORT COMBINATION FLIP BOOK (CITY COUNCIL)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit 1 (List of Prospective and Carson Vendors), 2. Exhibit 2 (Responsive Bids), 3. Exhibit 3 (Selection Summary Sheets), 4. Exhibit 4 (Summary of Documentation for iColor by former PIO Manager Zarah Cruz)

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, June 18, 2019

Discussion

SUBJECT:

CONSIDER AWARD OF SERVICE CONTRACT FOR THE PRINTING OF THE COMMUNITY SERVICES GUIDE AND CARSON REPORT COMBINATION FLIP BOOK (CITY COUNCIL)

I. SUMMARY

The Purchasing Manager has received bids for the printing of twelve (12) issues of the Community Services Guide and Carson Report combination flip book. Since total cost for these services exceeds the amount that the City Manager may approve, the City Council is being asked to approve the award of a service contract.

II. RECOMMENDATION

TAKE the following actions:

1. AWARD a three-year contract to Advantage Printing Mailing Marketing (Advantage Mailing) to print twelve (12) issues of the Community Services Guide and Carson Report combination flip book, mailing preparation, and delivery for an estimated cost of \$170,898.24 with an option to extend for a three-year period; and

2. AUTHORIZE the Mayor to execute the contract after approval as to form by the City Attorney.

III. ALTERNATIVES

TAKE any other action the City Council deems appropriate.

IV. BACKGROUND

On April 18, 2019, the City Clerk received bids for the printing of twelve (12) issues of the Community Services Guide and Carson Report combination flip book, as described in the City of Carson Bid Specification Bid No. 19-003. The Community Services Guide is published by the Public Information Office. The Carson Report is an educational and informational publication for residents of the City of Carson regarding the City's issues, programs and services. The Community Services Guide lists the schedules of upcoming events, programs, classes, excursions, and prices of enrollment in those respective programs for the Community Services Department.

Seven (7) Carson vendors were invited and called to post on Planet Bids. After posting on Planet Bids, a total of twenty-six (26) vendors were notified, of which two (2) were Carson vendors (Exhibit No. 1). The City Clerk posted the Notice Inviting Bids as required by the Municipal Code. The bid was also published in the *Daily Journal* newspaper on March 28, 2019 and posted it on the City's website. Three (3) responsive bids were received as follows (Exhibit No. 2):

<u>COMPANY</u>	<u>CITY</u>	<u>TOTAL</u>	
IColor Printing and Mailing, Inc.	Los Angeles, CA	\$113,760.00 (3 yrs.)	Advantage
Printing Mailing Marketing	Anaheim,CA	\$170,898.24 (3 yrs.)	
YWCA Greater Los Angeles	Los Angeles, CA	\$547,896.00 (3 yrs.)	

Purchasing Manager Sander Huang, Graphic Designer II Danielle Hasley, and Assistant City Manager David Roberts conducted an evaluation to compare the responsive bidders' services, experience, product quality, cost of products and services, staffing accessibility, ability to articulate understanding of the bid requirements, past and present performance, and working relationship with the City (if applicable). Advantage Mailing scored the highest among the three vendors with a 90% score (Exhibit No. 3).

The City Council is asked to consider awarding a three-year contract with Advantage Mailing. The Carson Municipal Code Section 2611(c) discusses Professional and Personal Services Procurement. This section allows the Council to select of a consultant for professional services based on demonstrated competence, the professional qualifications necessary for satisfactory performance of the required services, and a fair and reasonable price. Staff reviewed three vendors who submitted responsive bids and determined that Advantage Mailing would ultimately provide the most reliable services for the money quoted when compared to the others. They have submitted the acceptable quotation that best meets the needs of the City. In the past four years that Advantage Mailing has worked with the Public Information Office and other departments in the City, they have provided quality product and timely service.

V. FISCAL IMPACT

Funds in the amount of \$69,000 for the first year of the contract is included in the proposed FY 2019/20 budget in the Public Information Division account no. 101-50-540-101-6003.

VI. EXHIBITS

1. List of Prospective and Carson Vendors (p. 3-5)
2. Responsive Bids (p. 6-9)
3. Selection Summary Sheets (p. 10-18)
4. Summary of Documentation for iColor by former PIO Manager Zarah Cruz (p. 19-20)

1.

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