



Legislation Details (With Text)

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

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit 1 (List of Prospective Vendors and Responsive Bids).pdf, 2. 7-2-19 Costs of Printing

Date	Ver.	Action By	Action	Result
7/2/2019	1	City Council		

Report to Mayor and City Council

Tuesday, July 02, 2019

Discussion

SUBJECT:

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

I. SUMMARY

This item is continued from June 18, 2019 meeting at the request of the City Council with direction to staff to provide the cost of two separate publications (Carson Report and Community Services Guide). Staff has priced out the cost and determined that the cost of separating the publications is over \$34,000. Due to the increased cost, staff proposes that the city continue to produce one combination book but that the layout of the current flip book be completely remodeled to a more improved, desirable layout.

II. RECOMMENDATION

TAKE the following actions:

1. CONTINUE with a combination book that includes both publications and IMPROVE the current Community Services Guide and Carson Report to a Combination book with a new layout; **and**
2. 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

book, mailing preparation, and delivery for an estimated cost of \$170,898.24 with an option to extend for a three-year period; and

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

III. ALTERNATIVES

1. DO NOT PROCEED with the Community Services Guide and Carson Report combination book and DIRECT staff to spend \$34,270.48 on separating the Carson Report and Community Services Guide into two publications; **and**
2. AWARD a three-year contract to Advantage Mailing to print (12) issues of the Community Services Guide and twelve (12) issues of the Carson Report separately, mailing preparation and delivery for an estimated cost of \$212,175.36; or
3. TAKE any other action the City Council deems appropriate.

IV. BACKGROUND

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 (Exhibit 1 and 2). 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. Exhibit No. 3 is the table with the cost of printing two separate publications as requested.

V. FISCAL IMPACT

Funds in the amount of \$69,000 is included in the FY 2019/20 budget in the Public Information Division account no. 101-50-540-101-6003. If the City Council opts to print the Carson Report and Community Services Guide separately, the budget needs to be amended mid-year.

VI. EXHIBITS

1. List of Prospective Vendors and Responsive Bids. (pgs. 3-9)
2. Printing Costs. (pg.10)

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