



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Richard Gill, Parks & Recreation Director  
Bruce Moe, Finance Director  
Gina Allen, Recreation Services Manager  
Gwen Eng, General Services Manager

**DATE:** November 5, 2008

**SUBJECT:** Consideration of the Award of a Three-Year Parks and Recreation Activity Guide Printing Services Contract to American Print Media (Estimated Value \$130,800)

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**RECOMMENDATION:**

Staff recommends that the City Council award RFP #753-09 to American Print Media for a three-year activity guide printing services, with an estimated value of \$130,800 and approve a supplemental appropriation of \$11,025 from available unreserved General Fund balance.

**FISCAL IMPLICATION:**

Funds totaling \$31,200 were allocated in the FY 2008-2009 Parks & Recreation budget for the activity guide printing services and \$9,525 has been spent on the Fall issue. The amount available for printing the remaining three issues for this year is \$21,675. The per issue cost under the new contract will be \$10,900 ( $\$10,900 \times 3 = \$32,700$ ), therefore the cost for the remaining issues this year will be \$32,700. As a result, an additional \$11,025 ( $\$32,700 - \$21,675 = \$11,025$ ) is needed for this fiscal year. The required funds for future years' issues will be budgeted accordingly.

**DISCUSSION:**

The City publishes a quarterly activity guide that presents residents with Parks and Recreation class registration information. Approximately 16,000 copies of the newsletter are published each quarter.

The City's most recent contract is set to expire. As a result, staff solicited proposals and received eight responses. A summary of pricing offered by each vendor for a three year period is shown below:

<u>Bidder</u>	<u>Bid Total</u>
1. American Print Media	\$130,800
2. Direct Advertising Response	\$200,400
3. Rodgers & McDonald	\$208.800

4. Allegra Print & Imaging	\$219,000
5. Pacific Rim	\$259,200
6. Standard Register	\$260,400
7. Integrated Marketing Services	\$285,600
8. Diamond Press & Printing	\$302,400

Where possible and practical, we have specified “green” requirements in keeping with our efforts to be more environmentally-friendly. This guide will be printed with soy ink on recycled paper with 40% post consumer waste (PCW) content. Staff explored raising the recycled content to 60% PCW, however, this would result in an additional 20% up-charge. As a result, we specified the 40% PCW.

The award selection is based upon several factors: ability to perform the requirements, pricing, quality control, references, and timely responsiveness. American Print Media has the necessary staffing, equipment, and facilities to meet the City’s requirements, and is also the lowest bidder. Due to the cost differential between American Print Media and the next vendor, staff did verify that their submitted pricing is correct. The estimated expenditure is based on printing costs for 16,000 quarterly activity guides over a three-year period. If approved, the contract will be in the form of a purchase order. The City may cancel the contract at any time without cause if necessary.