



# CITY COUNCIL AGENDA REPORT



**DEPARTMENT:** Administration

**MEETING DATE:** February 19, 2013

**PREPARED BY:** Alexis Newell, Management Analyst I

**AGENDA LOCATION:** CC-6

---

**TITLE:** Award of Bid for Production of the Monrovia Today Newsletter to Printing Control in the Amount of \$12,337 per Publication During the 2013 Calendar Year

**OBJECTIVE:** To procure printing services for the quarterly production of the City's newsletter, Monrovia Today

**BACKGROUND:** Monrovia Today is the official newsletter of the City of Monrovia, published quarterly (March, June, September, and December) and distributed to every residence and business in the community, in addition to being posted and archived on the City's website. The Monrovia Today disseminates information, news and publicity on City and community-related items, issues, and major events. Starting this calendar year, the Monrovia Today magazine will also include the Community Services Brochure.

**ANALYSIS:** Staff sent out Requests for Proposals to 17 printers located primarily in Monrovia, but also including some surrounding areas. Six printers responded to the RFP within the deadline provided: Ink Spots, Denram Printing and Graphics, Printing Control, Sir Speedy, and The Workshop. Five printers were based in Monrovia, and The Workshop is based in Arcadia. One printer, Hollinhurst, was disqualified for not having a valid Monrovia Business License.

Only three printers met all of the specifications set out in the RFP. Ink Spots came in the lowest with a cost of \$11,610 per issue. Printing Control was next with a cost of \$12,337 per issue. Denram was the third with a quote of \$13,824 per issue.

All printers were asked to submit a sample of their work to show previous print jobs similar to the Monrovia Today publication. As this will now be the primary printed and mailed brochure to the community, quality of print played a key role in the decision-making process. While it is not the lowest bid, Staff is recommending awarding the bid for the printing of the Monrovia Today during the 2013 calendar year to Printing Control, based on their experience, quality of and type of materials they have produced in the past. This is only a 6 percent difference between the two lowest bidding printers, or \$727 total.

**ENVIRONMENTAL IMPACT:** This project is in support of the City's environmental accords goal to reduce waste through the use of recycled content paper. In addition, this publication contains a recurring column which includes "greening tips."

**FISCAL IMPACT:** Funds for this expenditure have been included in the Community Relations budget. Advertisements are being sold through the Community Services Department in conjunction with special event sponsorships to cover the cost of the publication, as well.

**OPTIONS:** The following options are presented for consideration:

**CC-6**

1. Award a bid to Printing Control in the amount of \$12,337 per issue for the production of the Monrovia Today newsletter for the 2013 calendar year.
2. Award a bid to Ink Spots in the amount of \$11,610 per issue for production of the Monrovia Today newsletter for the 2013 calendar year. Ink Spots was the lowest responsive bid; however, based on samples provided, it is Staff's opinion that a lower quality publication would be produced with nominal cost savings.
3. Reject all proposals and direct Staff to evaluate alternative means of producing the Monrovia Today newsletter.

**RECOMMENDATION:** Staff recommends awarding the bid to Printing Control for the production of the Monrovia Today newsletter for Calendar Year 2013.

**COUNCIL ACTION REQUIRED:** If the City Council concurs, the appropriate action would be a motion to award a bid to Printing Control in the amount of \$12,337 per issue for the production of the Monrovia Today newsletter for the 2013 calendar year, and authorize the City Manager to execute the necessary documents.