

Agenda Report

February 22, 2016

TO: Honorable Mayor and City Council

FROM: Office of the City Manager

SUBJECT: AUTHORIZATION TO ENTER INTO A PURCHASE ORDER CONTRACT WITH LICHER DIRECT MAIL, INC. FOR PRINTING AND BULK MAIL SERVICES FOR THE PASADENA IN FOCUS NEWSLETTER

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act (CEQA) as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines and, as such, no environmental documents pursuant to CEQA are required for this project;
2. Accept the bid dated December 29, 2015 submitted by Licher Direct Mail, Inc. in response to the Notice Inviting Bids for printing and bulk mail services for the Pasadena In Focus newsletter for the City Manager Department;
3. Reject all other bids received; and
4. Authorize the issuance of a Purchase Order Contract for an amount not to exceed \$52,214 for an initial term of one-year with an option for an additional one-year term of \$52,214 at the discretion of the City Manager.

BACKGROUND:

The City of Pasadena's Public Affairs Office, part of the City Manager's Office, produces the bi-monthly *Pasadena In Focus* (PIF) newsletter that provides information about programs, events, activities and issues related to the Pasadena municipal government. Throughout the years, PIF has been consistently recognized, and depended upon, by the community as one of the most important local sources of information about the City. As a means of distribution to the public, PIF is printed and physically distributed citywide, as well as electronically posted on the City's website, and sent by email.

The newsletter is distributed under the City's Bulk Mail permit by the U.S. Post Office to approximately 76,200 residential households and commercial businesses; with 1,800 copies delivered to the City for distribution via the Public Library, Community Centers and other public counters. To continue with the printed publication of PIF, procuring the printing and bulk mail services of a qualified vendor will ensure that this need is met.

In accordance with the Competitive Bidding and Purchasing Ordinance, Pasadena Municipal Code, Chapter 4.08, the Public Affairs Office prepared the specifications for the proposed service. On December 10, 2015, a Notice Inviting Bids for printing and bulk mail services was advertised in the Pasadena Journal and also posted online through Planet Bids. A total of 32 prospective bidders received notice of the bid package and 25 prospective bidders downloaded the document.

Following advertising, three bids were received on December 29, 2015 and are as follows:

<u>Bidders</u>	<u>Bid Price (One Year Contract)</u>
1. Licher Direct Mail, Inc. (Pasadena)	\$52,214
2. PSA Print Group (Rancho Cucamonga)	\$55,465
3. iColor Printing & Mailing, Inc. (Los Angeles)	\$161,568

Licher Direct Mail, Inc., a local, Pasadena-based company, was the lowest responsive bidder and is recommended for the award of contract. The proposed contract of \$52,214 is based on annual distribution and unit price per each printed and mailed newsletter. The contract has an option for a one-year extension of \$52,214, for a combined total of \$104,429.

COUNCIL POLICY CONSIDERATION:

This proposed action is consistent with the City Council's Strategic Plan Goal to: (1) maintain fiscal responsibility and stability and (2) support and promote the quality of life and local economy. It is also consistent with the City's values of open, clear and frequent communications.

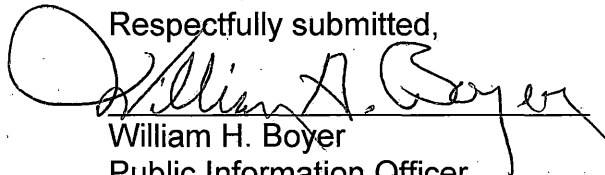
ENVIRONMENTAL ANALYSIS:

The proposed purchase order contract for printing and bulk mail services would not cause either a direct physical change in the environment or a reasonable foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

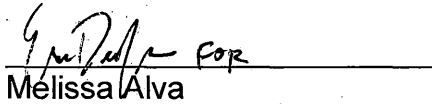
The maximum cost of this action, if the one-year extension is approved, is \$104,429. It is anticipated that \$13,054 will be spent during Fiscal Year 2016 to produce two issues of PIF. The Public Affairs Office currently has funds available under account number 10111001-811000 to cover the anticipated expenses in Fiscal Year 2016. Assuming that the one-year extension is approved, the remaining \$91,375 will be spent over the next two fiscal years.

Respectfully submitted,



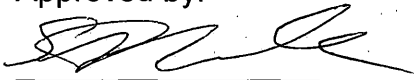
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