



Agenda Report

August 2, 2021

TO: Honorable Mayor and City Council
FROM: Department of Finance
SUBJECT: CONTRACT AWARD TO LICHER DIRECT MAIL, INC., INFUSE BRANDING, INC. AND iCOLOR PRINTING & MAILING, INC. FOR PRINTING SERVICES NOT TO EXCEED \$1,686,625, \$258,000 AND \$147,345, RESPECTIVELY

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) pursuant to Section 21065 of CEQA and Sections 15060 (c)(2), 15060 (c)(3), and 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required for the project;
2. Accept the bid dated April 20, 2021, submitted by Licher Direct Mail, Inc. for offset and digital printing;
3. Accept the bid dated April 20, 2021, submitted by Infuse Branding, Inc. for envelope printing;
4. Accept the bid dated April 20, 2021, submitted by iColor Printing & Mailing, Inc. for oversized printing;
5. Reject all other bids; and
6. Authorize the City Manager to enter into three-year contracts with two optional one-year extensions as follows:
 - A) Licher Direct Mail, Inc. for an initial three-year contract in an amount not-to-exceed \$1,011,975 with two optional one-year terms of \$337,325 per extension for a maximum contract length of five-years and a not-to-exceed contract amount of \$1,686,625.
 - B) Infuse Branding, Inc. for an initial three-year contract in an amount not-to-exceed \$154,800 with two optional one-year terms of \$51,600 per extension for a maximum contract length of five-years and a not-to-exceed contract amount of \$258,000.

- C) iColor Printing & Mailing, Inc. for an initial three-year contract in an amount not-to-exceed \$88,407 with two optional one-year terms of \$29,469 per extension for a maximum contract length of five-years and a not-to-exceed contract amount of \$147,345.

BACKGROUND:

The Printing Services section of the Department of Finance will occasionally outsource printing services including: brochures; catalogs; booklets; bill inserts; postcards; envelopes; oversized printing; and additional projects as required. This contract will address the need for printing overflow work when current in-house production is at maximum capacity and for projects that require production specifications beyond the capabilities of in-house equipment. For improved efficiency, control, and consistency of the services, the City has undertaken a competitive bidding process and selected vendors for offset and digital printing, envelope printing, and oversized printing.

On March 24, 2021, a Notice Inviting Bids for provision of printing services was published in the *Pasadena Journal* and *Pasadena Weekly*, and posted on the City's website, which generated notices to 475 vendors, 42 of which were local vendors. The bid package included an estimated volume of total outsourced printing projects over a 12-month period.

Based on historical data, a selection of representative print run specifications were established and divided into three main categories. These categories include offset and digital printing, envelope printing, and oversized printing. The total cost of each of these print runs was then multiplied by an estimated number of print runs that will be ordered annually. The totals were used to establish the annual cost of each category, which were then totaled to establish a total annual cost of outsourced printing.

Vendors were invited to bid on one or more of these categories, which would be awarded individually, by category. Advertising bids were received on April 20, 2021, the results are as follows:

Category 1: Offset and Digital Printing

<u>Bidders</u>	<u>Location</u>	<u>Bid Amount (\$)</u>
Licher Direct Mail, Inc.	Pasadena, CA	\$337,323.11
iColor Printing & Mailing, Inc.	Los Angeles, CA	\$369,220.30
Taylor Printing	Burbank, CA	\$431,138.36
Sapphire Business Solutions	Glendale, CA	\$507,764.37
Color Depot	Glendale, CA	\$598,073.18
Infuse Branding, Inc.	Pasadena, CA	\$1,064,335.12

Category 2: Envelope Printing

<u>Bidders</u>	<u>Location</u>	<u>Bid Amount (\$)</u>
Infuse Branding, Inc.	Pasadena, CA	\$51,599.76
iColor Printing & Mailing, Inc.	Los Angeles, CA	\$92,245.07
Central Business Forms, Inc.	Foster City, CA	\$93,076.29
Licher Direct Mail, Inc.	Pasadena, CA	\$99,120.26
Taylor Printing	Burbank, CA	\$111,516.90

Category 3: Oversized Printing

<u>Bidders</u>	<u>Location</u>	<u>Bid Amount (\$)</u>
iColor Printing & Mailing, Inc.	Los Angeles, CA	\$29,468.03
Robert Myers Studio	Pasadena, CA	\$55,411.65
Image Quest Plus, LLC.	Pasadena, CA	\$56,016.59
Taylor Printing	Burbank, CA	\$82,296.84
Crisp Imaging	Costa Mesa, CA	\$98,019.14
Brixen & Sons	Santa Ana, CA	\$102,017.21
Infuse Branding, Inc.	Pasadena, CA	\$130,666.21
Central Business Forms, Inc.	Foster City, CA	\$312,567.78

Licher Direct Mail, Inc. was the lowest responsive and responsible bidder in Category 1, offset and digital printing. The City has done business with Licher Direct Mail, Inc. in the past, issuing purchase orders totaling over \$1,700,000 since 2014 for printing services.

Infuse Branding, Inc. was the lowest responsive and responsible bidder in Category 2, envelope printing. The City has not done business with Infuse Branding, Inc., but will monitor expenses to make sure the contract value is not exceeded.

iColor Printing & Mailing, Inc. was the lowest responsive and responsible bidder in Category 3, oversized printing. The City has done business with iColor Printing and Mailing, Inc. in the past, issuing purchase orders totaling over \$125,000 since 2014 for printing services.

It is recommended that the City Council authorize contract awards for Category 1 to Licher Direct Mail, Inc., Category 2 to Infuse Branding, Inc., and Category 3 to iColor Printing & Mailing, Inc. as they are the lowest responsive and responsible bidders. The proposed contracts fully comply with the Competitive Bidding and Living Wage Ordinances.

COUNCIL POLICY CONSIDERATIONS:

Approval of this contract award addresses the City Council's goals of maintaining fiscal responsibility and stability and supporting and promoting the local economy.

ENVIRONMENTAL IMPACT:

The action proposed herein is not subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378. The authorization to enter into a contract with Licher Direct Mail, Inc., Infuse Branding , Inc and iColor Printing & Mailing, Inc. for printing services is an administrative activity (e.g., purchasing of supplies). This action would not cause either a direct physical change in the environment or a reasonably 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 will be approximately \$2,092,125 over a five-year period. The annual costs for Fiscal Year (FY) 2022 will be covered by existing appropriations in the FY 2022 Adopted Budget. Thereafter, appropriations will be budgeted during the annual operating budget process to address the remainder of the contract terms.

Respectfully submitted,



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