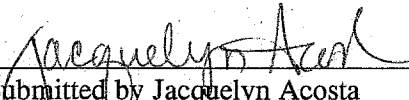


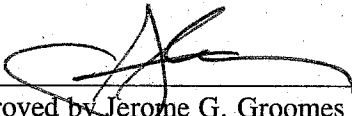


# City of Carson Report to Mayor and City Council

September 21, 2010  
New Business Consent

**SUBJECT: CONSIDER AWARD OF SERVICE CONTRACT FOR THE PRINTING OF THE PARKS, RECREATION AND HUMAN SERVICES GUIDE AND CARSON REPORT COMBINATION FLIP BOOK**

  
Submitted by Jacquelyn Acosta  
Administrative Services General Manager

  
Approved by Jerome G. Groomes  
City Manager

## **I. SUMMARY**

The Purchasing Manager has received bids for the printing of four (4) issues of the Parks, Recreation and Human Services Guides and Carson Report combination flip book. Since the total cost for these services exceeds the amount that the City Manager may approve, the City Council is being asked to approve the award of service contract.

## **II. RECOMMENDATION**

APPROVE an award of service contract to iColor for the printing of the four (4) issues of the Parks, Recreation and Human Services Guide and Carson Report combination flip book in an amount not-to-exceed \$28,212.27, including mailing preparation, optional 4-page inserts, and printing overages.

## **III. ALTERNATIVES**

TAKE any other action the City Council deems appropriate.

## **IV. BACKGROUND**

On August 26, 2010, the City Clerk received bids for the printing of four (4) issues of the Parks, Recreation and Human Services Guide and Carson Report combination flip book, as described by city of Carson Bid Specification No. B10-05. The Parks, Recreation and Human Services Guide is published by the Public Information Office and is used for advertising early childhood, youth, teen, adult and senior activities, as well as upcoming community events, excursions, and public transportation information. The Carson Report, also published by the Public Information Office, is an educational and informational publication for residents of the city of Carson regarding city's issues, programs and services.

Bids were solicited from 23 vendors, seven (7) of which were Carson vendors (Exhibit No. 1). The City Clerk posted the Notice Inviting Bids as required by

the Carson Municipal Code. The bid was also published in the *Our Weekly* newspaper on August 12, 2010, and posted on the city's website. Eight (8) responsive bids were received as follows:

**RESPONSIVE BIDS:**

<u>Company</u>	<u>City</u>	<u>Base Printing Bid</u>
iColor	Torrance, CA.	\$22,301.20
Paradise Post	Paradise, CA.	\$23,596.25
Advantage Mailing, Inc.	Anaheim, CA.	\$24,876.00
Liberty Press	Springville, Ut.	\$26,480.00
San Dieguito Printers	San Marcos, CA.	\$31,884.71
Southwest Offset Printing	Gardena, CA.	\$33,627.40
The PM Group	Lake Forest, CA.	\$35,419.00
Dakota Press	San Leandro, CA.	\$48,439.26

The bids were reviewed by Purchasing staff and the Public Information Manager. Staff has determined that it will be in the best interest of the city if the printing, optional mailing preparation, and additional 4-page sets were awarded to iColor, the lowest responsible bid. The final amount of the award is based on the cost of the printing, optional mailing preparation, additional 4-page inserts and the 2% printing overages as allowed under bid specifications 1.16 of city Bid Specifications No. B10-05, for a total amount not-to-exceed \$28,212.27. A summary showing the calculations of the contract is attached as Exhibit No. 2.

Paradise Post was the actual overall lowest bid when including the optional mailing preparation, additional 4-page inserts and the 2% printing overages, however, this vendor is located in Northern California, approximately 485 miles from the city of Carson. The geographical location of this vendor would make it difficult for the Public Information Office to review blueline proofs and perform press checks as required.

The additional 4-page sets in the Parks, Recreation and Human Services Guide are printed inserts requested by Parks and Recreation (Veterans SportsComplex), Transportation and the Human Services Division to supplement their respective programs. The additional 4-page sets are paid for separately by each division. The printer is allowed a 2% over or under run of the publications. If an over run of up to 2% is printed, the city is invoiced appropriately.

The Parks, Recreation and Human Services Guide and the Carson Report are being combined into one publication as a cost-saving method without sacrificing the City's commitment to provide its citizens with up-to-date and vital information on the city's programs and important news about Carson. With the

new format, one side of the publication will contain the Parks, Recreation and Human Services Guide and on the flip side, it will contain the Carson Report. Instead of printing and mailing a total of seven publications (four issues of the Parks, Recreation and Human Services Guide and three issues of the Carson Report) throughout the fiscal year, the City will only be printing four publications, thus saving the City an estimated amount of \$10,454.11 compared to last year's bid.

A copy of city Bid Specification No. B10-05 is available in the office of the Purchasing Manager, and an informational copy has been previously provided to the Mayor and Councilmembers.

V. FISCAL IMPACT

Funds for the printing of the publications are budgeted in FY 2010/11 in the Public Information Division account no. 01-50-540-003-6003.

VI. EXHIBITS

- 1. Vendor List. (pgs. 4-5)
- 2. Summary of bid calculations. (pg. 6)

Document1

Prepared by: Martha Ceja, Buyer

sf:Rev061902

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

Action taken by City Council

Date \_\_\_\_\_ Action \_\_\_\_\_

\_\_\_\_\_

PARKS, RECREATION AND HUMAN SERVICES GUIDE AND CARSON REPORT COMBINATION FLIP BOOK  
VENDOR LIST  
BID NO. B10-05

AM GRAPHICS  
ATTN: MR. ANGEL MORALES  
1070 E. DOMINGUEZ, UNIT H  
CARSON, CA. 90746

310-323-0040 FAX 310-323-2403

AVALON COMMUNICATIONS  
ATTN: JORGE BEPRES  
3238 WEST 131<sup>ST</sup> STREET  
HAWTHORNE, CA. 90250-5582

310-644-7777 FAX 310-973-8928

CAMPAIGN L.A.  
ATTN: DOUG HOWARD  
17205 S. BROADWAY  
GARDENA, CA. 90248

310-515-7171

EFFECTIVE GRAPHICS, INC.  
ATTN: MARK OLIVOS  
19515 S. VERMONT AVENUE  
TORRANCE, CA. 90502

310-323-2223 FAX 310-323-7377

GILLIAM & ASSOCIATES PRINTING SERVICES  
ATTN: RONNI GILLIAM  
6604 TRAIL RIDE WAY  
CITRUS HEIGHTS, CA. 95621

916-725-7661 FAX 916-725-7765

L.A. PRINTING AND ENGRAVING  
ATTN: RIGO BLANCO  
451 E. CARSON PLAZA DR., SUITE 205H  
CARSON, CA. 90746

818-726-9777 FAX 323-233-0173

ANSON'S  
ATTN: JIMMY STINSON  
119 W. 223<sup>RD</sup> STREET  
CARSON, CA. 90745

310-835-0446 FAX 310-499-0912

BUSINESS PRINTING AND IMAGING  
ATTN: BOB COOK  
24414 S. MAIN STREET, SUITE 203  
CARSON, CA. 90745

310-856-0532 FAX 310-856-0534

COPYWISE, INC.  
ATTN: LEIGHTON CHALMERS  
1950 E. 220<sup>TH</sup> STREET, SUITE 110  
LONG BEACH, CA. 90810

310-847-7899 FAX 310-847-7962

EXPRESS PRINTING SERVICES  
ATTN: JEORGE FLORES  
20933 S. BRANT AVENUE  
LONG BEACH, CA. 90810

310-631-5153 FAX 310-631-5154

JAMESTOWN PRESS, INC.  
ATTN: GREG CORDOSI  
20961 S. LAMBERTON AVENUE  
LONG BEACH, CA. 90810

310-609-2123 FAX 310-609-2162

MARINA GRAPHIC CENTER  
ATTN: MARX ORTEGA  
12901 CERISE AVENUE  
HAWTHORNE, CA. 90250-5520

310-970-1777 FAX 310-263-1777

PRESENTATION MEDIA INCORPORATED  
ATTN: MICHAEL MANIO  
13040 CERISE AVENUE  
HAWTHORNE, CA. 90250-5523

310-644-7999 EXT. 106 FAX 310-644-1771

PRINTING CONNECTION  
14458 VALLEY VISTA BLVD.  
SHERMAN OAKS, CA. 91423

818-453-5926

SOUTHWEST OFFSET PRINTING CO., INC.  
ATTN: JOHN VIGIL  
13650 GRAMERCY PLACE  
GARDENA, CA. 90249

310-323-0112 FAX 310-323-6927

SUNSET PRINTING CO.  
ATTN: DENNIS LANFRE  
16301 S. BROADWAY  
GARDENA, CA. 90248

800-427-8980 FAX 310-324-1743

XPRESS GRAPHICS, INC.  
ATTN: MIKE JEFRI  
17226 S. FIGUEROA STREET  
GARDENA, CA. 90248

310-527-7757 FAX 310-527-3776

THE PM GROUP  
ATTN: MARY VIDRINE  
21088 BAKE PARKWAY, SUITE 100  
LAKE FOREST, CA 92630

949-597-1662 FAX 949-597-1665

PRINTING ALTERNATIVES  
ATTN: ITELIA WALKER  
20208 S. CAMPAIGN DRIVE  
CARSON, CA. 90746

310-404-6316 FAX 310-638-8244

RODGERS & MCDONALD PRINTING GRAPHICS  
ATTN: BOB SHEENAN  
1020 E. 230<sup>TH</sup> STREET  
CARSON, CA. 90745

310-816-0333 FAX 310-816-0344

SUMI PRINTING AND BINDING  
ATTN: ROLAND SUMI  
851 E. WALNUT STREET  
CARSON, CA. 90746

310-769-1600 FAX 310-769-5515

TETRA GRAPHICS  
ATTN: MIKE WRATSCHKO  
2730 MONTEREY STREET, SUITE 102  
TORRANCE, CA. 90503

310-320-5365 FAX 310-320-8464

ICOLOR  
ATTN: SAMEER KHAN  
22873 LOCKNESS AVENUE  
TORRANCE, CA 90501

310-997-1454 FAX 310-997-1457



iCOLOR

SUMMARY OF BID CALCULATIONS FOR B10-05

Printing

\$20,320.00 - Printing of four (4) issues of the Parks, Recreation & Human Services Guides and Carson Report combination flip book.  
\$ 1,981.20 - Tax  
**\$22,301.20 - Total**

Mailing Preparation

\$ 1,840.00 - Mailing Preparation for 4 issues of the Parks, Recreation & Human Services Guide and Carson Report combination flip book.  
\$ 179.40 - Tax  
**\$ 2,019.40 - Total**

Printing of 4-Page Sets

\$ 3,078.00 - Three (3) 4-page sets per issue for 4 issues of the Parks, Recreation & Human Services Guide and Carson Report combination flip book.  
\$ 300.09 - Tax  
**\$ 3,378.09 - Total**

2% Printing Overages

\$ 513.58 - Parks, Recreation & Human Services Guide and Carson Report combination flip book and additional 4-page sets.

**\$28,212.27 - Grand Total**

