

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