



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# C-16

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

November 1, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt specifications No. PA-00206 and award a contract to Trend Offset Printing Services, Inc., for providing Parks, Recreation and Marine printed program schedules, in the estimated annual amount of \$210,000 for the period commencing November 1, 2005 for one year, with the option of renewing for two additional one-year periods, at the discretion of the City Manager. (Citywide)

## DISCUSSION

City Council approval is being requested to enter into a contract for furnishing and delivering program schedules to the public announcing ongoing recreational activities. The City enters into an annual contract based on the estimated annual expenditures of four publications in order to secure pricing at the highest possible discount.

In an effort to explore a cost efficient method for City departments to share information with Long Beach residents and businesses, this contract provides for the inclusion of a foldout publication from the City Manager's Office that would be inserted into the Parks, Recreation and Marine (PRM) quarterly schedules as an opportunity to provide updates on issues of importance to all residents. PRM schedules are mailed to every address within the City and are made available at various locations throughout Long Beach.

On September 19, 2005, forty-three potential bidders specializing in printing were notified; ten are Minority-owned Business Enterprises (MBEs), eight are Woman-owned Enterprises (WBEs) and twelve are Long Beach businesses. The bid was advertised on September 21, 2005. The bid document was made available from the Purchasing Division located on the Plaza Level of City Hall and the Division's website at [www.lbpurchasing.org](http://www.lbpurchasing.org). A bid announcement was also included in the Purchasing Division's weekly update on Open Bid Opportunities, which is sent to various local, minority, and women's groups. Bids were opened on October 5, 2005. Trend Offset Printing Service, Inc., of Los Alamitos, CA, was the lowest responsible bidder.

This matter was reviewed by Senior Deputy City Attorney Donna F. Gwin on September 15, 2005 and Budget Management Officer David Wodyski on October 17, 2005.

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TIMING CONSIDERATIONS

The current contract expires on November 15, 2005; however, in order to get the Winter Program Schedule out on time, all pre-press material must be delivered to the recommended vendor before the November 2, 2005 deadline. City Council action to adopt Specifications No. PA-00206 and award the contract concurrently is requested on November 1, 2005 to ensure that a contract is in place expeditiously.

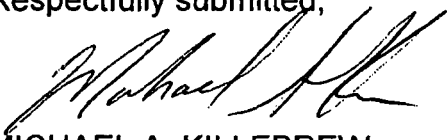
FISCAL IMPACT

The cost of the contract is estimated at \$210,000 annually. This amount is based on historical expenditures and reflects an increase in the estimated amount awarded on the previous contract to include the rising cost of paper and the addition of the foldout insert. Specifically, \$130,000 represents the cost for the programs and \$80,000 is for the quarterly insert. Therefore, \$130,000 is budgeted in the General Fund (GP) in the Department of Parks, Recreation and Marine (PR), and \$80,000 is budgeted in the General Services Fund (IS 385) in the Department of Technology Services (GS). The City will have the option of adding expenditures up to ten percent above the contract amount.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL A. KILLEBREW  
DIRECTOR OF FINANCIAL MANAGEMENT

MK:JV:LB:CM  
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APPROVED:



GERALD R. MILLER  
CITY MANAGER