



CITY OF LONG BEACH

C-9

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard 6th Floor • Long Beach, CA 90802 • (562) 570-6845 • Fax (562) 570-5836

November 18, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Specifications No. PA-00309 and award a contract to Trend Offset Printing Services, Inc., for the Parks, Recreation, and Marine printed program schedules, in the estimated amount of \$120,000 for a period of one year, with the option of renewing for two additional one-year periods, at the discretion of the City Manager, with the option of adding expenditures up to 10 percent (or \$12,000) above the annual contract amount, if necessary and if funds are available. (Citywide)

DISCUSSION

The Department of Parks, Recreation and Marine (PRM) is requesting City Council approval to enter into an annual 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 lowest possible price.

PRM schedules are mailed to every address within the City and are made available at various locations throughout Long Beach.

The bid was advertised on September 29, 2008, and 60 potential bidders specializing in printing were notified; 11 are Woman-owned Business Enterprises (WBEs), 14 are Minority-owned Business Enterprises (MBEs), 11 are Long Beach businesses and none are certified Small Business Enterprises (SBEs). 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.longbeach.gov/purchasing. A bid announcement was also included in the Purchasing Division's weekly update on Open Bid Opportunities, which is sent to 30 local, minority and women's business groups. Bids were opened on October 7, 2008. Trend Offset Printing Services, Inc., of Los Alamitos, CA, (not an MBE, WBE. Local or SBE), was the lowest responsible bidder.

This matter was reviewed by Deputy City Attorney Amy R. Burton on October 27, 2008 and by Budget Management Officer Victoria Bell on October 31, 2008.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. PA-00309 and award the contract is requested on November 18, 2008 to ensure that the Winter Program Schedule will meet the recommended vendor's November 24, 2008 deadline.

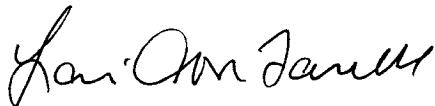
FISCAL IMPACT

The cost of this contract, in the estimated amount of \$120,000 annually, is budgeted in the General Fund (GP) in the Parks, Recreation and Marine Department (PR). The City will have the option of adding expenditures up to 10 percent (or \$12,000) above the annual contract amount, if necessary and if funds are available.

SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,



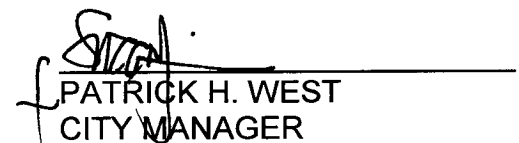
LORI ANN FARRELL
DIRECTOR OF FINANCIAL MANAGEMENT/CFO



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION & MARINE

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APPROVED:



PATRICK H. WEST
CITY MANAGER