

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Authorize purchase order to print the Torrance Seasons publication.

Expenditure: \$106,221.78

RECOMMENDATION

Recommendation of the City Manager that City Council 1) authorize a purchase order be issued to iColor Printing, Torrance, CA, to print the Torrance Seasons publication in the amount of \$101,163.60 (includes 8.75% sales tax of \$8,139.60) and a 5% contingency of \$5,058.18 for a total amount not to exceed \$106, 221.78; 2) appropriate \$106,221.78 from the Cable TV Fund balance. (BID B2011-42)

Funding

Funding is available in the Cable TV Fund.

BACKGROUND/ANALYSIS

The Torrance Seasons is a quarterly publication that offers City news items in addition to a schedule of classes and programs offered by the Community Services Department. The Torrance Seasons is mailed quarterly to all City residences. The purchase order will be for 3 years, upon award of purchase agreement and pending budget approvals and annual performance review for an additional two years.

In consideration of Strategic Plan priorities, Key Performance Indicator (KPI) 010, the City continues to explore ways to reduce the amount of green waste in publishing paper based products. The goal with Torrance Seasons is to phase in an orderly transition from primary paper distribution to primary online distribution. This bid provides a way to reduce paper consumption over time. Bidders were required to provide pricing on lower units printed. As we are able to ascertain the impact on Community Service Department programs and services by reducing printing and mailing of Torrance Seasons, we will begin a phased implementation. The ultimate goal is to provide only a few printed units available at public counters for residents that prefer not to go online.

This agreement and number of units published represents a reduction from the previous agreement.

During the 2011-2013 budget discussion in June of 2011, the City Council directed staff to explore ways to realign functions that involve community outreach efforts which are more appropriately accounted for in the Cable TV fund. The Torrance Season's budget is being realigned and is consistent with Council direction.

Formal bids were opened October 11, 2011. 8 bids received; two from Torrance vendors. iColor Printing (current contractor) is the lowest responsible bidder; without including the 1% Torrance sales tax rebate. Following are the bid results:

VENDOR	TOTAL FOR 12 ISSUES (DOES NOT INCLUDE SALES TAX OR 5% CONTINGENCY)
iColor Printing & Mailing, Inc. Torrance, CA *	\$ 93,024.00
San Diego Publishers, Inc. San Marcos, CA	\$ 105,753.60
Tribune Direct Irwindale, CA	\$ 117,756.00
Trend Offset Printing Los Alamitos, CA	\$ 120,648.00
Talor-Made Advertising & Marketing Torrance, CA	\$ 122,656.20
The Gates Group San Diego, CA	\$ 126,910.08
Signature Offset Boulder, CO	\$ 134,640.00
Prographics Inc. Rosemead, CA	\$ 152,771.52

*Lowest Responsible Bidder

Respectfully submitted,

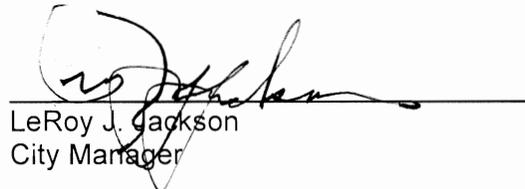
LeRoy J. Jackson
City Manager

By:



Michael D. Smith
Cable & Community Relations Manager

CONCUR:



LeRoy J. Jackson
City Manager