



City Council Staff Report

From: City Manager

Report Type: CONSENT CALENDAR

Lead Department: Community Services

Meeting Date: March 27, 2023

Report #:2302-0972

TITLE

Approval of Amendment No. 1 with FolgerGraphics, Inc. to increase the Not-to-Exceed Amount by \$235,200 for Professional Printing and Distribution Services of the Enjoy Activity Guide for an Additional Three Years; CEQA Status – not a project.

RECOMMENDATION

Staff recommends the City Council approve and authorize the City Manager or their designee to execute Amendment No. 1 to Contract S20176706 with FolgerGraphics, Inc. (Attachment A) for an additional three years to March 15, 2026 and to increase the not-to-exceed amount by \$235,200 to a total of \$447,045 for professional printing and distribution services of the City's Enjoy Activity Guide.

BACKGROUND

The Enjoy Activity Guide that is produced by the Community Services Department (CSD) provides the community with information about class and program offerings, special events, facility rental information, locations and features of parks and open space preserves throughout the City, as well as information on programming for other City departments (for example, Library, Fire, Utilities) and community partners. FolgerGraphics prints roughly 160,000 Enjoy Activity Guides per year (40,000 prints of four activity guides) and prepares the activity guide for mail distribution and delivers the copies to the Post Office.

DISCUSSION

A Request for Proposals was released from October 21, 2019 through November 12, 2019. Four bids were received and the contract was awarded to FolgerGraphics. The current contract term is March 16, 2020 to March 15, 2023 with a total not-to-exceed amount of \$211,845. Amendment 1 covers the term of March 16, 2023 through March 15, 2026, for a not-to-exceed amount of \$235,200. This is in alignment with the fees set forth by FolgerGraphics Inc., in which the catalogs will increase at a printing rate of \$0.02 per catalog per year.

Printing Year	Cost per Catalog	Fall Classes – 40,000 prints	Winter Classes - 40,000 prints	Summer Camp – 40,000 prints	Spring Classes – 40,000 prints	Total
March '23- March '24	\$0.47	\$18,800	\$18,800	\$18,800	\$18,800	\$75,200
March '24- March '25	\$0.49	\$19,600	\$19,600	\$19,600	\$19,600	\$78,400
March '25- March '26	\$0.51	\$20,400	\$20,400	\$20,400	\$20,400	\$81,600
						\$235,200

Staff is making the recommendation to extend the existing contract instead of issuing a new RFP to ensure that marketing for the Community Services Departments programming, special events, and resource list for the community, continues to reach all residents of the City without interruption. From discussions with other Community Services Departments and Recreation staff within Santa Clara County, staff learned that other vendors would not be able to meet the City's Zero Waste Program requirements. Staff also assessed the time and resources required to transition to a different printing and distribution provider and doing so would create a delay in mailing out the Community Services Departments Enjoy! Activity Guides to Palo Alto residents. In consideration of maintaining direct and continual communication with our community, staff is recommending a renewal of the contract with FolgerGraphics Inc.

Community Services Department staff is satisfied with the performance from FolgerGraphics Inc. FolgerGraphics Inc., currently complies with the City's Environmentally Preferred Purchasing policies and the requirements of the City's Zero Waste Program.

FISCAL/RESOURCE IMPACT

The Community Services Department's FY2023 Adopted Operating Budget has sufficient funding to absorb the cost of the contract, with no additional budget action being required for the current fiscal year. Funding for future years will be subject to Council's adoption of future budgets, and if necessary, requests for additional funding in alignment with escalating contract costs will be brought forward as a part of the City's annual budget development process.

STAKEHOLDER ENGAGEMENT

As stated above, CSD staff have reached out to other Recreation staff to identify other possible vendors and learned that other vendors would not meet the City's Zero Waste Program requirements.

ENVIRONMENTAL REVIEW

Approval of this contract amendment is not considered a Project as defined by the California Environmental Quality Act (CEQA).

ATTACHMENTS

Attachment A: Amendment No. 1 with FolgerGraphics, Inc. in the Amount of \$235,200 for Professional Printing and Distribution Services of the Enjoy Activity Guide for an Additional Three Years

APPROVED BY:

Kristen O'Kane, Community Services Director