



**TO THE HONORABLE MAYOR AND COUNCIL:**

DATE: January 5, 2009

**SUBJECT: AWARD OF THE ANNUAL CONTRACT TO PRODUCE AND DELIVER THE ACTIVITY GUIDE, RFB # 2167, TO FONG & FONG PRINTERS AND LITHOGRAPHERS, AS THE LOWEST RESPONSIBLE AND BEST VALUE BIDDER IN THE AMOUNT NOT TO EXCEED \$41,000.**

**Report in Brief**

Staff recommends that the City Council award the contract for producing and delivering the Activity Guide, RFB # 2167, to Fong & Fong Printers and Lithographers, as the lowest responsible and best value bidder in the amount not to exceed \$41,000, based on the vendor's proposed variable unit pricing which depends on the size and scope of individual activity guide publications.

**Background**

The Community and Recreation Services Activity Guide is published four times a year to provide relevant information on seasonal activities, events, programs and services offered to the community. The publication is the primary print marketing piece relied on to retain current and attract prospective customers to register and participate.

Four (4) potential bidders were solicited on the aforementioned Request for Bid. Notice of this solicitation was posted in the Purchasing Office and on the City's web site. On Wednesday, December 3, 2008 at 2:00 p.m., submittals were opened and read by the City Clerk's Office. Seven (7) vendors responded to the RFB. A copy of the bid tabulation is attached (Attachment 1). The submittals were evaluated based on City's best value award criteria, the base publication rate per thousand copies, the cost of extra services, the ability of a bidder to perform the contract, past performance with the City of Concord, and references. Fong & Fong Printers and Lithographers is the lowest responsible bidder and have the demonstrated experience to perform this type of work.

**Discussion**

Fong & Fong Printers and Lithographers was the lowest responsible bidder based on selection criteria that included base publication rate per thousand copies, the cost of extra services, the ability of a bidder to perform the contract, past performance with the City of Concord, and references. Fong & Fong's bid provides

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the City with the best value which includes the ability of the bidder to perform the contract with a record of quality performance, low base publication rate per thousand, no shipping costs, and the flexibility to increase the size and scope of the Activity Guide publication at a lowest possible cost. The Activity Guide serves as the primary marketing and information source for the public on what programs the City offers. The publication has increased in size over the past few years in direct correlation to the large increase in classes and programs offered through the Community and Recreation Services Department. Maintaining flexibility in the size and scope of the publication while insuring the lowest possible cost to the City is why Fong & Fong is a good choice to produce the Activity Guide.

**Fiscal Impact**

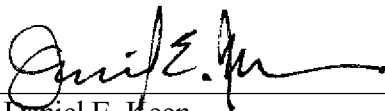
There are sufficient funds in the Community and Recreation Services administrative budget (100 4200 1Z01) for marketing expenditures already approved by Council. The cost for contractual printing services is covered in this budget category.

**Public Contact**

Posting of the City Agenda, advertisement in the newspaper, and the standard bidding process.

**Recommendation for Action**

Staff recommends that the City Council award the contract for producing and delivering the Activity Guide, RFB # 2167, to Fong & Fong Printers and Lithographers, as the lowest responsible and best value bidder in the amount not to exceed \$41,000.



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Enclosures: Attachment 1 - Bid Analysis Sheet: Provided by Purchasing – Finance Department

**RFB#2167 “Annual Contract to Produce and Deliver the “Activity Guide”****Bid Results**

	<b>Casey Printing King City, CA</b>	<b>Fong &amp; Fong Sacramento, CA</b>	<b>Dome Printing Sacramento, CA</b>	<b>California Quality Printing Concord, CA</b>	<b>Wesco Graphics Tracy, CA</b>	<b>American Lithographers Sacramento, CA</b>	<b>Liberty Press Springville, UT</b>
<b>1A. Base Publication Per thousand</b>	\$242.487	\$243.59	\$307.00	\$474.10	\$7770.05	\$12,685.55	\$228.00 (40) \$238.00 (44)
<b>1B. Quantity- + or – 1000 ea **</b>	\$182.00	\$215.00	\$307.00	\$477.68	(+) \$158.42 (-) \$118.81	\$214.88	\$168.00 (40) \$169.00 (44)
<b>1C. Pages – + or – 4 pages **</b>	\$295.00	(+) \$117.00 (-) \$358.00	\$1500.00	\$1650.18	(+) \$8352.25 (-) \$7687.85	\$984.55	\$380.00
<b>1D. Cost per Drop</b>	1 <sup>st</sup> Drop \$375.00; Each additional \$50.00	None	\$0 for two drops	\$0 for two drops	\$0 for two drops; \$50 each additional	\$510.00	\$0 included
<b>1E. Other</b>	None	None	None	None	None		

\*\* Modification from the Base document. Note: Responses with (+) indicates the cost to add, and with (-) indicates the cost to reduce.

Bids Opened: Wednesday, December 3, 2008, 2:00 p.m.