



# NEWPORT BEACH

## City Council Staff Report

September 10, 2019  
Agenda Item No. 15

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**FROM:** Laura Detweiler, Recreation & Senior Services Director

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**TITLE:** Approval and Award of Printing Services Agreement with I Color Printing & Mailing Inc. for the Newport Navigator and Summer Camp Guides

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### **ABSTRACT:**

Staff is requesting City Council approval to award the printing services contract for the *Newport Navigator* and summer camp guide to I Color Printing & Mailing.

### **RECOMMENDATION:**

- a) Determine this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly; and
- b) Award a five (5) year printing services contract for the *Newport Navigator* brochure and summer camp guide to I Color Printing & Mailing Inc. for the total not to exceed bid price of \$520,000 (\$104,000 each year), and authorize the Mayor and the City Clerk to execute the contract agreement.

### **FUNDING REQUIREMENTS:**

The current adopted budget includes sufficient funding for this purchase. It will be expensed to the "Rec & Sr Svcs Admin, City Printing" account in the Recreation & Senior Services Department, 01070005-841006.

### **DISCUSSION:**

The Recreation & Senior Services Department produces four (4) seasonal "Newport Navigator" activity publications annually (Fall, Winter, Spring and Summer), and one summer camp guide. The Newport Navigators and summer camp guides are the primary marketing and branding pieces used by the department to promote recreation and senior programs, facility rental opportunities, community events, and to provide information on our parks and natural resources. In addition, other departments use the Newport Navigator to highlight library programs, cultural arts, and community emergency response team (CERT) information.

Newport Beach residents and visitors rely heavily on these print publications for information on the wide variety of special interest classes, annual summer camps and aquatics classes, educational and lifelong learning programs, and senior community events and services.

Staff developed a Request for Proposals (RFP) solicitation that was publicly posted to the City’s online bidding platform (PlanetBids) and distributed directly to known printing vendors. The City received three (3) proposals from the following companies:

- I Color Printing & Mailing, Inc. (“I Color”)
- Southwest Offset Printing Company, Inc. (“Southwest”)
- Trend Offset Printing (“Trend”)

The RFP called for the production of the Newport Navigator brochure as well as the ability to produce a digital and interactive version of the document enabling users to click once to register. The RFP advised bidders that the evaluation and selection process would encompass two phases. In the first phase (Technical Evaluation), an evaluation panel consisting of staff from the Recreation & Senior Services Department assessed each proposer on factors such as experience, qualifications, resources and technical ability relative to the production of the Newport Navigator. The second phase (Cost Review) involved the City’s Purchasing Agent performing an evaluation and comparison of each bidder’s proposed production costs annually for four editions of the Newport Navigator and one Summer Camp guide. The table below summarizes the findings from this process:

PROPOSER	TECHNICAL EVALUATION – MAX. 50	COST REVIEW (ANNUAL COST) – MAX. 50	TOTAL SCORE	OVERALL RANK
I Color Printing & Mailing, Inc.	41.67	50.00 (\$97,820)	91.67	1
Trend Offset Printing	44.17	39.19 (\$124,817)	83.36	2
Southwest Offset Printing Company, Inc.	39.17	37.86 (\$129,201)	77.03	3

All bidders were requested to present their pricing assuming a potential five-year contract term for this engagement. I Color was the only bidder that did not ask for year-over-year increases for the five-year term, whereas Trend and Southwest proposed annual increases of 2% and 5%, respectively.

I Color’s proposed annual cost of \$97,820 represents a significant cost savings compared to the other proposals from this RFP process as well as the \$129,986 currently spent annually by the City. This represents an annual cost savings of \$32,166 for the next five years. The proposed \$104,000 annually includes a 6% buffer for any City adjustments to quantities, page counts and specifications.

In its proposal, I Color provided impressive references for which they have produced handbooks, mailing materials and brochures, including the Los Angeles Unified School District and the City of Huntington Beach. Most notably, I Color is the current producer of the SANDS Magazine, which is the recreation activity publication for the City of Huntington Beach. These references assured the panel that I Color can perform the services required in this engagement at the price proposed.

Following this RFP procurement process, staff recommends award to I Color Printing & Mailing, Inc. as the highest-qualified proposer for printing services related to the production of the Newport Navigator brochure.

**ENVIRONMENTAL REVIEW:**

Staff recommends the City Council find this action is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.

**NOTICING:**

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

**ATTACHMENT:**

Attachment A – Agreement for Printing Services between the City of Newport Beach and I Color Printing and Mailing Inc.