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# **NEWPORT BEACH**

## **City Council Staff Report**

March 24, 2020  
Agenda Item No. 12

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

**FROM:** Laura Detweiler, Recreation and Senior Services Director - 949-644-3151, ldetweiler@newportbeachca.gov

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**TITLE:** Approval and Award of Printing Services Agreement with Trend Offset Printing for *Newport Navigator* and Summer Camp Brochure

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**ABSTRACT:**

The recently awarded contract for printing services was terminated due to the vendor's inability to perform the duties specified in the request for proposal process (RFP). Therefore, staff is requesting City Council approval to award the printing services contract for the *Newport Navigator* and summer camp brochure to Trend Offset Printing who ranked second in the RFP process.

**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* and summer camp brochure to Trend Offset Printing for the total not to exceed bid price of \$650,000 or \$130,000 each year (2% annual increase included), 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 Administration, City Printing account in the Recreation & Senior Services Department, 01070005-841006.

**DISCUSSION:**

In September 2019, the City Council authorized award of a contract to the lowest responsible bidder for printing of the *Newport Navigator* and summer camp brochure after an RFP was conducted. Upon completion of the first edition of the *Newport Navigator*, staff addressed concerns with the vendor about their inability to perform the specifications required in the RFP which included the following:

- Vendor was unable to provide proof of printing on FSC paper (recycled) as called out in the specifications.
- Vendor failed to deliver Navigators to the post office in a timely manner as specified in RFP.
- Vendor produced a brochure that lacked vibrancy, quality of paper and printing standards.

After several discussions with the vendor and written correspondence requesting proof of the ability to meet the contract specifications, the vendor failed to respond with their ability to perform their duties as required. This resulted in issuing a termination of contract notice dated January 28, 2020.

Staff recommends award to “Trend Offset Printing” who ranked second in the overall RFP process conducted in September 2019 as shown in the table below:

PROPOSER	TECHNICAL EVALUATION – MAX. 50	COST REVIEW (ANNUAL COST) – MAX. 50	TOTAL SCORE	OVERALL RANK
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

The Recreation & Senior Services Department has worked with Trend Offset Printing for over 9 years and are confident in their quality of work and abilities to meet the specifications of this RFP.

#### **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 – Contract Agreement for Printing Services