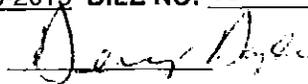


AGENDA BILL

**Beaverton City Council
Beaverton, Oregon**

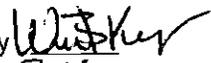
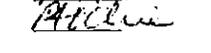
SUBJECT: Bid Award for Citywide Printing and Mailing Services (Including Your City Newsletter)

FOR AGENDA OF: 10-20-2015 **BILL NO:** 15226

MAYOR'S APPROVAL: 

DEPARTMENT OF ORIGIN: Mayor's Office

DATE SUBMITTED: 10-1-2015

CLEARANCES: City Attorney 
CAO 
Purchasing 
Finance 

PROCEEDING: CONSENT AGENDA
(CONTRACT REVIEW BOARD)

EXHIBITS:

BUDGET IMPACT

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED \$130,000*	BUDGETED \$185,000	REQUIRED \$x

* Account Number 601-25-0721-481 -Reprographics Fund -Other Expenses Account. The FY 2015-16 Adopted Budget includes \$185,000 for various third-party printing services, of which \$130,000 is designated for the production of the Your City newsletter and other citywide mailings (including informational flyers, voters' pamphlets, and event postcards). All city programs and departments are eligible to print from this contract. The city averages about 13-15 citywide mailings per year.

RECOMMENDED ACTION:

City Council, acting as the Contract Review Board, (1) awards the contract for Citywide Printing and Mailing Services (including Your City Newsletter) to Pamplin Media Group (Community Newspapers) of Portland, Oregon, for \$8,672 per regular issue of the newsletter, not to exceed \$130,000 and in a form approved by the City Attorney and (2) authorizes city staff to extend the contract for up to four additional years based on Council's future approval of FY 2016-17 through FY 2019-20 Budgets.

HISTORICAL PERSPECTIVE:

The city publishes and distributes a newsletter entitled Your City that is mailed to all households and businesses in Beaverton. There are typically six issues per year, produced approximately every other month, as well a variety of other citywide informational or event mailings.

INFORMATION FOR CONSIDERATION:

On August 28, 2015, the city advertised a Request for Proposals (RFP) for Citywide Printing and Mailing Services (including City Newsletter) in the Portland Daily Journal of Commerce with a response due date of September 16, 2015. Three proposals were submitted to the city. A committee consisting of four Mayor's Office staff reviewed and scored the proposals and made the award recommendation.

The committee examined many factors to evaluate the proposals, including: general knowledge and experience of the vendor, production timeline, printing experience and qualifications, mail preparation experience and qualifications, and cost of services. After reviewing the submissions, the committee recommended that the proposal for Citywide Printing and Mailing Services (Including Your City

Newsletter) be awarded to Pamplin Media Group (Community Newspapers) of Portland, Oregon, the highest ranked proposer. Pamplin Media/Community Newspapers is the current printer and distributor of the Your City newsletter and the city has been very satisfied with its work product. Based on six regular newsletters and the anticipated other citywide mailings for FY 2015-16, the cost of the service for this year would be approximately \$130,000.

In FY 2015-16, the city will continue to review opportunities to maximize our citywide mailings by minimizing a "single-topic postcard" into mailings that, when possible, includes information about multiple topics/events/programs. The total printing and postage expense for postcards and flyers are similar, which will enable coordinated marketing of citywide information at no additional cost.

The initial term of service shall be one year with an automatic renewal for four additional one-year options. The maximum duration of the service would not exceed five years.