



City of Arts & Innovation

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL                      DATE: SEPTEMBER 6, 2022**

**FROM: FINANCE DEPARTMENT    WARDS: ALL**

**SUBJECT: APPROVE THE SERVICES AGREEMENT WITH MAINSTREET COMMUNICATION, INC. DBA PRINTMYSTUFF.COM FOR CITYWIDE PRINTING SERVICES IN THE AMOUNT OF \$930,720 FOR THE INITIAL ONE-YEAR TERM WITH THE OPTION TO EXTEND FOR FOUR ONE-YEAR TERMS, FOR A TOTAL CONTRACT AMOUNT OF \$4,653,600**

**ISSUE:**

Approve the Services Agreement with MainStreet Communication, Inc. dba PrintMyStuff.com of Riverside, CA, for Citywide Printing Services in the amount of \$930,720 for the initial one-year term with the option to extend for four one-year terms, for a total contract amount of \$4,653,600.

**RECOMMENDATIONS:**

That the City Council:

1. Approve the Services Agreement with Mainstreet Communication, Inc. for printing services Citywide in the amount of \$930,720 for the initial one-year term with the options to extend for four one-year term;
2. Authorize the City Manager, or his designee, to execute the Services Agreement with Mainstreet Communications, Inc., and any other documents to effectuate the agreement including making minor non-substantive changes; and
3. Authorize the City Manager or Designee, to execute all term extensions in the amount of \$930,720 for a grand total of \$4,653,600.

**BACKGROUND:**

The City has utilized various vendors throughout the years for different types of printing services. Among the printing services provided include mailers, envelopes, letterheads, postcards, and business cards. The services vary depending on Departments' needs. Public Utilities utilizes billing envelopes and customer service request envelopes, while Community and Economic Development utilizes mailers and postcards to notify residents of Citywide updates. To consolidate the City's printing needs, reports were run to capture the average annual spend for printing services. Purchases are made through P-Cards or Purchase Orders with multiple

vendors; it was determined that the City spent approximately \$692,000 in the last fiscal year. The Producer Price Index has indicated an average 5% increase on paper products quarterly. To accommodate the City’s printing needs and the ongoing market changes, the award of RFP 2037 was increased to incorporate the average fiscal year spend and the PPI Index.

**DISCUSSION:**

On April 22, 2021, the Purchasing Division posted RFP No. 2037 through the City’s electronic bidding portal to solicit proposals from qualified companies. The RFP closed on May 11, 2021. A total of 32 prospective vendors registered for the RFP and a total of three proposals were received; all three proposals were deemed responsive.

On June 24, 2021, the Evaluation Committee which consisted of staff from the City Manager’s Office, Community Economic Development, Riverside Public Utilities, and the Library Department reviewed and scored the proposals based on qualifications and experience, references, products, and performance capability. As a result of the scoring, Mainstreet Communications Inc. pricing was not the lowest; but the combination of the weight factor for pricing and the higher scores in qualifications, experience, professional references, and approach and methodology established them as the most qualified consultant to complete the services outlined in the RFP.

Ranking	Company	City, State	Proposed Cost	Total Average Scores
1	<b>Mainstreet Communication Inc.</b>	<b>Riverside, CA</b>	<b>\$85,092.56</b>	<b>848</b>
2	Central Business Forms, Inc	Foster City, CA	\$315,372.86	820
3	2meart.com	Rancho Cordova. CA	\$44,779.94	602

The Purchasing Manager concurs that the recommendation is compliant with Purchasing Resolution 23812.

**STRATEGIC PLAN ALIGNMENT:**

The agreement contributes to **Strategic Priority 5 – High Performing Government** and **Goal 5.3:** Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making from the Envision Riverside 2025 Strategic Plan.

The services provided in the agreement are aligned with each of the following Cross-Cutting Threads as follows:

1. **Community Trust** – The services provided will ensure that City departments have resources for print communication with the community. The agreement approval process occurs during public meetings that allow for public comment.
2. **Equity** – The services provided in the agreement will help support the City’s efforts to provide a variety of resources for print communication to the public. Having various options to communicate with the community ensures that all residents receive information in the

manner most helpful to them.

3. **Fiscal Responsibility** – The procurement process allows for an opportunity to ensure that costs for this service are aligned with department budgets and that services are the most cost effective.
4. **Innovation** – The printing services will provide up to date notices and alerts to residents for various types of meetings such as outreach, notifications, and alerts.
5. **Sustainability & Resiliency** – The printing services will provide a variety of printing services, including but not limited to, utility billings and customer notifications.

### **FISCAL IMPACT:**

The total fiscal impact for the initial year of the contract is \$930,720 and the total five-year term of the contract is \$4,653,600, allocable to each Department's adopted and available budgeted funds. Appropriations for future fiscal years will be included in the department's budget submissions for those fiscal years to be presented to the City Council for approval.

Prepared by: Jennifer McCoy, Purchasing Manager  
Certified as to  
availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/Treasurer  
Approved by: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/Treasurer  
Approved as to form: Phaedra A. Norton, City Attorney

Attached:

1. Services Agreement
2. Award Recommendation