



City Council Report

Date: May 21, 2012
To: City Council
Through: Alex Deshuk, Manager of Technology and Innovation
From: Edward Quedens, MPA, C.P.M., CPPO, Business Services Director
John Albin, CPPO, CPPB, Acting Purchasing Administrator
Subject: Term Contract for Commercial Printing for the Public Information & Communications Department and Print Services Division (Contract #2011219) "Citywide" Contract

Purpose and Recommendation

Council is requested to approve the Term Contract for Commercial Printing as recommended. Proposals and pricing were obtained and evaluated by the Public Information & Communications Department, and Print Services and Purchasing Divisions.

The Purchasing Division recommends awarding the contract to multiple vendors: Century Graphics at \$54,000; Di-Mor Business Forms, Inc. at \$6,000; Century Graphics at \$23,000; Ray Buse Printing & Advertising, Inc. at \$3,000; Di-Mor Business Forms, Inc. at \$15,000; American Reprographics Company LLC (a Mesa business) at \$10,000; including applicable taxes, based on estimated requirements. The combined total contract award is \$111,000 annually.

Background and Discussion

This contract will provide multiple vendors for various commercial printing services in six groups for Public Information and Communications (PIO) and the Print Services Division. PIO will use the contract and one vendor for creative and innovative printing of Mesa's Openline newsletter and utility bill inserts (Group C). Print Services will use multiple vendors for various printing needs, Group A, B, D, E and F.

- Group A: Booklets
- Group B: Brochures
- Group C: Openline Newsletter and Utility bill inserts
- Group D: Door hangers
- Group E: Custom printing as defined below.
- Group F: Large format flatbed full color printing.

301 vendors were invited to submit a proposal, including 25 Mesa businesses, in addition to the standard advertising in the Arizona Republic, Record Reporter and Bid Net. 93 vendors downloaded the bid from the Purchasing website. Fifteen vendors submitted proposals, of which two were deemed Non-Responsive and several No-Bids were received in various categories. Two separate evaluation teams evaluated the RFPs: five staff from PIO and Parks, Recreation and Commercial Facilities evaluated Group C elements (Openline Newsletter and

Utility Bill Insert printing enhancement recommendations; Qualifications including experience, staff expertise and references; Project methodology including technical approach and understanding of the scope of the project; Past and current community involvement and participation in your local community; and Price) and three staff from Print Services evaluated Group A, B, D, E and F elements (Qualifications including experience, staff expertise and references; Project methodology including technical approach and understanding of the scope of the project; and Price). The highest scored proposals for each of the six categories are being recommended for award. Each evaluation team unanimously agreed on the multiple contract awards; each of the recommended vendors met the RFP specifications and minimum qualifications, and offered competitive and reasonable pricing.

This contract will be valid for an initial three-year period from May, 2012 through April, 2015 with one, two-year renewal possible at the City's option.

Alternatives

Council may choose not to award the contract and new proposals will be obtained.

Fiscal Impact

The total amount of \$111,000 is available from various Department budgets.

Coordinated With

Business Services Department - Print Services
Public Information & Communications Department

PROPOSAL SUMMARY EVALUATION (GROUP C):

Elements	Evaluation Results (1,100 points possible)
Century Graphics, Inc. – Phoenix, AZ	941 points
Premier Graphics, Inc. – Phoenix, AZ	935 points
Ben Franklin Press, Inc. – Tempe, AZ	779 points
Di-Mor Business Forms, Inc. – Phoenix, AZ	770 points
Courier Graphics Corp. – Phoenix, AZ	744 points
Complete Print Shop, Inc. – Phoenix, AZ	702 points
RR Donnelley – Phoenix, AZ	658 points
Lithotech, Inc. – Phoenix, AZ	637 points
Ray Buse Printing & Advertising, Inc. – Phoenix, AZ	493 points

PROPOSAL SUMMARY EVALUATION (GROUP A, B, D, E AND F):

Each Group (1,000 max. points possible)	American Reprographics Company LLC Mesa, AZ	Ben Franklin Press, Inc. Tempe, AZ	Blue Moon Marketing Group Corona, CA	Ray Buse Printing & Advertising, Inc. – Phoenix, AZ	Century Graphics, Inc. Phoenix, AZ
Group A Total	No Bid	No Bid	Non- Responsive	570	847
Group B Total	No Bid	No Bid	Non- Responsive	570	987
Group D Total	No Bid	No Bid	Non- Responsive	990	847
Group E Total	No Bid	No Bid	Non- Responsive	553	900
Group F Total	1,000	390	Non- Responsive	590	887

Each Group (1,000 max. points possible)	Complete Print Shop, Inc. Phoenix, AZ	Courier Graphics Corp. Phoenix, AZ	Di-Mor Business Forms, Inc. Phoenix, AZ	FedEx Office and Print Services, Inc. Dallas, TX	Lithotech, Inc. Phoenix, AZ
Group A Total	923	498	985	364	783
Group B Total	783	918	845	364	503
Group D Total	573	498	915	364	433
Group E Total	818	No Bid	985	469	381
Group F Total	No Bid	No Bid	No Bid	794	No Bid

Each Group (1,000 max. points possible)	Mark Printing & Graphics, LLC Phoenix, AZ	Premier Graphics, Inc. Phoenix, AZ	Perkinson Reprographics, Inc. Phoenix, AZ	Prisma Graphic Corp. Phoenix, AZ	RR Donnelley Phoenix, AZ
Group A Total	Non- Responsive	617	No Bid	429	703
Group B Total	Non- Responsive	687	No Bid	639	423
Group D Total	Non- Responsive	757	No Bid	709	633
Group E Total	Non- Responsive	No Bid	No Bid	639	721
Group F Total	Non- Responsive	No Bid	670	489	No Bid

Non-Responsive Bids Received: Blue Moon Marketing Group – Corona, CA (Does not have a Print Shop within 35 miles of 316 E. Sixth Street as required by RFP)

Mark Printing & Graphics, LLC – Phoenix, AZ (Did not provide the address of a Print Shop within 35 miles of 316 E. Sixth Street as required by RFP)

**CITY OF MESA
AWARD RECOMMENDATION
COMMERCIAL PRINTING
(REQUEST FOR PROPOSALS #2011219)
Contract valid May, 2012 through April, 2015**

**Century Graphics, Inc.
Phoenix, AZ**

Description	Award Amount
Group C - Openline Newsletter and Utility Bill Inserts Only	\$54,000

**Di-Mor Business Forms, Inc.
Phoenix, AZ**

Description	Award Amount
Group A – Booklets	\$6,000

**Century Graphics, Inc.
Phoenix, AZ**

Description	Award Amount
Group B – Brochures	\$23,000

**Ray Buse Printing & Advertising, Inc.
Phoenix, AZ**

Description	Award Amount
Group D – Door hangers	\$3,000

**Di-Mor Business Forms, Inc.
Phoenix, AZ**

Description	Award Amount
Group E – Custom printing (as defined in Specifications I.)	\$15,000

**American Reprographics Company LLC
Mesa, AZ**

Description	Award Amount
Group F - Large format flatbed full color printing	\$10,000

COMBINED TOTAL CONTRACT AWARD: \$111,000