

# City of Los Alamitos

## ***Agenda Report Consent Calendar***

***June 1, 2009  
Item No: 7D***

**To: Mayor Troy Edgar & Members of the City Council**

**Via: Jeffrey L. Stewart, City Manager**

**From: Angie Avery, Director of Recreation and Community Services**

**Subject: Activities Guide Brochure Printing Contract**

***Summary:*** This agenda item is a contract for the printing of the Recreation and Community Services Activities Guide.

### ***Recommendation:***

Authorize the City Manager to execute a one-year extension of the printing contract in an amount not to exceed \$24,500 with Media Lithographics, Inc. to provide the printing of the Recreation and Community Services Activity Guide.

### ***Background***

The Recreation and Community Services Activity Guide provides a comprehensive listing of classes, programs, and events offered by the City. The brochure is mailed each quarter to all Los Alamitos residents and Rossmoor residents. Eleven thousand copies of the 24-page brochure is the primary advertising media for the Recreation and Community Services Department and has a direct correlation to revenue received by the department.

On June 18, 2008, the City Council approved a one-year contract with Media Lithographics, Inc. to provide the printing of the guide after soliciting bids from nine firms. Media Lithographics was the lowest bid by approximately \$3,340 annually. The contract included the option of two one-year extensions. This agenda item seeks approval to enter into an optional one-year extension of the original agreement.

### ***Discussion***

Media Lithographics has been printing the guide for the past year and has met and/or exceeded the terms of their contract. They are reliable, on time, and professional. As a cost saving measure and budget cut at midyear 2008-09, staff reduced the number of pages printed and asked Media Lithographics to reduce their price, which they did without hesitation. Staff recommends entering into a one-year agreement with Media Lithographics to print the guide for 2009-10.

## ***Fiscal Impact***

The initial bid received to print the Recreation and Community Services Activities Guide in FY 2008-09 was \$6,064.30 per issue. At mid-year staff asked the firm to reduce printing by four pages per issue and Media Lithographics reduced their price to \$5,672.70 per issue. For FY 2009-10 Media Lithographics is not raising their price, so the cost per issue of printing the guide will remain at \$5,672.70. Funds for the printing are budgeted in the Community Services Administration - Recreation Brochure account 10.551.2125 for FY 2009-10.

Submitted By:

Approved By:

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Angie Avery  
Director of Recreation and Community Services

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Jeffrey L. Stewart  
City Manager

*Attachment: 1) Contract with Media Lithographics, Inc.*