



CONSENT CALENDAR

Agenda Item # 12

AGENDA REPORT SUMMARY

Meeting Date: July 10, 2018

Subject: Contract Amendment: Recreation Activity Guide printing services

Prepared by: Jaime Chew, Recreation Manager

Reviewed by: Manny A. Hernandez, Recreation & Community Services Director

Approved by: Chris Jordan, City Manager

Attachment(s): None

Initiated by:

Staff

Previous Council Consideration:

June 25, 2013

Fiscal Impact:

FY 2017/2018 - \$60,950

FY 2018/2019 - \$55,250

Printing services for the Recreation Department Activity Guide is budgeted in the operating budget.

Environmental Review:

Not applicable

Policy Question(s) for Council Consideration:

- Is producing the Recreation Activity Guide and mailing to all Los Altos residents still a good investment?

Summary:

- Producing the Recreation Activity Guide and mailing to all Los Altos residents is the main source of marketing for the City's recreation programs, facilities and special events.
- Recreation revenue has increased slightly or remained the same for the past several years.
- No known recreation agencies have an alternative marketing system for recreation programs, facilities, and special events to replace producing and mailing activity guides.

Staff Recommendation:

Move to authorize the City Manager to execute a contract amendment with Folger Graphics in the amount of \$116,200 for 2017/2018 and 2018/2019 production and delivery of the City's quarterly Activity Guide.



Subject: Contract Amendment: Recreation Activity Guide printing services

Purpose

Authorize the City Manager to execute a contract amendment with Folger Graphics in the amount of \$116,200 for 2017/2018 and 2018/2019 production and delivery of the City’s quarterly Activity Guide.

Background

The City produces a quarterly Activity Guide which offers residents information regarding classes, facilities, and special events. The Activity Guide is the primary source of information for residents, and consistently ranks the highest in participant marketing surveys as such.

Discussion/Analysis

In 2016, the Recreation & Community Services Department received proposals for the printing of the quarterly Activity Guide. Folger Graphics was awarded the contract as the lowest responsible proposal and provided that service in 2016/2017. This contract amendment is to the original agreement for services executed on July 1, 2016. The scope of the work includes all aspects of the printing, mail preparation, and post office delivery of four, full-color Activity Guides annually. The guides’ production schedule is as follows:

Fall	52 pages	(fall classes, plus special events)
Winter	52 pages	(holiday camps, winter classes, plus special events)
Spring	68 pages	(spring classes, summer camps, plus special events)
Summer	68 pages	(summer camps and classes, plus special events)

Guides are printed and delivered according to the City’s and United States Postal Service’s standards. For FY 2016/2017, approximately 38% of registration occurred online. The other 62% of registration occurred in person. It should be noted that a high number of seniors continue to utilize the printed Activity Guide to register or as a reference to register.

Options

- 1) Award a contract amendment to Folger Graphics in the amount of \$116,200 for 2017/2018 and 2018/2019 production and delivery of the City’s quarterly Activity Guide.

Advantages: All Los Altos households receive a City of Los Altos Recreation & Community Services Activity Guide in the mail. The Activity Guide has information on the City’s programs, facilities, special events, as well as contact information for other community services and organizations.

Disadvantages: Activity Guides received in the mail will not be used by everyone, especially online registrants.



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- 2) Do not award the contract amendment to Folger Graphics for production of the Activity Guide.

Advantages: Save cost of printing and mailing Activity Guides to all residents.

Disadvantages: With a high number of registrants still using the printed Activity Guide to register or as a reference, registration numbers can be expected to decline significantly.

Recommendation

The staff recommends Option 1.