

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: SERENA LIENAU, ADMINISTRATIVE SERVICES OFFICER,
PLANNING AND ECONOMIC DEVELOPMENT
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE
DEPARTMENT
AUTHOR, JENNIFER MYLES, SENIOR BUYER, FINANCE
DEPARTMENT
SUBJECT: APPROVAL OF BLANKET PURCHASE ORDER FOR PUBLIC
NOTICE PRINTING SERVICES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development and Finance Departments that the Council, by resolution, approve award of a 5-year Blanket Purchase Order with Minuteman Press of Santa Rosa, Santa Rosa, California for printing of public notice postcards services, in an amount not to exceed \$175,000.

EXECUTIVE SUMMARY

The Planning Division within the Planning and Economic Development Department (PED) has specific requirements related to public noticing for projects during various phases of entitlement application review. In accordance with the approval of the Zoning Code Text Amendments by City Council on April 2, 2019, PED enhanced the public notices by creating a postcard for distribution. Purchasing and PED released a local informal Request for Quotes for public notice postcard printing services in November 2019 and Minuteman Press of Santa Rosa was selected as the lowest responsive bid.

BACKGROUND

The Zoning Code specifically requires that the public receives notifications for projects affecting residential neighborhoods and commercial and industrial areas. On April 2, 2019, the City Council approved text amendments to sections of Chapter 20-50 – Permit Application Filing and Processing, Chapter 20-52 – Permit Review Procedures, and Chapter 20-66 – Public Hearings, to increase the methods, recipients, and lead time of public noticing to provide enhanced opportunities for notification of projects affecting residential neighborhoods, commercial and industrial areas, and Citywide. The

BLANKET PURCHASE ORDER – PUBLIC NOTICE PRINTING SERVICES
PAGE 2 OF 3

desired outcome of these changes is to increase public awareness throughout the project review, resulting in improved transparency and participation.

Although not included in the proposed Zoning Code text amendment, the Planning Division also redesigned the mailed public notices from a text based black and white letter to a color postcard format with graphics. The revised notices aim to more clearly present information regarding proposed projects and to encourage participation from the public. Staff has piloted the postcards with specific projects over the past several months and has received positive feedback from the community.

The City of Santa Rosa Purchasing Division released a local informal Request for Quote for public notice postcard printing services on November 19, 2019 with the purpose of creating a blanket purchase order (BPO) specifically for printing services for the public hearing postcard notices. The City's current contracted general printing services provider, Clone Digital Print, was given the opportunity to submit a bid for this BPO.

PRIOR CITY COUNCIL REVIEW

On April 2, 2019, City Council approved, by ordinance, to amend the City Code Chapters 20-50, 20-52 and 20-66, to modify public noticing requirements.

ANALYSIS

Purchasing distributed the informal Request for Quotes for printing services to seven local businesses, and as a result, two bid responses were received. The bid from Minuteman Press of Santa Rosa was considered the lowest responsive and responsible bid.

PED has been using the City's BPO with Clone for Public Hearing Notices, however at the current rate, the estimated total expenses for printing public hearing notices through Clone for FY 2019-20 is approximately \$66,000. With the approval of this BPO with Minuteman Press of Santa Rosa, PED will be able to reduce costs of public hearing notices to approximately \$35,000 per year, resulting in over \$31,000 per year of savings to the department and the General Fund.

Research conducted by City staff identifying the cost difference between the previously utilized letter/envelope mailing and the new postcard mailing has been found to be minimal. Any increased cost associated with the production and distribution of the new postcard notices, coupled with the increased mailing radius and the addition of tenant mailing, is anticipated to be offset by the City staff time saved in preparing and mailing the notices, as well as the replacement and maintenance savings associated with the Department's mailing equipment.

It is unknown as to the number of public hearing notices required each fiscal year since it is driven by the number of permits received in the Planning Division. The BPO is established for a 5-year period for a not to exceed amount of \$175,000 and confirms the

BLANKET PURCHASE ORDER – PUBLIC NOTICE PRINTING SERVICES
PAGE 3 OF 3

City will receive the same sliding scale rate for printing services for the full term of the BPO.

FISCAL IMPACT

Planning application and public hearing fees cover the cost of public notices. As a regular operating expenditure and cost of doing business, the services as described are expected to be included in subsequent years' budget proposals when presented to the City Council.

Approval of this action will not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On February 28, 2019, the Planning Commission held a public hearing on the proposed Zoning Code text amendment. At the meeting, the Planning Commission unanimously approved the resolution recommending approval of the text amendment to the City Council.

NOTIFICATION

Not Applicable

ATTACHMENTS

- Resolution/Exhibit A (Minuteman Quote)

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