

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ALAN ALTON, DEPUTY DIRECTOR FINANCE, INTERIM CFO  
KELLY MAGNUSON, DEPUTY DIRECTOR RECREATION,  
RECREATION AND PARKS DEPARTMENT  
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE  
DEPARTMENT  
SUBJECT: THIRD AMENDMENT TO GENERAL SERVICES AGREEMENT  
F001403 WITH CONSOLIDATED PRINTERS, INC.

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Recreation and Parks and Finance Departments that the Council, by resolution, approve the Third Amendment to General Services Agreement Number F001403 with Consolidated Printers, Inc., Berkeley, California for printing and mailing services of the City's Activity Guide for an additional one-year term and increase compensation in the amount of \$26,742, for a total amount not to exceed \$104,292.07.

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EXECUTIVE SUMMARY

Printing and mailing services of the City's Activity Guide are required by the Recreation and Parks Department. The services provided by this contract are to print and mail the City's Activity Guides twice a year. The current Agreement is due to expire May 10, 2020.

BACKGROUND

On May 10, 2017, the City Purchasing Agent approved the General Services Agreement Number F001403 (GSA) for printing and mailing services of the City's Activity Guide for a one-year term with four (4) one-year extension options in the amount of \$24,436.20 to Consolidated Printers, Inc., Berkeley, California. The First Amendment was to extend the term of the Agreement and increase compensation in the amount of \$25,545.87. The Second Amendment was to extend the term of the Agreement and increase compensation in the amount of \$27,568. The Third Amendment is to extend the term of the Agreement and increase compensation.

The Activity Guide is printed and distributed to the residents of Santa Rosa twice a year in the Spring/Summer and Fall/Winter time periods. The guide advertises the various

classes and recreational programs offered by the Santa Rosa Recreation and Parks Department. This publication includes Community Events, Trips and Tours, Classes and Workshops, Aquatic Programs and Sports, and Fitness Programs. This guide is issued at no cost to the public via postal mailing. Some of the Guide's production costs are partially offset by fees paid by firms that advertise in the guide.

The contractor provides to the City all qualified labor, equipment, and transportation necessary to provide printing and mailing services of the City's Activity Guide and continues to provide satisfactory services.

#### PRIOR CITY COUNCIL REVIEW

Not Applicable

#### ANALYSIS

Consolidated Printers, Inc., has agreed to extend the current agreement with an 3% decrease to contract pricing, for an additional one-year period. Labor rates for the current Producer Price Index (PPI) had a 3.4% decrease in paper, PCU 322.

With approval of the Third Amendment, the cumulative amount of GSA F001403 will be \$104,292.07. Under the City's Contract/Purchase Order Modification Policy III-9, the Third Amendment requires approval by the City Council.

#### FISCAL IMPACT

Funds for this expense has been allocated in the Fiscal Year 2019-20 budget within the Recreation and Parks Department, and as a regular expenditure, will be included in subsequent years' budget requests when presented to Council.

#### 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

Not Applicable

#### NOTIFICATION

Not Applicable

ATTACHMENTS

- Resolution/Exhibit A-1 - Third Amendment

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