

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: CHUCK MCBRIDE, CHIEF FINANCIAL OFFICER,  
FINANCE DEPARTMENT  
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE  
DEPARTMENT  
SUBJECT: APPROVAL OF GENERAL SERVICES AGREEMENT WITH  
GREEN TARA, INC. – DOCUMENT REPRODUCTION SERVICES

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the Finance Department that the Council, by Resolution, approve the General Services Agreement with Green Tara, Inc., dba Clone Digital Print and Copy, Santa Rosa, California for document reproduction services, in an amount not to exceed \$250,000.

---

EXECUTIVE SUMMARY

The City has a need for black and white, and color document reproduction, bindery/finish, and other related services for all City departments

BACKGROUND

On January 23, 2019, Invitation for Bids (IFB) 18-149, solicited by the City for document reproduction services, was opened by the Purchasing Agent.

This is a firm fixed price agreement for a period of two years. Services also include production of forms for construction bid documents, budget documents, City Council and Planning Commission packages, and many other printed materials. This contract also provides delivery to City sites and allows for staff pick up depending on project needs. The term of the Agreement is two years with three (3) one-year extension options.

PRIOR CITY COUNCIL REVIEW

Not Applicable.

### ANALYSIS

Of the six vendors notified of this solicitation, one response was received and considered responsive and responsible to the bid requirements.

The current Producer Price Index (PPI), section PCU322, for San Francisco/Oakland/San Jose for the period of May 1, 2018 through February 28, 2019 indicates a 3.5% increase in paper prices. The new Agreement pricing with Clone is 2% more than the current Agreement pricing with Clone. Based on the current PPI price data, staff concludes that it is in the City's best interest to approve the award of a General Services Agreement with Green Tara, Inc., dba Clone Digital Print and Copy.

### FISCAL IMPACT

Funds for this procurement have been included in the approved Fiscal Year 2018-19 budget within various departments, and as a regular expenditure, will be included in subsequent years' budgets when presented to Council.

### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not Applicable.

### NOTIFICATION

Not Applicable

### ATTACHMENTS

- Resolution/Exhibit A – GSA with Green Tara, Inc., dba Clone Digital Print and Copy

### CONTACT

Chuck McBride, Chief Financial Officer – Finance, 707-543-3089, [cmcbride@srcity.org](mailto:cmcbride@srcity.org)  
Brandalyn Tramel, Purchasing Agent – Finance, 707-543-3706, [btramel@srcity.org](mailto:btramel@srcity.org)  
Amy Carter, Buyer – Finance, 707-543-3702, [acarter@srcity.org](mailto:acarter@srcity.org)