



Council Communication

Office of the City Manager

Date

May 5, 2008

Agenda Item No. 32

Roll Call No. 08-

Communication No. 08-241

Submitted by: Amelia Hamilton-Morris, Public Information Officer

AGENDA HEADING:

Approving Amendment to the City Source Newsletter Printing and Mailing Contract with Acme Printing.

SYNOPSIS:

Recommend approval of amendment to the City Source newsletter printing and mailing contract with Acme Printing (Jerry Miller, President/Owner, 66 Washington Ave., Des Moines, Iowa 50314). This action approves an amendment to the annual contract with Acme Printing for the printing and mailing of the City Source newsletter to allow for the inclusion of department inserts into the newsletter up to four times a year. These inserts would be 8-page, 4-color inserts to be developed and paid for by the respective departments. It also allows for the possible printing of additional copies of the inserts, beyond the quantity needed for residential distribution in the City Source newsletter, for the departments' distribution, as needed, to local schools, the general public, etc. Presently, the Park and Recreation Department (Parks) is requesting two of these inserts per year to promote its programming and services; last year, the department only offered one insert to the public. A specific department has not requested the optional two additional inserts at this time.

FISCAL IMPACT:

Amount: Up to \$55,200

This cost includes:

- the printing and mailing of a second Parks insert (84,200 copies) via the City Source newsletter;
- the printing of 23,000 additional copies of each Parks insert for distribution at area schools, festivals, exhibits, libraries, etc.;
- Up to two additional departmental inserts printed and mailed via City Source and the printing of additional copies of those inserts;
- Up to four City Source newsletters in 4-color rather than the regular 2-color used in the printing of the newsletters.

Funding Source: The two Parks inserts will be funded through: spring insert - FY 2007-08 Operating Budget Park and Recreation Marketing, GE001 PKSO11200, page 224 and winter insert - FY 2008-09 Operating Budget Park and Recreation Marketing, GE001 PKSO11200, page 218. Funds for the two additional inserts provided for under this amendment will need to be identified by the respective departments.

ADDITIONAL INFORMATION:

On October 10, 2005, City Council approved a one-year contract with Acme Printing in the amount of \$83,460 for the purpose of printing and mailing an 8 ½" X 11", 2-color quarterly City Source Newsletter to all households in the City of Des Moines. Subsequent Council actions on October 13, 2005, and March 26, 2007, approved two one-year extensions of the contract and an increase of \$18,450 to the annual contract cost due to additional printing requests and higher postage rates.

This contract amendment would provide for the inclusion of up to four departmental inserts in the City Source newsletter. These inserts would be 8-page, 4-color inserts to be developed and paid for by the respective departments. The amendment also allows for the printing of additional copies of the inserts (up to 23,000 for each insert), beyond the quantity needed for residential distribution via the City Source newsletter, for distribution by the departments as needed. Presently, the Park and Recreation Department is requesting two of these inserts per year to promote its programming and services. Another department has not requested the optional two remaining inserts at this time.

The Park and Recreation Department has a marketing goal of disseminating information about its seasonal services and programs to citizens of the City of Des Moines. Last July, Parks included one insert in the City Source newsletter (spring). The cost of this insert was approximately \$14,800 for the printing and mailing of 84,200 copies. This year, Parks has requested to do two inserts (spring and winter) rather than one and print an additional 23,000 copies of each insert for distribution at area schools, festivals, exhibits, libraries, etc. The additional cost associated with a second printing and mailing via the City Source newsletter, as well as the printing of additional copies for public distribution, is \$20,200.

If other departments choose to print and mail the two remaining inserts provided for under this amendment, and make up to 23,000 additional copies for public distribution, the total cost per insert would be \$17,500 (\$35,000 for both inserts).

According to the printer, the cost for the Park and Recreation Department to print one supplement independently of the City Source newsletter would be \$25,000. Through the efficiencies of printing the combined larger number of total City Source newsletter/supplement pages (16), the cost for Parks is \$15,000. For both Parks inserts, the cost is \$30,000. In addition, though each insert would effectively double the size of the newsletter piece, the increase in number of pages and weight would not result in increased mailing costs. Staff estimates a postage savings of \$11,788 per insert. For Parks' two inserts, this saving would be \$23,576.

Such savings to Parks' marketing budget would allow for additional marketing and promotional pieces to be distributed in FY 08, in particular, the second printing of the Recreational Trails Map.

The printing of the 4-color Park and Recreation supplement would create efficiency in the printing process that would allow the normally 2-color City Source newsletter to be printed in a 4-color format in each of the issues associated with the Parks or other departmental supplements at no additional cost.

PREVIOUS COUNCIL ACTION(S):

Date: March 26, 2007

Roll Call Number: 07-558

Action: [Amendment](#) to contract with Acme Printing for printing and mailing of the City Source newsletter. ([Council Communication No. 07-157](#)) Moved by Hensley to adopt. Motion Carried 7-0.

Date: October 13, 2005

Roll Call Number: 05-2523

Action: Approving bid from Acme Printing for newsletter printing services to be used by the Public Information Office, (Nine bids mailed, four received). SPONSOR: Mayor Pro Tem Brooks. Moved by Vlassis to adopt. Motion Carried 5-2.

Date: October 10, 2005

Roll Call Number: 05-2508

Action: A one-year contract with ACME Printing, (Des Moines) for printing services for a City-Wide newsletter, \$83,460. (Nine bids mailed, Four bids received). ([Council Communication No. 05-579](#)) Moved by Kiernan to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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