



## CITY COUNCIL ACTION REPORT

March 12, 2010

TO: John Szerlag, City Manager

FROM: John M. Lamerato, Assistant City Manager/Finance and Administration  
Susan A. Leirstein, Purchasing Director  
Cindy Stewart, Community Affairs Director

SUBJECT: Bid Waiver – Troy Today

### **Background**

- The current contract for Troy Today expired with the printing and distribution of the Spring 2010 issue.
- The City needs to have the summer issue mailed by May 3<sup>rd</sup> to accommodate the application/registration process for patrons registering for the summer programs.
- After this summer issue, we will be able to go out for a request for proposal (RFP) utilizing lighter paper, less pages and selling advertising to recoup some costs.
- Grand River Printing, our current provider is offering to print the Summer 2010 issue of 72 pages (reduced from Summer 2009 by 16 pages) for an estimated total cost of \$16,049.00.
- Grand River Printing has provided the lowest pricing as a result of bid processes on the Troy Today for over 20 years; along with being innovative in cost savings over the years.
- City management recommends waiving formal bid procedures and requests authorization to execute a contract with Grand River Printing for the Summer 2010 issue of the Troy Today.

### **Financial Considerations**

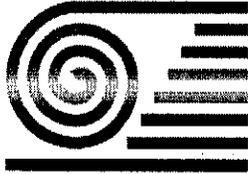
- Funds are budgeted in the Community Affairs (748.7901), Library (790.7901) and Parks & Recreation (752.7901) printing accounts.

### **Legal Considerations**

- Competitive bidding shall not be required when the City Council determines that the public interest will be best served without obtaining formal bids.

### **Policy Considerations**

- Formal bidding procedures are waived for one issue, to allow time for Purchasing and Community Affairs to submit an RFP for future issues – decreasing page count and utilizing lighter paper, as well as adding advertisers to the booklet as a way to bring in revenue.
- The Troy Today will now contain less informational pages, utilize a lighter weight paper, plus include advertising pages to generate revenue. It remains an informational and promotional piece used as one of the City's major public relations/marketing tools. It is a lynchpin in the City's community strategy.



**GRAND RIVER  
PRINTING & IMAGING**

8455 Haggerty Road, Van Buren Twp MI 48111 800-334-6857 FAX: 734-397-0310

March 4, 2010

PURCHASING DEPT.  
CITY OF TROY  
500 WEST BIG BEAVER RD.  
TROY MI 48084

We are pleased to submit our quotation based on the following specifications. If you would like to change these specifications, please contact your Grand River Printing & Imaging representative. Quote based on prevailing paper prices which may change due to availability at time of order. Medium ink coverage quoted unless noted otherwise. Taxes additional.

Estimate Number: 76087                      Salesperson: SHEILA LEBURG  
Estimate Date: 3/4/2010

Troy Today  
64 pages + 8 page cover. 8 1/4 X 10 5/8" Upright.  
Text 40# gloss text. 4/4 bleeds EC  
Cover 60# gloss text. 4/4 Heatset  
Digital imposed & Hi-res proof. Saddlestitch.  
Carrier route sort 32,311. Ctn pk balance 40#  
Note: 5 local deliveries.  
Scans additional @ \$15 each

**Estimate Totals:**

Quantity:	34,000
Price:	16,049.32
Per /M:	472.04
Shipping:	
<b>Total:</b>	<b>\$16,049.32</b>

Where applicable, fuel surcharges will be applied at time of billing.

Accepted: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you,  
SHEILA LEBURG