



# City of Sunnyvale

## Agenda Item-No Attachments (PDF)

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### **REPORT TO COUNCIL**

#### **SUBJECT**

Reject Bids Received in Response to RFQ #F17-013 for Printed Community Activity Guides

#### **REPORT IN BRIEF**

Council approval is requested to reject all bids submitted in response to RFQ #F17-013 for Printed Activity Guides because bids exceeded expected expenditures.

#### **EXISTING POLICY**

Pursuant to Chapter 2.08 of the Sunnyvale Municipal Code, City Council approval is required to reject, in whole or in part, bids in excess of one hundred thousand dollars (\$100,000).

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **BACKGROUND AND DISCUSSION**

The Department of Library and Community Services (LCS) produces four seasonal activity guides annually that are available online and are mailed to previous participants and Sunnyvale residents. The printed guides are the primary advertising piece to promote all upcoming community programs, classes and activities developed by LCS staff for the community.

To coincide with the new City logo and brand change, a decision was made to upgrade the quality of paper for the activity guides from the previous newsprint versions. The bids received to print all four of the seasonal guides exceeded \$100,000. With community registrations set to begin August 7, there was not enough time to award the full scope of the project at the earliest projected Council meeting and have the Fall Seasonal Guide printed in time for distribution.

The printed Fall Activity Guide is the main source for the community to gain awareness of and register for the planned activities. To ensure continuous high enrollment to partially cover the expenses for the classes offered, timely advertising of the classes is of the essence.

Therefore, it is recommended that the Council reject both bids received. Due to need to publish the Fall Activity Guide by early August, City staff issued an informal request for quote for only 24,000 Fall Activity Guides as a separate solicitation.

Staff plans to bid the next four seasonal printings: Winter/Spring 2017-2018, Summer 2018, Aquatics 2018 and Fall 2018 as one bid package, allowing sufficient time for City Council award and printing

deadline considerations.

**FISCAL IMPACT**

No fiscal impact results from the rejection of bids.

**PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

**RECOMMENDATION**

Reject all bids received in response to RFQ #F17-013 for printed community Activity Guides.

Prepared by: Gregory Card, Purchasing Officer

Reviewed by: Timothy J. Kirby, Director of Finance

Reviewed by: Cynthia Bojorquez, Director of Library & Community Services

Reviewed by: Walter C. Rossmann, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

**ATTACHMENT**

1. Bid Summary