

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

AWARD BID FOR PRINTING OF OUR TOWN NEWSLETTER, 2009-2010 FISCAL YEAR

Summary Statement:

The PIO Department publishes the Our Town newsletter six times per year and mails it to all Town residents, approximately 32,000 copies per edition.

In preparation for the new fiscal year we issued a Request for Proposal on April 2, 2009, with responses due on April 30. Notices were mailed to over 40 printers, including all printers on the Town vendor list and business license list. In addition the RFP was posted on the website and sent to the Chamber of Commerce. Seven bids were received, and the responses are summarized below.

Staff recommends that the printing and mailing of the Our Town newsletter be awarded to Faust Printing. Faust was the low bidder, at \$3729 per issue (\$22,374 total), and comes with excellent references. Bid includes printing, bundling and labeling for bulk mail and delivery to the post office.

Faust	\$3729	Rancho Cucamonga, CA
B & Z	\$3924	Santa Ana, CA
Dellas Graphics	\$4417	New York, NY
fpc	\$5508	Riverside, CA
Avalon Communications	\$5850	Hawthorne, CA
One Stop Printers	\$7380	Hesperia, CA
ABG	No quote provided for preferred alternative Mira Loma, CA	

Recommended Action:

Award bid for printing and mail preparation services for Our Town newsletter to Faust Printing, in the amount not to exceed \$22,374.

Proposed by Kathie Martin, Public Information Officer Item Number _____

T. M. Approval: _____ Budgeted Item Yes No N/A