



Council Agenda Report

To: Mayor Grisanti and the Honorable Members of the City Council

Prepared by: Kristin Riesgo, Community Services Deputy Director

Reviewed by: Jesse Bobbett, Community Services Director

Approved by: Steve McClary, Interim City Manager

Date prepared: October 5, 2021 Meeting date: November 2, 2021

Subject: Professional Services Agreement for Printing and Mailing Services of the Quarterly Recreation Guide and City Newsletter

RECOMMENDED ACTION: Authorize the Mayor to execute a Professional Services Agreement with Southwest Offset Printing Co., Inc. (SOP) for printing and mailing of the Recreation Guide and City Newsletter.

FISCAL IMPACT: The annual amount of the agreement with SOP is \$40,000 for a total not-to-exceed amount of \$120,000 over the three-year term. Funding for the first year of this agreement is included in the Adopted Budget for Fiscal Year 2021-2022 in Account No. 100-4001-5405-00 (General Recreation - Printing). Funding for the second and third year will be included in each future fiscal year budget.

WORK PLAN: This item was included as Item 7.k. in the Adopted Work Plan for Fiscal Year 2021-2022.

DISCUSSION: In 1993, the Community Services Department began producing the quarterly Recreation Guide and City Newsletter (Guide). The Guide was created to engage with residents and promote City recreation classes, programs, and special events.

In 2007, the Department began designing and producing the Guide through professional services agreements with a graphic artist and printing agency. The production services included distributing the Guide to each household in Malibu with a 90264 or 90265 zip code.

In April 2020, the City paused the production and distribution of the Guide due to COVID-19. During the initial months of the pandemic, staff took the opportunity to complete an in-house redesign of the Guide without the use of a contracted graphic artist. Following the redesign, the Department began publishing a digital version of the Guide in Fall 2020. The digital Guide allowed staff to quickly adjust classes and programs electronically to address the rapidly changing Los Angeles County Department of Public Health requirements.

Over the past year, the Department has resumed coordinating some youth and adult programs, including sports, aquatics, seniors, and virtual activities. With additional programs and events expected to resume over the next several months, the Department plans to start printing and distributing the Guide to Malibu households in February 2022. Staff would continue to update the design of the Guide in-house to save on graphic design costs.

On July 22, 2021, the City solicited a request for proposals (RFP) for the printing and mailing services of the Guide. The City received one complete proposal from Southwest Offset Printing Co., Inc. (SOP) and one incomplete proposal from AmericasPrinter.com. The proposal provided by SOP was comprehensive and met all the requirements listed in the RFP, including a recycling and resource conservation program. Additionally, SOP has extensive experience working with municipalities and has excellent references.

Staff recommends the City Council authorize the Mayor to execute a Professional Services Agreement with SOP for printing and mailing services for the quarterly Recreation Guide and City Newsletter.

ATTACHMENTS: Professional Services Agreement with Southwest Offset Printing Co., Inc.

AGREEMENT FOR PROFESSIONAL SERVICES

This Agreement is made and entered into as of _____ by and between the City of Malibu (hereinafter referred to as the "City"), and Southwest Offset Printing Co., Inc. (hereinafter referred to as "Consultant").

The City and the Consultant agree as follows:

RECITALS

- A. The City does not have the personnel able and/or available to perform the services required under this Agreement.
- B. The City desires to contract out for consulting services for certain projects relating printing and mailing the quarterly Recreation Guide and City Newsletter.
- C. The Consultant warrants to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.
- D. The City desires to contract with the Consultant to perform the services as described in Exhibit A of this Agreement.

NOW, THEREFORE, the City and the Consultant agree as follows:

1.0 SCOPE OF THE CONSULTANT'S SERVICES. The Consultant agrees to provide the services and perform the tasks set forth in the Scope of Work, attached to and made part of this Agreement, except that, to the extent that any provision in Exhibit A conflicts with this Agreement, the provisions of this Agreement govern. The Scope of Work may be amended from time to time by way of a written directive from the City.

2.0 TERM OF AGREEMENT. This Agreement will become effective on January 2, 2022, and will remain in effect for a period of 3 years from said date unless otherwise expressly extended and agreed to by both parties or terminated by either party as provided herein.

3.0 CITY AGENT. The City Manager, or her designee, for the purposes of this Agreement, is the agent for the City; whenever approval or authorization is required, Consultant understands that the City Manager, or her designee, has the authority to provide that approval or authorization.

4.0 COMPENSATION FOR SERVICES. The City shall pay the Consultant for its professional services rendered and costs incurred pursuant to this Agreement in accordance with the Scope of Work's fee and cost schedule. The cost of services shall be described in Exhibit B of this Agreement for \$40,000 annually, for a total amount not to exceed \$120,000. No additional compensation shall be paid for any other expenses incurred, unless first approved by the City Manager, or her designee.



4.1 The Consultant shall submit to the City, by no later than 10 days after the completion of each quarterly Recreation Guide, its bill for services itemizing the fees. The City shall pay the Consultant all uncontested amounts set forth in the Consultant's bill within 30 days after it is received.

5.0 CONFLICT OF INTEREST. The Consultant represents that it presently has no interest and shall not acquire any interest, direct or indirect, in any real property located in the City which may be affected by the services to be performed by the Consultant under this Agreement. The Consultant further represents that in performance of this Agreement, no person having any such interest shall be employed by it.

5.1 The Consultant represents that no City employee or official has a material financial interest in the Consultant's business. During the term of this Agreement and/or as a result of being awarded this contract, the Consultant shall not offer, encourage or accept any financial interest in the Consultant's business by any City employee or official.

5.2 If a portion of the Consultant's services called for under this Agreement shall ultimately be paid for by reimbursement from and through an agreement with a developer of any land within the City or with a City franchisee, the Consultant warrants that it has not performed any work for such developer/franchisee within the last 12 months, and shall not negotiate, offer or accept any contract or request to perform services for that identified developer/franchisee during the term of this Agreement.

6.0 GENERAL TERMS AND CONDITIONS.

6.1 Termination. Either the City Manager or the Consultant may terminate this Agreement, without cause, by giving the other party ten (10) days written notice of such termination and the effective date thereof.

6.1.1 In the event of such termination, all finished or unfinished documents, reports, photographs, films, charts, data, studies, surveys, drawings, models, maps, or other documentation prepared by or in the possession of the Consultant under this Agreement shall be returned to the City. If the City terminates this Agreement without cause, the Consultant shall prepare and shall be entitled to receive compensation pursuant to a close-out bill for services rendered and fees incurred pursuant to this Agreement through the notice of termination. If the Consultant terminates this Agreement without cause, the Consultant shall be paid only for those services completed in a manner satisfactory to the City.

6.1.2 If the Consultant or the City fail to fulfill in a timely and proper manner its obligations under this Agreement, or if the Consultant or the City violate any of the covenants, agreements, or stipulations of this Agreement, the Consultant or the City shall have the right to terminate this Agreement by giving written notice to the other party of such termination and specifying the effective date of such termination. The Consultant shall be entitled to receive compensation in accordance with the terms of this Agreement for any work satisfactorily completed hereunder. Notwithstanding the foregoing, the Consultants shall not be relieved of liability for damage sustained by virtue of any breach of this Agreement and any payments due under this Agreement may be withheld to off-set anticipated damages.

6.2 Non-Assignability. The Consultant shall not assign or transfer any interest in this Agreement without the express prior written consent of the City.

6.3 Non-Discrimination. The Consultant shall not discriminate as to race, creed, gender, color, national origin or sexual orientation in the performance of its services and duties pursuant to this Agreement, and will comply with all applicable laws, ordinances and codes of the Federal, State, County and City governments.

6.4 Insurance. The Consultant shall submit to the City certificates indicating compliance with the following minimum insurance requirements no less than one (1) day prior to beginning of performance under this Agreement:

(a) Workers Compensation Insurance as required by law. The Consultant shall require all subcontractors similarly to provide such compensation insurance for their respective employees.

(b) Comprehensive general and automobile liability insurance protecting the Consultant in amounts not less than \$1,000,000 for personal injury to any one person, \$1,000,000 for injuries arising out of one occurrence, and \$500,000 for property damages or a combined single limit of \$1,000,000. Each such policy of insurance shall:

1) Be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California or which is approved in writing by City.

2) Name and list as additional insured the City, its officers and employees.

3) Specify its acts as primary insurance.

4) Contain a clause substantially in the following words: "It is hereby understood and agreed that this policy shall not be canceled nor materially changed except upon thirty (30) days prior written notice to the City of such cancellation or material change."

5) Cover the operations of the Consultant pursuant to the terms of this Agreement.

6.5 Indemnification. Consultant shall indemnify, defend with counsel approved by City, and hold harmless City, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, cost (including without limitation reasonable attorney's fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with Consultant's performance of work hereunder or its failure to comply with any of its obligations contained in this Agreement, regardless of City's passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the City. Should City in its sole discretion find Consultant's legal counsel unacceptable, then Consultant shall reimburse the City its costs of defense, including without

limitation reasonable attorney's fees, expert fees and all other costs and fees of litigation. The Consultant shall promptly pay any final judgment rendered against the City (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

6.6 Compliance with Applicable Law. The Consultant and the City shall comply with all applicable laws, ordinances and codes of the federal, state, county and city governments, including, without limitation, Malibu Municipal Code Chapter 5.36 Minimum Wage.

6.7 Independent Contractor. This Agreement is by and between the City and the Consultant and is not intended, and shall not be construed, to create the relationship of agency, servant, employee, partnership, joint venture or association, as between the City and the Consultant.

6.7.1. The Consultant shall be an independent contractor, and shall have no power to incur any debt or obligation for or on behalf of the City. Neither the City nor any of its officers or employees shall have any control over the conduct of the Consultant, or any of the Consultant's employees, except as herein set forth, and the Consultant expressly warrants not to, at any time or in any manner, represent that it, or any of its agents, servants or employees are in any manner employees of the City, it being distinctly understood that the Consultant is and shall at all times remain to the City a wholly independent contractor and the Consultant's obligations to the City are solely such as are prescribed by this Agreement.

6.8 Copyright. No reports, maps or other documents produced in whole or in part under this Agreement shall be the subject of an application for copyright by or on behalf of the Consultant.

6.9 Legal Construction.

(a) This Agreement is made and entered into in the State of California and shall in all respects be interpreted, enforced and governed under the laws of the State of California.

(b) This Agreement shall be construed without regard to the identity of the persons who drafted its various provisions. Each and every provision of this Agreement shall be construed as though each of the parties participated equally in the drafting of same, and any rule of construction that a document is to be construed against the drafting party shall not be applicable to this Agreement.

(c) The article and section, captions and headings herein have been inserted for convenience only and shall not be considered or referred to in resolving questions of interpretation or construction.

(d) Whenever in this Agreement the context may so require, the masculine gender shall be deemed to refer to and include the feminine and neuter, and the

singular shall refer to and include the plural.

6.10 Counterparts. This Agreement may be executed in counterparts and as so executed shall constitute an agreement which shall be binding upon all parties hereto.

6.11 Final Payment Acceptance Constitutes Release. The acceptance by the Consultant of the final payment made under this Agreement shall operate as and be a release of the City from all claims and liabilities for compensation to the Consultant for anything done, furnished or relating to the Consultant's work or services. Acceptance of payment shall be any negotiation of the City's check or the failure to make a written extra compensation claim within ten (10) calendar days of the receipt of that check. However, approval or payment by the City shall not constitute, nor be deemed, a release of the responsibility and liability of the Consultant, its employees, sub-consultants and agents for the accuracy and competency of the information provided and/or work performed; nor shall such approval or payment be deemed to be an assumption of such responsibility or liability by the City for any defect or error in the work prepared by the Consultant, its employees, sub-consultants and agents.

6.12 Corrections. In addition to the above indemnification obligations, the Consultant shall correct, at its expense, all errors in the work which may be disclosed during the City's review of the Consultant's report or plans. Should the Consultant fail to make such correction in a reasonably timely manner, such correction shall be made by the City, and the cost thereof shall be charged to the Consultant.

6.13 Files. All files of the Consultant pertaining to the City shall be and remain the property of the City. The Consultant will control the physical location of such files during the term of this Agreement and shall be entitled to retain copies of such files upon termination of this Agreement.

6.14 Waiver; Remedies Cumulative. Failure by a party to insist upon the performance of any of the provisions of this Agreement by the other party, irrespective of the length of time for which such failure continues, shall not constitute a waiver of such party's right to demand compliance by such other party in the future. No waiver by a party of a default or breach of the other party shall be effective or binding upon such party unless made in writing by such party, and no such waiver shall be implied from any omissions by a party to take any action with respect to such default or breach. No express written waiver of a specified default or breach shall affect any other default or breach, or cover any other period of time, other than any default or breach and/or period of time specified. All of the remedies permitted or available to a party under this Agreement, or at law or in equity, shall be cumulative and alternative, and invocation of any such right or remedy shall not constitute a waiver or election of remedies with respect to any other permitted or available right of remedy.

6.15 Mitigation of Damages. In all such situations arising out of this Agreement, the parties shall attempt to avoid and minimize the damages resulting from the conduct of the other party.

6.16 Partial Invalidity. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will

nevertheless continue in full force without being impaired or invalidated in any way.

6.17 Attorneys' Fees. The parties hereto acknowledge and agree that each will bear his/her or its own costs, expenses and attorneys' fees arising out of and/or connected with the negotiation, drafting and execution of the Agreement, and all matters arising out of or connected therewith except that, in the event any action is brought by any party hereto to enforce this Agreement, the prevailing party in such action shall be entitled to reasonable attorneys' fees and costs in addition to all other relief to which that party or those parties may be entitled.

6.18 Entire Agreement. This Agreement constitutes the whole agreement between the City and the Consultant, and neither party has made any representations to the other except as expressly contained herein. Neither party, in executing or performing this Agreement, is relying upon any statement or information not contained in this Agreement. Any changes or modifications to this Agreement must be made in writing appropriately executed by both the City and the Consultant.

6.19 Notices. Any notice required to be given hereunder shall be deemed to have been given by depositing said notice in the United States mail, postage prepaid, and addressed as follows:

CITY:	Steve McClary Interim City Manager City of Malibu 23825 Stuart Ranch Road Malibu, CA 90265-4861 TEL (310) 456-2489 x 224 FAX (310) 456-3356	CONSULTANT:	Arthur Spear Chief Financial Officer Southwest Offset Printing Co., Inc. 13650 Gramercy Place Gardena, CA 90249 TEL (310) 965-9102 FAX (310) 323-6927
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6.20 Warranty of Authorized Signatories and Acceptance of Facsimile or Electronic Signatures. Each of the signatories hereto warrants and represents that he or she is competent and authorized to enter into this Agreement on behalf of the party for whom he or she purports to sign. The Parties agree that this Contract, agreements ancillary to this Contract, and related documents to be entered into in connection with this Contract will be considered signed when the signature of a party is delivered physically or by facsimile transmission or scanned and delivered via electronic mail. Such facsimile or electronic mail copies will be treated in all respects as having the same effect as an original signature.

7.0 GENERAL TERMS AND CONDITIONS. (City and Consultant initials required at EITHER 7.1 or 7.2)

7.1 Disclosure Required. By their respective initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is a "consultant" for the purposes of the California Political Reform Act because Consultant's duties would require him or her to make one or more of the governmental decisions set forth in Fair Political Practices Commission Regulation 18700.3(a) or otherwise serves in a staff capacity for which disclosure would otherwise be required were Consultant employed by the City. Consultant hereby acknowledges his or her assuming-office, annual, and leaving-office financial reporting obligations under the

California Political Reform Act and the City's Conflict of Interest Code and agrees to comply with those obligations at his or her expense. Prior to consultant commencing services hereunder, the City's Manager shall prepare and deliver to consultant a memorandum detailing the extent of Consultant's disclosure obligations in accordance with the City's Conflict of Interest Code.

City Initials _____
Consultant Initials _____

7.2 Disclosure not Required. By their initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is not a "consultant" for the purpose of the California Political Reform Act because Consultant's duties and responsibilities are not within the scope of the definition of consultant in Fair Political Practice Commission Regulation 18700.3(a) and is otherwise not serving in staff capacity in accordance with the City's Conflict of Interest Code.

City Initials _____
Consultant Initials AS

This Agreement is executed on _____, 2021, at Malibu, California,
and effective as of _____, 2021.

CITY OF MALIBU:

PAUL GRISATI, Mayor

ATTEST:

KELSEY PETTIJOHN, Acting City Clerk
(seal)

CONSULTANT:


By: ARTHUR SPEAR, Chief Financial
Officer

APPROVED AS TO FORM:

THIS DOCUMENT HAS BEEN REVIEWED
BY THE CITY ATTORNEY'S OFFICE _____
JOHN COTTI, Interim City Attorney

**City of Malibu
Printing and Mailing of the
Quarterly Recreation Guide and City Newsletter**

Scope of Work

The Consultant will print the City of Malibu Recreation Guide and City Newsletter (Guide) each quarter while utilizing high-quality print standards and materials.

The Consultant will meet predetermined production deadlines, while managing the bulk mail requirements of the guide through the USPS, including:

- Communicate with the City staff via e-mail, telephone, and in-person meetings on an as-needed basis
- Work with City staff to prepare quarterly printing and mailing timelines for the Guide
- Provide the City with a sharefile platform to transfer the InDesign packaged file and convert it to the specifications for printing
- Contractor will have the ability to edit the draft InDesign packaged file after submission by the City
- Submit one digital draft file of the Guide for City approval prior to printing
- Provide professional looking full-color printed and bound copies of the Guide on high-quality materials
- Communicate with USPS to determine the number of Malibu residents, businesses, and post office boxes with a 90265 and 90264 zip code and provide the City with the bulk mail quantities and routing information
- If desired by the City, obtain an address list for the 90265 and 90264 zip codes for residents, businesses, and post office boxes. The address list may be used in the place of bulk mail
- The Consultant will abide by USPS requirements for sorting and mailing by either bulk mail (saturation) or address list
- Consult with City staff to review and determine the number of quarterly printed copies including an evaluation of USPS bulk mail or address list quantities. Fees related to USPS postage are covered by the City

EXHIBIT A

Page 1 of 2

A

- Deliver the Guides to USPS bulk mail office
- Utilize USPS's Postal Wizard online mail management system to submit bulk mail forms on behalf of the City
- Deliver up to 1,000 additional copies of the Guide to a designated City facility quarterly, not through the USPS bulk mail office.
- Meet all deadlines for production, printing, mailing, and delivery

Quarterly Mailings

Season	Mailing (90264 and 90265)
Spring	Second week of February
Summer	Second week of May
Fall	First week of August
Winter	Second week of November

Guide Specifications

- Booklet or Magazine
- Page size approximately 8 ¼ x 10 ¾
- #80 Gloss coated for all pages
- Full Color (4/4 all pages)
- Page count varies from 32 pages to 44 pages

Recycling and Conservation

- The Consultant will use recycled materials whenever possible
- The Consultant will use biodegradable soy-based inks
- The Consultant will recycle all waste materials
- The Consultant will recycle waste oils and solvents collected from the print job



City of Malibu Community Services Department

Recreation Guide and City Newsletter

Printing and Mailing Services Fee Schedule Form

Printed and Bound Copies

Refer to Guide Specifications in the Scope of Work 32

Page Count

Quantity 100	\$ NO BID	\$ NO BID
Quantity 1,000	\$ NO BID	\$ NO BID
Quantity 10,000	\$ 5,548.34	\$ 22,193.35

44 Page Count

Quantity 100	\$ NO BID	\$ NO BID
Quantity 1,000	\$ NO BID	\$ NO BID
Quantity 10,000	\$ 8,969.70	\$ 35,878.80

Cost per 4+ additional pages	\$ 1,653.94	\$ 6,615.76
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Other Fees (CORRECTIONS IF APPLICABLE)	\$ 21.00 PER PAGE	\$ 21.00 PER PAGE
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Printing Total (32 Page Count)	\$5,548.34	\$22,193.35
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Printing Total (44 Page Count)	\$8,969.70	\$22,193.35
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Bulk Mail and Delivery

Quarterly Cost

Annual Cost

Bulk Mail Sorting (simplified mailing)	\$ 150.00	\$ 600.00
Delivery to Malibu USPS Bulk Mail Office	\$ 140.00	\$ 560.00
Delivery to City of Malibu Facility	\$ 140.00	\$ 560.00
Other Fees (specify)	\$ N/A	\$ N/A

Bulk Mail and Delivery Total	\$ 430.00	\$ 1,720.00
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Additional Fees (please specify)

Quarterly Cost

Annual Cost

\$ N/A

\$ N/A

\$ N/A

\$ N/A

Total

Cost for Professional Services	
Total Quarterly Cost (32-page count): \$5,978.34	Total Annual Cost (32-page count): \$23,913.35
Total Quarterly Cost (44-page count): \$9,399.70	Total Quarterly Cost (44-page count): \$37,598.80



EXHIBIT B

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