



Agenda Item:

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## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 10/10/2005  
579

Communication No.: 05-

Agenda Item Type: Resolution

Roll Call No.:

Submitted by: Richard Clark, Acting City Manager

### SUBJECT—

Authorization to execute a printing services contract with Acme Printing (Jerry Miller, President/Owner, 66 Washington Avenue, Des Moines, Iowa 50314) for a new City of Des Moines newsletter.

### SYNOPSIS—

This resolution approves and authorizes a one-year contract with Acme Printing, to print a citywide newsletter for the City of Des Moines.

Acme Printing will: (1) produce four, eight-page newsletters; (2) distribute the City's newsletter via first class mail to all homes and businesses within city limits; and (3) print the newsletter on 8 1/2" x 11" paper, using newsletter formatting, and two-color ink.

### FISCAL IMPACT—

The annual cost of the newsletter is \$83,460. Funding is available from various City sources as follows: \$62,595 of Economic Development Enterprise funds (Fund Code: CMO980717), \$6,955 of Stormwater Utility Management funds (Fund Code: PWK077001), \$6,955 of Solid Waste Collection funds (Fund Code: PWK100101) and \$6,955 of Sanitary Sewer Management funds (Fund Code: PWK074013).

### RECOMMENDATION—

Approval

## **BACKGROUND—**

At the February 23, 2005 Council Workshop staff made an initial presentation to Council regarding a citywide newsletter. Staff's presentation disclosed a number of options including possible publication frequency, design, formatting, delivery methods and referenced the 2004 Citizen Satisfaction Survey results. The citizen survey indicated residents want more information from the city and that they want the city to make getting information to residents a high priority. The survey ranked the City's effort to communicate with residents 4<sup>th</sup> amongst City service that should receive the most emphasis over the next two years; just behind maintenance of city streets, flow of traffic/congestion management in the city, and quality of police protection. Citizens also ranked public involvement in local decision-making, City communication with public, and City efforts to keep you informed as the top three communication priorities over the next two years.

The Public Information Office (PIO) established a task force to further research the logistics of a citywide newsletter. The committee communicated with Council in a series of newsletter presentations and written responses over a four-month period in the spring of 2005.

At the July 11, 2005 Council Workshop, Council requested that staff secure bids for printing an eight-page, 8 1/2" x 11" newsletter with newsletter formatting, two-color ink, delivered to all residents and businesses within city limits via first class mail, and published six times per year. The lowest bidder is Acme Printing at \$130,308. However, even the lowest bid exceeds City funding for a newsletter.

In an effort to reduce costs, the contract submitted to Council for the October 10, 2005 Council meeting reduces the number of publications from six to four. Decreasing circulation to a quarterly newsletter significantly lowers expenditures by \$46,848 to \$83,460, the amount currently available from City funds. Acme Printing can produce the four issues in full color for an additional \$2,160 per year.