

- e. Adopt a Resolution Authorizing the City Manager to Execute a Five-Year Professional Services Agreement with AMS Printing for On-Call Publishing, Printing, and Mailing Services for a Not-to-Exceed Amount of \$1,000,000, or \$200,000 Annually.



CITY COUNCIL STAFF REPORT

MEETING DATE: April 8, 2024

ITEM TITLE: Adopt a Resolution Authorizing the City Manager to Execute a Five-Year Professional Services Agreement with AMS Printing for On-Call Publishing, Printing, and Mailing Services for a Not-to-Exceed Amount of \$1,000,000, or \$200,000 Annually.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution approving a five-year professional services agreement ("Agreement") with AMS Printing for a total not-to-exceed amount of \$1,000,000, or \$200,000 annually, to provide on-call publishing, printing, and mailing services and authorizing the City Manager to execute and amend the Agreement, if needed, for additional services within the contract not-to-exceed amount. Per the Agreement, the City will have the right to cancel the agreement without cause by giving written notice not less than ten (10) days prior to the effective date of termination.

FISCAL IMPLICATIONS:

There is no fiscal impact associated with this request and no additional appropriation is necessary. These funds are already budgeted and will be funded by the general operating budget.

BACKGROUND:

The Communications Division of the City Manager's Office (CMO) is responsible for citywide digital and print communications. Each year, the CMO produces, publishes, prints, and distributes four Good Living newsletters and four Spotlight newsletters to every residence and business in San Carlos. The City distributes other targeted print communications such as a Mental Health Resource Guide, flyers related to sustainability programs, notices of major construction and community improvement projects, and postcards detailing workshops and opportunities for the community to provide input and feedback.

The 2023 Community Survey (question #14) asked residents what information sources they used to find out about City of San Carlos news, events, and programs. The most frequently cited answer was newsletters that are mailed to the home, mentioned by 55% of respondents. The next most frequent answer was postcards, letters, flyers, or brochures mailed to the home, mentioned by 25% of respondents. These numbers indicate that the San Carlos community places a high importance on printed communication, with 80% of respondents indicating that they rely on printed sources for City information. Unlike digital communication through social media channels or the City's website that must be actively sought (and as such could be missed), printed media delivered to homes and businesses ensures that important information reaches every member of our community.

In addition to the CMO, several other departments rely on the services of a single publishing and mailing vendor to distribute critical communications. These communication projects often arise on an “as-needed” basis and staff must execute these on-call communication projects quickly, without going through the contract process each time. For example, the Community Development Department distributes postcards for informational meetings and collaborative workshops regarding major development projects, the Public Works Department delivers flyers to homeowners regarding sewer, pavement, and other construction projects, and the Parks and Recreation Department sends out notices for citywide events, programs, and classes.

ANALYSIS:

The City Manager’s Office issued an RFP for on-call publishing, printing, and mailing services on January 12, 2024 and received three proposals by the due date on February 12, 2024. Three complete proposals were received in total from AMS Printing, ELXEL Creative, and Chase VP. The three proposals received were evaluated by the Communications Team in the City Manager’s Office based on the following criteria:

- Proposal completeness
- Cost of services
- Prior design work for city projects
- Ability to complete projects on time
- Local or regional firm with ability to provide all needed services in-house

Of the three proposals received, only AMS Printing and Chase VP were local vendors, with ELXEL Creative based in Washington D.C. The nature of the scope of work requires in-person meetings and timely delivery of printed materials, making the selection of a remote or non-local vendor problematic.

Of the two local vendors, Chase VP and AMS Printing, only AMS Printing provided all requested details concerning process and pricing for both design work and printing work. It was evident in its proposal that Chase VP is primarily a printing company, with little graphic design experience and no other government clients. It is critical for the City to contract with a client that can provide design, printing, and mailing services in an all-in-one manner, because of deadline constraints, consistency issues, and design elements that carry over into printing practices, such as bleeding or perforated edges.

After review, it was determined that AMS Printing provided the best option for an all-in-one vendor that could provide publishing, printing, and mailing services. The City of San Carlos is currently contracted with AMS Printing and is satisfied with its performance. AMS Printing continues to meet demands and deliver projects on time and on budget for multiple departments. AMS Printing’s proposal is included as Attachment 2.

Adopting this Resolution will allow City staff to complete on-call outreach projects in a timely manner and provide the ability to complete every step of the project from design to mailing with the same vendor. Using AMS Printing will also help to maintain a consistent look and tone for outreach communications across departments.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution authorizing the City Manager to execute a five-year professional services agreement with AMS Printing for on-call publishing, printing, and mailing services for a not to exceed amount of \$1,000,000, or \$200,000 annually; or
2. Do not adopt the Resolution; or
3. Provide staff with alternative direction.

Respectfully submitted by:

Nil Blackburn, Assistant City Manager

Approved for submission by:

A handwritten signature in black ink, appearing to read 'J. Maltbie', is written above a horizontal line.

Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. AMS Printing 2024 Proposal

RESOLUTION NO. 2024 – ____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CARLOS
AUTHORIZING THE CITY MANAGER TO EXECUTE A FIVE-YEAR PROFESSIONAL
SERVICES AGREEMENT WITH AMS PRINTING FOR ON-CALL PUBLISHING, PRINTING,
AND MAILING SERVICES FOR A NOT-TO-EXCEED AMOUNT OF \$1,000,000,
OR \$200,000 ANNUALLY.**

WHEREAS, the City relies on the services of an on-call vendor to develop, publish, print and mail printed communications to all City residents and business in a timely manner; and

WHEREAS, all City departments develop, produce, publish, and mail a range of different communications including, newsletters, postcards, flyers and brochures, to inform the community about news, events, projects, programs, and workshops in the city; and

WHEREAS, based on the results of a 2023 Community Survey, 80% of respondents indicated they relied primarily on printed communications as their primary source of City information; and

WHEREAS, the City conducted a comprehensive selection process and identified AMS as the most qualified vendor to provide on-call publishing, printing, and mailing services for the City; and

NOW, THEREFORE BE IT RESOLVED, that the San Carlos City Council hereby authorizes the City Manager to execute a five-year professional services agreement with AMS Printing for on-call publishing, printing, and mailing services for a total not-to-exceed amount of \$1,000,000, or \$200,000 annually.

* * * * *

I, City Clerk Crystal Mui, hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of San Carlos at a scheduled meeting thereof held on the 8th day of April 2024, by the following vote:

AYES, COUNCILMEMBERS:

NOES, COUNCILMEMBERS:

ABSENT, COUNCILMEMBERS:

CITY CLERK of the City of San Carlos

APPROVED:

MAYOR of the City of San Carlos

Company Profile, History and Location

Founded in 1984, AMS Printing started as a full service printing company with in-house design services, pre-press, printing and a full bindery department. Through its vast knowledge of printed materials and manufacturing capabilities customers began to request that AMS Printing produce high quality labels, index tabs, tags, datasheets, mailing pieces, publications, and other identification products. Through its use of in house printing and manufacturing capabilities, AMS Printing was able to produce these products with unparalleled quality and fast turn-around. Creating a complete line of labels, tags, index tabs, mailers, corrugated cartons, envelopes, signs, laser/inkjet labels, and index end tab folder, printed documentation services, postcards, newsletters and other publications and design services. These products helped production facilities and offices to identify and organize their workplace as well as advertise products and services in a efficient and cost effective manner.

About Ron Shmargad

Upon graduating with a degree in Mass Communications from University of California Berkeley, he embarked on a career that took him through several areas of the mass communications industry. I learned the skills required to run my own business in 25 years at AMS Printing, dealing with management, public relations, pre-press and printing production. The goal for the past 25+ years has been to learn hands-on as much as possible. This meant getting my hands dirty and doing the work rather than hiring others to do it at times. It meant wearing many hats and often working long hours; and, it always meant keeping my eye on the long term goal. That goal: Creating solutions for my clients that gets the job done on time, in line with the bottom line and with the best quality.

Company is located at

335d Convention Way
Redwood City, CA 94063
Phone: 650.298.9330
www.amsprinting.com

History and Experience

AMS Printing has provided print and design services for many municipalities including:

City of San Carlos
City of Foster City
City of Redwood City
City of San Mateo
City of Half Moon Bay

We are well versed with the need of municipalities need for quick, clear and effective communications.

Project Team Members

Dr. Mike Shmargad – Project Lead (30 Years experience, resume attached)

Mr. Ron Shmargad – Project Manager (25 Years experience)

Mrs. Marit Shanzer – Admin Assistant

Applicable Client References

- 1) City of San Carlos, Contact Name: Tyler Muela, email: tmuela@cityofsancarlos.org
Phone # 650-802-4130 (Projects: Mailing Piece, Design Jobs and Posters)
- 2) City of San Carlos, Contact Name: Nicole Scott, email: NScott@cityofsancarlos.org
Phone # 650-802-4204 (Projects: Mailing Pieces, Design Jobs and Posters)
- 3) City of San Carlos, Contact Name: Brian Cary, email: BCary@cityofsancarlos.org
Phone # 650-802-4218 (Projects: Mailing Pieces, Design Jobs and Posters)
- 4) City of San Carlos, Contact Name: Tamara Shapero, email: tshapero@cityofsancarlos.org
Phone # 650-802-4194 (Projects: Mailing Pieces, Design Jobs and Posters)

Identify any Suggested Modification to the Scope of Services

We plan to use the latest technologies and software programs to design and print these projects. This will make any changes or modifications easy in the future. We will be more than happy to do a kick off meeting when the project starts with the relevant team members.

With over 25 years of hands on experience in printing and using the standard industry software programs, we are able to produce everything from brochures, datasheets, newsletters, postcards, boxes, websites, banners and more. Popular software programs we use include:

- Adobe Creative Cloud including Photoshop CC, Illustrator CC, InDesign CC, Dreamweaver CC, Fireworks CC, Flash CC and Acrobat XI
 - Microsoft Office including Excel, Word and Powerpoint
 - Cloud software such as Squarespace and Wordpress for Web design.
- We have also created artwork and posting for client Facebook, Google Plus and Twitter pages.

Fee Proposal

AMS Printing Billable rate is \$95.00 per hour. Each project will be estimated based on customer specifications and quantity. No project will begin without clients written approval.

Travel Expenses

We are local so we do not see any need for travel expenses.

Incremental Costs:

We do not see any incremental costs based on the projects we estimate. If the project changes scope we bill at \$95.00 per hour. No additional charges will be added to projects unless written approval is received.

Insurance:

We acknowledge that an insurance certificate will be issued naming the City of San Carlos as additionally, insured and meeting the insurance requirement in Exhibit A if the contract is awarded.

City's Standard Professional Services Agreement (Attachment A):

We acknowledge the City's standard Professional Services Agreement is acceptable as written.

Dr. Mike A. Shmargad
335-D Convention Way
Redwood City, CA 94063
ams@amsprinting.com

MANAGEMENT EXPERIENCES

- Managed large-scale printing projects. Including single and multi-color literature, books, and promotional materials.
- Managed and supporting printing projects from design initiation, printing reviews, variable data, and customer interface.
- Managed graphic design teams and managed from the graphic design through the completion of the printing project.
- Providing management and marketing consulting services to businesses in the USA and abroad.
- Program Manager of the development and build of the 5 Armor Multi-Purpose Vehicle (AMPV) variants. In this capacity, I conceived, led, and managed the teams that developed, and promoted the AMPV program; The Medical Evacuation, Medical Treatment, Mortar Vehicle, General Purpose, and the Command and Control vehicle. Led the AMPV vehicle delegation to the national shows such as AUSA in Washington, DC, National Guards events, and made presentations to the Army and foreign attaches at the events.
- Deputy Director of Bradley Derivative, and MLRS. In this position, I planned the product development activities, manage the budget, develop the marketing campaign, interface with the customers (all levels), interfaced with production and vendors, managed shows, and planed future business development avenues and activities to capture the business.
- Initiated strategic plans and road map to have exclusive distribution rights for BAE Systems for products in the USA market. One of the initial products was the LED Dome Light made by ELTAM. I drafted the business agreement that provided BAE Systems exclusive sales rights throughout the defense industry in the USA. The business was captured and was highly successful.
- Led the initiative to identify potential Unmanned Aerial Vehicle (UAV) Candidate Company to be acquired by UDLF. In this initiative, I was given the task to search the US and other countries for a company that had a UAV platform with significant potential to be a major UAV platform for the US Army and NATO countries.
- Managed the Strategic Business Development group for survivability solutions– developed plans and managed execution of strategic business development activities, including identification of technologies, selection of the products, market segmentation and market penetration. These activities included: contacting potential customers, preparing presentations, presenting data at shows, conduct presentations at customers' sites, such as: Boeing, and Caterpillar, and submitting proposals.
- Managed variety of projects and business activities. Responsibilities included the planning of projects, business initiatives, and management of the personnel; preparing budgets and schedules; evaluating and reporting on projects and employees progress. Business and services includes: proposal preparations, product evaluation, and product design (MMPV Ramp, and other systems), and variety of Integrate Product Teams (IPTs).
- Programs Manager – Evaluated and developed programs schedules and costs, coordinated subcontractors, and manufacturing schedule.
- While working at Technhac LTD., overseas, I managed the market development in the USA for the company's product line and supported other international marketing efforts. This included preparing marketing plans, evaluation of distributors, appointing distributors, and managing orders.

ENGINEERING and ENGINEERING MANAGEMENT EXPERIENCES

- Chief Engineer: Conceived and the managed the design, and modification of the RG33-4X4 vehicle in preparation for AUSA shows. In addition, I managed the road shows for this vehicle across the US.
- The Bradley Engineering Design Manager for more than 11 years. Managed engineering of a main armor carrier, the Bradley fighting vehicle, and the MLRS. Managed the design, material selection, development, schedule, cost, and technical personnel for the system.
- Implemented and used the most advanced design tools, Computer Aided Design – 3D-Modeling, Solid-Modeling. Implemented techniques for performing analysis of mechanical systems and parts.

- Selected material for survivability solutions, including transparent armor, steel, Aluminum, Ti., ceramics, and composites, as well as selections of passive and active protection solutions
- Managed the EMA (Electro-Magnetic-Armor) solutions for the armored vehicles. Worked with ARL and other Gov. agencies to develop and test the EMA.
- Pioneered and implemented the use of a new manufacturing technique in steel casting known as the Lost Foam Casting Process – for armor solution. Switching to the new manufacturing technique was considered unattainable, since the process had never been used on steel before. I managed an organization of technical personnel that designed and produced a product utilizing this casting method within budget and on schedule. The plan, the execution, and the quality were superior and it became the preferred method of manufacturing.
- All the projects I managed have been designed and implemented with Total Quality Management (TQM) in mind from inception through planning and execution.

TEACHING EXPERIENCES

- At the request of BAE Systems' training center, I became a part-time instructor for the employees delivering courses on material selection techniques. I prepared the lesson plans as well as taught the classes. The classes were such a great success that the training center requested that I deliver the class several more times.
- Taught advanced mathematics for MBA program at The National University in San Jose, CA. This was a successful teaching assignment and I received positive evaluation feedback from both the students and the administration.

EXPERIENCE

| | |
|--|--------------|
| Business Consulting and Printing/Graphics Manger | 2015-Present |
| Program Manager | 2010 - 2015 |
| Deputy Director Bradley Derivative (AMPV) BAE Systems | 2007 - 2010 |
| Manager of Strategic Business Development BAE Systems | 2005 - 2007 |
| Program Manager UAV Program United Defense L.P. | 2003 - 2005 |
| Senior Engineering Manager United Defense L.P. | 1992 - 2003 |
| Business Lecturer The National University, San Jose, CA (while working at UDLP/BAE Systems) | 1992 - 1992 |
| Technical Trainer (BAE Systems) | 1987 - 1989 |
| Engineering and Engineering Supervisor United Defense L.P. | 1984 - 1992 |
| Project Manager Applied Material Inc. | 1983 - 1984 |
| Mechanical Design Engineer United Pump Company | 1981 - 1983 |
| Marketing Manager & Market Development | 1973 - 1977 |

Technohac Ltd.

Engineering & Sales Support
Technohac Ltd.

1970 - 1973

EDUCATION

Doctor of Business Administration
Concentration – Management

Golden Gate University

Masters of Business Administration
Concentration – Marketing

Golden Gate University

B.S. Mechanical Engineering

California State University, Sacramento

PATENTS

Holds 3 US Patents

LANGUEGES

- English (read, write, speak)
- Hebrew (read, write, speak)

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Society of Mechanical Engineers (ASME)
National Defense Industry Association (NDIA – Life Member)

HONORS

Dean's List
Warrel Engineering Award
Graduated With Honors – Doctor of Business Administration

1978
1978
2001

INSTRUCTOR CREDENTIAL

Board of Governors of The California Community Colleges
Instructor Credential No. 360813

Issued by The Board of Governors of The California Community Colleges

Subjects Authorized to Teach: Business, Management, and Engineering

Issued date: October 24, 1989

Validation: Valid For Life

AMS Systems, Inc
PO BOX 4190
Foster City, CA 94404
Phone: 1-800-427-5585
email: ams@amsprinting.com

Estimate

| | |
|----------|------------|
| Date | Estimate # |
| 2/6/2024 | 61766E |

| Name / Address |
|---|
| City of San Carlos Brian Cary 600 Elm Street San Carlos, CA 94070-1309 |

| | | | Project |
|---|-----|--------------|------------|
| | | | |
| Description | Qty | Cost | Total |
| Stock Type: 80 # gloss paper (text Stock) Custom Printing: Brochures/Newsletters 6 pager (page Size: 8.5" x 11") Bindery: Trifold Ink: 4cp + aq. varnish * I quoted this on 80 # gloss paper (TEXT) since Req for quote did not specify if it was (Text) or (Cover) Stock. | 500 | 1.398 | 699.00T |
| Create initial concepts for client to approve. AMS Printing will send client a few design ideas and client can choose template design they like as the concept design template to use. Price includes edits to refine template to clients approval. AMS Printing will study the City's design guidelines to make sure all rules and design guidelines are followed. | 1 | 1,200.00 | 1,200.00 |
| Layout and Design production of subsequent newsletters | 1 | 1,200.00 | 1,200.00 |
| Sales Tax San Carlos | | 9.375% | 65.53 |
| | | Total | \$3,164.53 |

Customer Signature _____

AMS Systems, Inc
PO BOX 4190
Foster City, CA 94404
Phone: 1-800-427-5585
email: ams@amsprinting.com

Estimate

| | |
|----------|------------|
| Date | Estimate # |
| 2/6/2024 | 61767E |

| Name / Address |
|---|
| City of San Carlos Brian Cary 600 Elm Street San Carlos, CA 94070-1309 |

| | | | Project |
|---|-----|--------------|------------|
| | | | |
| Description | Qty | Cost | Total |
| Stock Type: 80 # gloss cover (cover stock) Custom Printing: Brochures/Newsletters 6 pager (page Size: 8.5" x 11") Bindery: Trifold Ink: 4cp + aq. varnish * I quoted this on 80 # gloss paper (COVER) since Req for quote did not specify if it was (Text) or (Cover) Stock. | 500 | 1.71 | 855.00T |
| Create initial concepts for client to approve. AMS Printing will send client a few design ideas and client can choose template design they like as the concept design template to use. Price includes edits to refine template to clients approval. AMS Printing will study the City's design guidelines to make sure all rules and design guidelines are followed. | 1 | 1,200.00 | 1,200.00 |
| Layout and Design production of subsequent newsletters | 1 | 1,200.00 | 1,200.00 |
| Sales Tax San Carlos | | 9.375% | 80.16 |
| | | Total | \$3,335.16 |

Customer Signature _____