



## CONSENT CALENDAR

### City of San Bernardino Request for Council Action

**Date:** December 7, 2022

**To:** Honorable Mayor and City Council Members

**From:** Robert D. Field, City Manager  
Lydie Gutfeld, Director of Parks, Recreation & Community Services

**Department:** Parks & Recreation & Community Services

**Subject:** **Execution of Amendment 2 to Professional Services Agreement to PM Group, DBA The Printery, in the amount of \$83,500 for the design, print, and mail preparation of City of San Bernardino Parks, Recreation and Community Services Department trimester brochure for FY2022-2023**

#### **Recommendation:**

It is recommended that the Mayor and City Council of the City of San Bernardino, California, adopt Resolution 2022-256 authorizing the City Manager or his designee to execute Amendment 2 to Professional Services Agreement (PSA) between the City and the PM Group, DBA The Printery ("Printery"), for the design, print, and mail preparation services of the Parks, Recreation and Community Services Department ("PRCSD") trimester brochure for FY2022-2023.

#### **Background**

The Parks, Recreation, and Community Services Department provides a diverse system of open spaces, meeting centers, programs, and community services to meet the social and leisure needs of the public and enhance the quality of life for all city residents. The PRCSD brochure plays a critical role in communicating the department mission to the community.

The brochure of activities provides information and highlights the quality programming offered through the department divisions: Aquatics, Sports, Center for Individual Development, Special Events, Community Centers, Senior Services (including the

Retired Senior Volunteer Program and the Senior Companion Program), and Outdoor Facilities (including picnic areas, community gardens, outdoor sports courts, special play courts, exercise equipment, and sports fields).

### **Discussion**

Most of the City of San Bernardino residents were unaware of all the services provided through the PRCSD. Marketing efforts through social media and other technology-based platforms have not been as effective as printed media in the department's outreach efforts. Recognizing the appeal of the brochures by the community and the positive outcomes in communicating and informing the city's residents at large, the PRCSD is committed to continuing to develop robust brochures, which will serve as a guide for ongoing and seasonal activities, programs, and events. Greater awareness will equate to increased service participation and higher revenues through user fee collection.

Staff recommends the Mayor and City Council authorize the City to execute a one-year extension to the PSA for designing, printing, and mailing the City of San Bernardino PRCSD trimester brochure for FY2022-2023. Under the current agreement (Attachment 4), the City reserves the right to extend the contract up to four (4) additional one (1) year periods, in an amount not to exceed 110% of the annual contract amount of \$97,635, to consider the current volatile price increases due to paper supply shortages due to the COVID-19 pandemic. The FY 2022-2023 PSA with the Printery will not exceed \$83,500.

### **2021-2025 Key Strategic Targets and Goals**

Adoption of this Resolution aligns with Strategic Target No. 2: Focused, Aligned Leadership and Unified Community by providing access to information through the PRCSD brochure, which will boost program participation and community engagement; and Strategic Target No. 3: Improved Quality of Life by serving as a tool to enhance customer service and a primary promotional source for essential PRCSD services and facilities to the community.

### **Fiscal Impact**

The Fiscal Year 2022-2023 adopted budget currently has \$100,500 budgeted for the design, print, and mail of the City of San Bernardino PRCSD trimester brochure.

### **Conclusion**

It is recommended that the Mayor and City Council of the City of San Bernardino, California, adopt Resolution 2022-256 authorizing the City Manager or his designee to execute Amendment 2 to Professional Services Agreement (PSA) between the City and the PM Group, DBA The Printery ("Printery"), for the design, print, and mail preparation services of the Parks, Recreation and Community Services Department ("PRCSD") trimester brochure for FY2022-2023.

### **Attachments**

Attachment 1 - Resolution 2022-256 Printery PSA Extension

Attachment 2 - Contract Amendment 2-THE PM GROUP  
Attachment 3 - Res 2021-253 PM Group Brochure  
Attachment 4 - PSA with PM Group SIGNED  
Attachment 5 - PM Amendment 1 SIGNED

**Ward:**

All Wards

**Synopsis of Previous Council Actions:**

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| June 20, 2022    | The City of San Bernardino, CA approved Amendment 1 to the PSA between the City and the PM Group, increasing the compensation to \$97,635 to cover Spanish translation services and extending the contract to August 31, 2022. |
| October 21, 2021 | The Mayor and City Council of the City of San Bernardino, CA adopted Resolution 2021-253 approving the PSA between the City and the PM Group in the amount of 67,635 for the print and design of the PRCSD trimester brochure. |