

RESOLUTION NUMBER R- 300486
DATE OF FINAL PASSAGE DEC 14 2010

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO APPROVING THE PRELIMINARY STATEMENT
OF WORK FOR PUBLISHING SERVICES.

WHEREAS, on September 27, 2010, the San Diego City Council adopted, by San Diego Ordinance O-19995, the Managed Competition Guide dated July 26, 2010, as policies and procedures to implement San Diego Charter section 117(c); and

WHEREAS, pursuant to the Managed Competition Guide, on December 7, 2010, the Mayor's staff presented a Preliminary Statement of Work for the functions performed by the General Services Department, Publishing Services Division, to the City Council; and

WHEREAS, the City Council has reviewed and wishes to approve the Preliminary Statement of Work presented; NOW, THEREFORE,

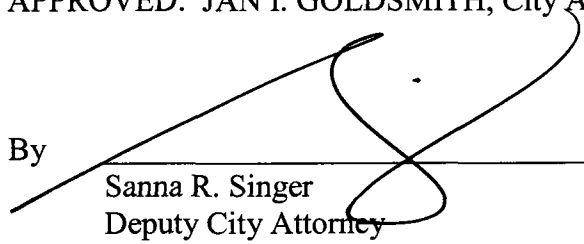
BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. The Preliminary Statement of Work for the General Services Department, Publishing Services Division, on file with the Office of the City Clerk as Document No. RR- 300486, is hereby approved.

2. The Mayor's Office is encouraged to incorporate input to tighten and improve the Statement of Work, and to seek feedback from responders to future solicitations relating to this Preliminary Statement of Work.

APPROVED: JAN I. GOLDSMITH, City Attorney

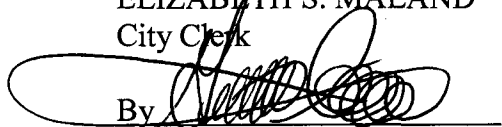
By


Sanna R. Singer
Deputy City Attorney

SRS:amt:cm
12/8/2010
Or.Dept:Business Office

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of ~~DEC 07 2010~~.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 12-14-10
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

Publishing Services Preliminary Statement of Work
Revised December 7, 2010

Background

The City of San Diego operates a full service, in-house publishing operation. Publishing Services division, General Services Department provides a variety of reprographics functions, including graphic design, web design, electronic publishing, lithography, press operations, high-volume reproduction (quick print), bindery (finishing) services, and administration of the City's photocopier program.

Publishing Services operates from the City of San Diego Concourse in the downtown Civic Center complex, with easy access for customers located at the City Administration Building, Civic Center Plaza Building, Executive Complex, 600 B Street, and other outlying locations. Standard Publishing Service work hours are 7:30 am to 4:30 pm, Monday through Friday with the ability to operate during nights and weekends as demand requires. Publishing Services accepts work either via walk-in customers, over the phone, through the internet, or by e-mail.

The City of San Diego intends to acquire the services of a provider (City employees or outside vendor) to manage its publishing needs. These services will include:

- Creation of digital and offset printing plates for use on offset presses.
- Operation of offset printing presses including loading paper, hanging plates, mixing inks, and running and maintaining presses.
- Provision of photocopy services to all City departments. This includes producing large-format engineering documents, complicated reports, and legislative documents.
- Performance of bindery services, including the binding, folding, collating, cutting, padding, and packaging of a variety of printed products.
- Performance of graphic design needs for the City. This includes, but is not limited to, graphics for reports, official documents, online needs, and photography.
- Performance of website design and maintenance for City Internet and Intranet websites, including making any needed updates, additions, or revisions.
- Design of a wide range of electronic documents for use by all City Departments.
- Film developing and duplicating using dark room equipment.
- Take portraits utilizing photo studio equipment.
- Photographing City events on an as-needed, on-call basis.
- Scanning documents.
- Conversion of documents to various file formats.
- Burning and labeling of Compact Discs for document storage and transfer.
- Free delivery of finished products to customer departments.
- Warehouse and secure documents of customer departments.
- Production of specialty signs.
- Production of specialty items.

- Design and production of custom stationery.
- Maintain security of confidential documents.
- Do not discuss or disclose content of documents produced.
- Ensure quality control of vendor products.
- Other publishing and related finishing processes as needed, including but not limited to stitching, gluing, perfining, scoring, numbering, embossing, coating, gold-foil, blue-foil, and laminating.
- Administration of the photocopier program and contract.

The workload specifications for this function include:

Number of work requests annually.	4,900
Number of quick copy impressions produced annually	8.7M
Number of off-set press impressions produced annually	4.2M
Graphic and web design labor hours performed annually	5,600
Bindery (finishing) labor hours performed annually	3,500
Number of convenience copiers managed via the City-wide contract	574
Number of impressions produced annually under the convenience copier contract	38.5M

Performance Standards

The City of San Diego expects the service provider (City employees or outside vendor) to maintain or exceed current service levels, by maintaining current performance standards for:

- Standard job turn-around times of approximately 80 percent within 10 days
- Up-time for convenience copiers of 99 percent
- Customer satisfaction rates of 98 percent¹

Each measure has been and will continue to be monitored using specific methods. Standard job turn-around times will be stored electronically and data will be audited regularly. Convenience copier up-time will also be tracked electronically, with regularly scheduled auditing. Customer satisfaction rates will be tracked via survey. The City currently has multiple surveys in place that can be used to track results.

Please note that more detailed performance data will be included in the far more detailed Statement of Work that will be developed in the next phase in preparation for issuing a

¹ Further customer satisfaction data will be collected prior to the completion of the final Statement of Work to ensure the possession of a representative sample, the standard may be adjusted accordingly.

Request for Proposals. Data is not made available in this public Preliminary Statement of Work document so as to maintain a level playing field between City employees and potential contractors.

The service provider, either the City department or a private contractor, will be expected to track requests, complaints, and other feedback and provide the City with regular reports on their progress. A detailed quality assurance plan will be developed and followed. The service provider will be required to contact the city immediately if there are any mishaps or delays and provide the City with a detailed plan to correct such flaws. Any deviance from the terms of the quality assurance plan and contract could result in the immediate termination of said contract.