

**RESOLUTION NO. 2023-123**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE DISPENSING WITH THE FORMAL REQUEST FOR PROPOSAL PROCEDURE PURSUANT TO ELK GROVE MUNICIPAL CODE SECTION 3.42.140(B)(3) AND AUTHORIZING THE CITY MANAGER TO EXECUTE AN AMENDMENT TO THE CONTRACT WITH ROCKWOOD CONSULTING TO PROVIDE CITY NEWSLETTER SERVICES (CONTRACT NO. C-20-233), EXTENDING THE TERM FOR A PERIOD OF ONE YEAR AND AUTHORIZING AN ADDITIONAL EXPENDITURE OF \$119,240 [FOR A TOTAL EXPENDITURE OF FUNDS OVER THE CONTRACT TERM NOT TO EXCEED \$411,860]**

**WHEREAS**, the City of Elk Grove (City) newsletter is one of the City's primary methods to communicate important news and information directly to residents and businesses; and

**WHEREAS**, Rockwood Consulting has provided the City with newsletter services since 2013 with a solid ten-year track record for managing the production of this direct mail piece, which is circulated to more than 62,000 Elk Grove homes and businesses six times per year; and

**WHEREAS**, Resolution No, 2020-093 was adopted by the City Council on May 13, 2020, authorizing the City Manager to execute a contract with Rockwood Consulting, following a formal request for proposal process, in an amount not-to-exceed \$292,620. The resolution allowed for discretionary extensions, but the costs associated with those extensions were not included in the total amount; and

**WHEREAS**, the supply chain for paper/printing has seen unprecedented shortages and steep price increases over the past three years that have resulted in changes to the City newsletter size and paper weight in order to maintain on-time delivery to residents; and

**WHEREAS**, the City desires a discretionary extension to the existing contract for one year that maintains the existing scope of work but factors in an increase in material costs due to inflation; and

**WHEREAS**, for the reasons presented, compliance with the competitive proposal process for the subject newsletter services is not in the best interest of the City.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Elk Grove has determined that compliance with the formal request for proposal procedure for further newsletter services is not in the best interest of the City, and hereby dispenses with the formal competitive proposal procedure pursuant to Elk Grove Municipal Code Section 3.42.140(B)(3); and

**BE IT FURTHER RESOLVED**, that the City Council of the City of Elk Grove hereby authorizes the City Manager to execute an amendment to the contract with Rockwood Consulting for newsletter services (Contract No. C-20-233), in substantially the form


presented, extending the contract to June 30, 2024, and authorizing an additional expenditure of \$119,240 [for a total expenditure of funds over the contract term not to exceed \$411,860].

**PASSED AND ADOPTED** by the City Council of the City of Elk Grove this 24<sup>th</sup> day of May 2023



BOBBIE SINGH-ALLEN, MAYOR of the  
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS,  
CITY ATTORNEY

**CERTIFICATION**  
**ELK GROVE CITY COUNCIL RESOLUTION NO. 2023-123**

STATE OF CALIFORNIA        )  
COUNTY OF SACRAMENTO    )        ss  
CITY OF ELK GROVE         )

*I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on May 24, 2023 by the following vote:*

**AYES:**        **COUNCILMEMBERS:**        *Singh-Allen, Spease, Brewer, Robles, Suen*

**NOES:**       **COUNCILMEMBERS:**        *None*

**ABSTAIN:**   **COUNCILMEMBERS:**        *None*

**ABSENT:**    **COUNCILMEMBERS:**        *None*

  
**Jason Lindgren, City Clerk**  
**City of Elk Grove, California**