

ADMINISTRATIVE PROCEDURES



Procedure Number: 3-15

Effective Date: 12-1-97

Revision Date: 9-1-03

Revision Date: 6-1-08


County Administrator

SUBJECT: Printing Procedures / Utilization of Graphic Services Department

DEPARTMENT RESPONSIBLE: The Office of the County Administrator

PURPOSE

The creation of the Graphic Services Department prompts an update to Administrative Procedure 3-15 "Printing Procedures". The purpose of this procedure is to clarify the use of the County-operated Graphic Services Department comprised of the Design Division and the Production Division (Print Shop).

BACKGROUND

The County operates a Graphic Services Department for the purpose of providing services to departments in the downtown area and to outlying departments who, by way of messengers or other means, maintain a daily presence in the downtown complex.

The Design Division provides a wide variety of design and production services. Staff is experienced in traditional and digital art media, illustration, layout and design, desk top publishing, Web design, annual reports, slide presentations, large format displays, signage and promotional items. The Production Division provides digital black& white and color copying and offset printing of any size job - large or small, as well as full bindery services.

Appendix A is a listing of the Department's services. Some speciality services are beyond Graphic Services capabilities and are outsourced to commercial vendors. Appendix B is a listing of speciality products, services or sizes not provided by Graphic Services at this time.

PROCEDURE

Appendix A lists Graphic Services products and services. County departments will use the Graphic Services Department for products and/or services **that will be available or distributed to the general public**. This is to ensure that all forms of media reaching the public exhibit high standards of design and layout and present a professional image of Pima County. Exceptions will be decided on a case by case basis, but Graphic Services must be contacted to discuss the job and determine the best way to proceed.

Approved Exceptions:

- A. GIS and other data base and departmental specialty maps and displays created on specific software for specific purposes.
- B. Timeliness- If Graphic Services is unable to provide the service in a timely manner, they will provide the requesting department with a written *Authorization to Use Outside Vendor* form. The department may then send the job to a commercial print/copy shop. The Authorization form must be attached to the bill when submitted to Finance for payment.
- C. Remote locations- It is recognized that some departments have remote locations which do not maintain a presence in the downtown complex. In such instances, remote locations may use a commercial vendor for quick copy that is within a reasonable proximity to that location. If the distance to the nearest commercial vendor is equal or less than the distance to the downtown complex, the department will use the Graphic Services Department. When submitting commercial vendor invoices to Finance, the department should write "Remote Location" on the invoice. It will be the user-department's responsibility to maintain documentation and justification regarding remote locations.
- D. Formal Bids- When the Board of Supervisors authorizes the awarding of a contract for copying or printing services, such as currently occurs with Pima Health System.

Appendix B lists items that are currently beyond Graphic Services capabilities. These jobs are outsourced. An *Authorization to Use Outside Vendor* form from Graphic Services is **not** required for Appendix B items or for items C. and D. above.

It is not acceptable to use a commercial printer for services that are available through Graphic Services just because other work, such as bluelines and blacklines etc. are being picked up and delivered by a commercial vendor.

It is the responsibility of each department to assure that any printing done by a commercial vendor complies with the County's Procurement Code, policy and procedures. If the annual cost of services will exceed \$1,000, a competitive process is required. Splitting work among vendors to avoid a competitive process is a violation of the County Procurement Code.

If a department fails to follow this procedure, they must submit the invoice and justification to the Director of Procurement for approval.

Graphic Services staff is proficient in the software used in all aspects of graphic design and desk-top publishing. To avoid unnecessary duplication and to further encourage the use of Graphic Services all requests to purchase Adobe products (other than Adobe Acrobat) and QuarkXPress by departments other than the Graphic Services Department must be justified in writing and approved by either the Director or the Administrative Services Manager of Graphic Services and then by the IS Department staff responsible for approving software purchases.

Pima County Graphic Services is located downtown at 17 E. Pennington St. Office hours are Monday through Friday 8 a.m. to 5 p.m. and by appointment. Phone 205-8300; Fax 205-8388; E-mail graphics@pw.pima.gov. Graphic Services offers pick up and delivery in the downtown area.

APPENDIX A

Graphic Services can provide the following:

- graphic design
- computer graphics
- desktop publishing- annual reports, booklets, brochures, certificates, proclamations, mailers, invitations etc.
- forms design
- technical illustration
- cartography
- displays and presentations
(individual departments with specialized software and databases create their own maps and displays)
- large exhibits, banners and signage
- Web design and development
- Powerpoint and slide presentations
- digital editing
- CD duplication
- Source for Sonoran Desert Conservation Plan reports and CDs.

We offer all stages of publication and display production including:

- design and layout
- typography
- typesetting
- proofing
- pre-press
- offset printing (1 & 2 color)- brochures, annual reports, booklets, forms, NCR, envelopes, flyers
- business cards - 1,2,3, & 4 color
- high speed digital b&w and color copying
- scanning, enlarging and plotting
- large format plotting (up to 42" wide)
- dry mounting on foam core
- laminating
- collating and binding

An Authorization to Use Outside Vendor **is required** for Appendix A items.

APPENDIX B

Graphic Services is *unable* to produce the following items, but will gladly assist, for a service fee, in the preparation of jobs and digital files for the types of work listed below, which are then outsourced to local vendors through Blanket P.Os. Departments may also choose to work directly with the vendors.

- three and four-color printing
- offset printing press jobs over 15 by 18 inches
- custom matting and framing
- lamination wider than 23 inches
- bar coding
- bluelines
- blacklines
- diazos
- sepias
- continuous / tractor feed printing
- varnish overlay
- printing on plastic
- embossing
- foil stamping
- perfect book binding
- pocket folders
- promotional items (pens, pencils, tiles, keychains etc.)

NO *Authorization to Use Outside Vendor* is necessary for Appendix B items.