

**ACTION ITEM  
BOARD OF SUPERVISORS**

**DATE:** February 6, 2007

**TO:** Board of Supervisors

**FROM:** Cathy Riddle *CR*  
Public Information Manager

**ISSUE:** Authorize the Printing and Distribution of a Resident's Guide/Annual Report

**RECOMMENDATION:** Approval

**BUDGET IMPACT:** Approximately \$75,000

**ATTACHMENTS:** (2)

[1] Background Report [2] Reso/Ord/Proc # R07-75

[ ] [ ] Reso/Ord/Proc #

[ ] [ ] Reso/Ord/Proc #

**REVIEW:** [X] County Administrator's Office *Adrian Romo*

[X] Finance *J.K. Carmichael*

[X] Budget *Theresa Deane*

- [X] Consent Agenda [ ] Other Business [ ] Public Hearing
- [ ] Discussion Item [ ] Presentation [ ] Unfinished Business
- [ ] New Business

**PRESENTATION BY:** N/A

**ELECTION DISTRICT:** N/A

### **BACKGROUND REPORT**

Stafford County's Public Information Office created a Newcomer's Guide several years ago that includes general information about the County such as details on Stafford's history, Board of Supervisors, demographics, various offices and agencies, schools, and plenty of other facts that a new resident of Stafford might want to know. Over the years, the name of the publication was changed to Resident's Guide because the information is not just pertinent to newcomers, but to current residents as well. The Guide is updated on an annual basis.

The Citizen's Assistance Office makes copies of the guide in-house and sends them to individuals who request general information about Stafford. Staff sends out about six guides each day, which total more than 2,000 in one year.

Because there is such a high demand for the document, staff in the Public Information Office and Citizen's Assistance would like to enlist the assistance of a commercial printer to make several thousand high-quality copies at one time. This would enable staff to respond to requests for the guide quickly and efficiently.

In addition, staff would also like to use the guide to highlight Stafford's annual accomplishments and statistics. The Budget Book does this to some extent, but the Citizen's Guide can provide even more details on various services. The purpose of this expanded guide would be to enable Stafford citizens and newcomers to have all the information they need about Stafford at their fingertips in one document, rather than several different brochures and booklets. The information would continue to be updated annually and sent each year to all current residents and other individuals who request a copy.

Staff is requesting a total of 55,000 copies of the guide be printed. Of that, approximately 46,000 copies of the guide would be mailed directly to residents and businesses and the extras would be kept in the Public Information Office and the Citizen's Assistance Office to be mailed to individuals who request a copy. Copies would also be made available to local realtor offices so they could provide the information to individuals interested in relocating to Stafford. This document would be especially helpful to those individuals who might move to Stafford as a result of the recent BRAC decisions to increase personnel at Quantico.

Printing and mailing the guide is estimated to cost \$75,000. Since the guide covers all Stafford offices and services, staff proposes that funding come from the General Fund as well as other departments including the R-Board, Economic Development and the Department of Utilities. Funding is available in the FY06-07 budgets for the guide. Please note that if the Board approves this project, then staff would obtain quotes from three printers and select the lowest bid.

Staff recommends approval of this project.

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PROPOSED

BOARD OF SUPERVISORS  
COUNTY OF STAFFORD  
STAFFORD, VIRGINIA

RESOLUTION

At a regular meeting of the Stafford County Board of Supervisors (the Board) held in the Board Chambers, Stafford County Administration Center, Stafford, Virginia, on the 6th day of February, 2007:

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MEMBERS:

Jack R. Cavalier, Chairman  
Mark Dudenhefer, Vice Chairman  
M. S. "Joe" Brito  
Peter J. Fields  
Robert C. Gibbons  
Paul V. Milde III  
George H. Schwartz

VOTE:

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On motion of , seconded by , which carried by a vote of , the following was adopted:

A RESOLUTION TO AUTHORIZE THE PRINTING AND  
DISTRIBUTION OF A RESIDENT'S GUIDE/ANNUAL REPORT

WHEREAS, County staff has created a Resident's Guide with a wide variety of information such as details on Stafford's history, Board of Supervisors, demographics, various offices and agencies, schools and other useful facts; and

WHEREAS, the Citizen's Assistance Office and Public Information Office reproduce the guide in-house and distribute approximately 2,000 copies each year in response to individual requests; and

WHEREAS, County staff recommends that annual accomplishments and statistics be incorporated in the guide to generate a Resident's Guide/Annual Report that will provide a single, comprehensive source of information about County services for Stafford residents, realtors, newcomers and other interested parties; and

WHEREAS, due to the high demand for the document, staff recommends contracting with a commercial printer to produce 55,000 high-quality copies each year, approximately 46,000 of which would be mailed to every County residence and business, with the remainder to be distributed by the Citizen's Assistance Office and Public Information Office, other County facilities and local libraries; and

WHEREAS, the cost to print and mail 55,000 copies of the Guide is estimated to be approximately \$75,000; and

NOW, THEREFORE, BE IT RESOLVED by the Stafford County Board of Supervisors on this the 6th day of February, 2007, that County staff be and they hereby are authorized to issue a request for bids and execute a contract with a professional printer to produce an annual Resident's Guide/Annual Report and to mail an updated document to every residence and business in Stafford County once a year.

SC:CR:mfl