

TO: ALL COUNTY PERSONNEL

**FROM: VERDENIA C. BAKER
COUNTY ADMINISTRATOR**

PREPARED BY: PUBLIC AFFAIRS DEPARTMENT

SUBJECT: PRINTING AND PUBLICATION OF COUNTY DOCUMENTS

PPM #: CW-L-005

ISSUE DATE
February 8, 2019

EFFECTIVE DATE
February 8, 2019

PURPOSE:

To establish responsibility for, identify general content and appearance requirements, and specify the process to be followed in the development, review and reproduction of County documents.

UPDATES:

Future updates to this PPM are the responsibility of the Director of Public Affairs.

AUTHORITY:

— Board of County Commissioners and County Administration Direction.

DEFINITIONS:

1. County Documents

For purposes of this PPM, County documents include informational brochures on County services and programs, annual reports, fliers, pamphlets, informational sheets, newsletters, invitations, programs, booklets, decals/stickers, posters/banners, bulk mailers, variable data printing, forms, blueprints, specification books, contract documents, letterhead, envelopes, and business cards (as a general rule, printed material that is intended for external distribution). Documents of a technical nature, such as invitations to bid, blueprints, specification books and contract documents are specifically excluded, from the review process, but still should be printed at Graphics

BACKGROUND:

The Graphics Division of the Public Affairs Department was established as an Internal Service Fund in 1992. Graphics was moved to the General Fund in 2009. As a result, Graphics no longer charges other General Fund departments for services. However Graphics continues to charge-back for services to non-General Fund departments, constitutional officers, other agencies, and non-profit organizations. In either case, Graphics continues to account for all printing, copying, and design services to all departments.

While it is in the County's best interest to encourage some flexibility within departments, it is also essential that Graphics be used to provide the organization's printing and design services when cost-effective and when technical and time constraints can be met. Graphics is uniquely qualified to produce county documents as it has the most economical printing and copying equipment in the county for nearly all documents types as well as professional staff to review and produce county documents that meet all county design and quality standards.

POLICY:

I. General

In order for Graphics to budget appropriately, all County departments and divisions needing printing services are required to complete a "Graphics Resource Utilization Worksheet" (see Appendix A) during the budget cycle to indicate their projected need for printing, copying and binding services for the coming fiscal year. As a department/division orders these services, Graphics will review the department/division's Graphics Resource Utilization Sheet to determine if their orders are consistent with their projections. If a General Fund department/division should require services substantially beyond those indicated on their Graphics Resource Utilization Worksheet, a budget transfer may be required to satisfy the difference.

All County documents must be produced in a cost-effective manner with a cohesive design theme to enhance communication with the general public. All County documents must be accurate and current. County departments producing their own documents must also adhere to all county design and quality standards. A copy of all County documents produced by County Departments must be forwarded to the Public Affairs Department or Graphics for review. Note that few departments have the high speed, high quality, high-efficiency production equipment or trained staff to produce county documents on their own with any efficiency or economy compared to those services offered by Graphics. The Palm Beach County logo must appear on all County documents distributed to the public. Departments requesting to deviate from the standardized design or to alter the

County logo appearing on County documents must obtain written approval from the County Administrator (see CW-L-046, Use of the County Logo for details of this process).

Unless cost, technological capabilities or required turn-around time clearly indicate otherwise, County Graphics should be used to provide printing services.

II. Responsibilities

A. Public Affairs Department

The Public Affairs Department or Graphics are responsible for reviewing all County documents to ensure appropriate style and content.

B. Graphics is responsible to determine whether or not Graphics can provide cost-effective printing services or if the graphics services are to be outsourced.

C. Departments

Final approval of technical or factual information in a County document is the responsibility of the initiating Department Director or designee.

PROCEDURE:

I. Preparation, Review and Approval of County Documents

A. County Documents Prepared or Designed by a County Department or Division

1. The County Department/Division shall submit the proposed County document to the Public Affairs Department for review.
2. The review will be completed usually within two (2) days of receipt to assure that departments' publications are not unduly delayed by the review process.
3. Publications need to be reviewed only once annually.
4. Once approved by the Public Affairs Department for production the County Department or Division will then submit a Graphics Printing Authorization form to Graphics (see Appendix B).

B. County Documents Prepared or Designed by Graphics

When requested, Graphics shall assist County departments with preparation or design of County documents.

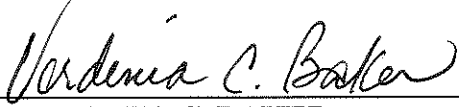
1. The County Department/Division shall submit a Graphics Printing Authorization form to Graphics for assistance.
2. A Graphics professional staff person will meet with the requesting Department's Director or designee to plan a publications program or to plan and prepare or design specific publication(s).

II. Graphic Design and Printing of County Documents

All printing projects must be submitted to Graphics to determine whether the request should be produced in-house or commercially. Departments requesting printing and copying services will complete the Graphics Printing Authorization Form and attach a copy of the document to be produced. If an estimate is required, the appropriate check box of this form must be marked. The top of the form must be completed by the requestor including the budget account number the job is to be charged back to. Contact information must also be filled out. The form must also be signed by the person responsible for that account for the requesting department. The requestor must also complete the job information area on the form indicating the paper type and color, quantity, page size, any finishing, and special instructions. The completed Graphics Printing Authorization form can be either dropped off at Graphics or the Copy Center, sent via inter-office mail to Graphics, scanned and emailed, or faxed to Graphics. Alternatively, the requestor may submit the printing request for a County Document on-line using the Graphics On-Line Ordering (GOLO) website. Instructions for submitting printing requests on-line require a training class and account authorization. Please contact Graphics to schedule training.

2. All requests for Graphics services must include a department's budget account number for accounting purposes whether the Graphics services are to be charged-back or not. For non-General Fund departments this account number must be active in Advantage and must have sufficient money available for charge-back. For General Fund departments, this account number may or may not necessarily be active in Advantage or have any money allocated to it. Constitutional Officers not using Advantage, other agencies, or non-profits must provide a purchase order.
3. The nature of the request and Graphics' capabilities, including equipment, cost-effectiveness and turn-around time required, will be considered. Upon request, Graphics will provide written cost estimates of the printing and copying services to be provided. Written estimates **shall be required** when the estimated cost of the Graphics services exceeds \$1,000. General Fund departments need not request price estimates unless the Graphics services are in excess of the printing proposed on their Graphics Resource Utilization Worksheet.

4. If after proper review it is determined that the document should be outsourced, Graphics as Resource Manager for graphics, printing, copying, and binding will either manage the procurement of the services for the department through one of its outsourcing contracts for printing, copying and binding services, or the Resource Manager shall approve the appropriate document in Advantage initiated by the department allowing the department to process the order through the Purchasing Department for commercial services. This determination can usually be made within one (1) or two (2) business days.


VERDENIA C. BAKER
COUNTY ADMINISTRATOR

Supersession History:

1. PPM# CW-L-005, effective 7/1/88
2. PPM# CW-L-005, effective 3/9/92
3. PPM# CW-L-005, effective 7/13/2000
4. PPM# CW-L-005, effective 4/16/3013



Palm Beach County Graphics Division

1701 South Jog Road, Greenacres, FL 33415
Phone: (561) 691-3595 • Fax: (561) 964-4076

PAF# G 00000

PRINTING AUTHORIZATION FORM

BUDGET ACCOUNT INFORMATION **(REQUIRED-For All Departments, Per PPM# CW-L-005)**

FUND	DEPT	UNIT	OBJECT	PROGRAM	SUB UNIT
			4703		

DEPARTMENT/DIVISION

DELIVERY ADDRESS/LOCATION

CITY

BUILDING/ROOM #

CONTACT PERSON

PHONE NUMBER

EXTENSION

FAX NUMBER

X Authorized Signature **(REQUIRED)**

RUSH ORDER

CUSTOMER PICK-UP

COURIER DELIVERY

ORDERED DATE (MM/DD/YYYY)

NEEDED BY DATE (MM/DD/YYYY)

.. JOB INFORMATION ..

ITEM #1

DESCRIPTION OF ITEM

SAMPLE SUBMITTED

QUANTITY ORDERED

PAPER TYPE

PAPER COLOR

B & W

COLOR

ONE SIDE

TWO SIDED

PAGE SIZE

8.5 X 11 12 X 18

8.5 X 14 18 X 24

11 X 17 24 X 36

5.5 X 8.5

4.25 X 5.5

#10 ENVELOPE

2 X 3.5 BUSINESS CARD

OTHER:

TYPE OF SERVICE

REPRINT ORDER #

ESTIMATE REQUIRED

ESTIMATE E #

HARDCOPY DIGITAL FILES

DESIGN / TYPESETTING

PROOF REQUIRED

COLLATE ONLY

COLLATE & STAPLE LEFT CORNER

STAPLE

FOLD

PAD: 25 50 100

NUMBER: START #

DRILL: 1-HOLE 2-HOLE 3-HOLE

PERFORATE / SCORE

DIECUT

GBC PLASTIC BINDING

SPIRAL BINDING

BULK MAIL / EVERY DOOR DIRECT MAIL

POSTER / BANNER

MOUNTING GROMMETS

LAMINATING

SPECIAL INSTRUCTIONS

ITEM #2

DESCRIPTION OF ITEM

SAMPLE SUBMITTED

QUANTITY ORDERED

PAPER TYPE

PAPER COLOR

B & W

COLOR

ONE SIDE

TWO SIDED

PAGE SIZE

8.5 X 11 12 X 18

8.5 X 14 18 X 24

11 X 17 24 X 36

5.5 X 8.5

4.25 X 5.5

#10 ENVELOPE

2 X 3.5 BUSINESS CARD

OTHER:

ITEM #3

DESCRIPTION OF ITEM

SAMPLE SUBMITTED

QUANTITY ORDERED

PAPER TYPE

PAPER COLOR

B & W

COLOR

ONE SIDE

TWO SIDED

PAGE SIZE

8.5 X 11 12 X 18

8.5 X 14 18 X 24

11 X 17 24 X 36

5.5 X 8.5

4.25 X 5.5

#10 ENVELOPE

2 X 3.5 BUSINESS CARD

OTHER:

Graphics Resources Utilization Worksheet for Printing and Copying During Fiscal Year 20__

Due Date: March 1, 20__
Department/Division: _____
From: _____ Request Date: _____
Authorized Department Signature: _____
To: John D.L. Johnson, Manager, Public Affairs/Graphics, 561-691-3580

I have reviewed our anticipated needs for the fiscal year 20__. These quantities will be used to base our anticipated printing and copying budget allocated to our department. If our actual usage exceeds these anticipated needs during the fiscal year 20__, our department may be required to provide a budget transfer.

Advantage Account Number:
Fund: _____, Dept: _____, Unit: _____, Object 4703, Program: _____, Sub Unit: _____

Anticipated Printing Needs for the coming Fiscal Year as compared to the previous Fiscal Year:
Significantly Less / Slightly Less / About the Same / Slightly More / Significantly More

Approximate total sheets printed for all jobs:

Printing Usage

Black & White _____ Color _____

Stationery

Letterhead (reams of 500) _____ Envelopes (boxes of 500) _____ Business Cards (boxes of 500) _____

Approximate total number of products for each type of finishing:

Finishing

Stapling _____ Folding _____ Booklet Making (2 staples / folded in half) _____ Coil/Comb binding _____

Die cutting _____ Pads _____

Large Format posters / banners

Posters (24" x 36" and under): print only: _____ print/laminate: _____ mounted: _____

Posters (Greater than 24" x 36"): print only: _____ print/laminate: _____ mounted: _____

Banners (5' long and under): print only _____ print/grommets _____

Banners (Greater than 5'): print only _____ print/grommets _____

Forms

County Forms: _____ 2-part: _____ 3-part: _____ 4-part: _____

Approximate total number of documents and pages needing complete design work.

(Example: Double sided brochure, 1 document with 2 pages. Newsletter, 1 document with 8 pages.)

Design Work

Documents _____ Pages _____ Labels _____

Notes / Special Projects: