

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 18, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO # 37 : PROPOSED INCREASE IN THE NUMBER OF COPIES AND THE IMPACT OF REDUCING THE NUMBER OF COPIES

This memorandum is in response to Councilman Krupicka's question regarding the proposed increase in the number of copies to be produced on the City's satellite copiers located on the second and third floors of City Hall and the impact of reducing the number of copies by 50,000 to 100,000 in FY 2009.

In Spring of 2007, Corbin, the consultant retained by General Services, completed a Print Shop Study that analyzed the need for a City-owned and operated, full-service print shop operation. Based on the results of the study, it was determined that it was more cost effective and efficient for the City to contract out the majority of the offset printing work, while maintaining the ability to produce some color copy and graphics jobs in-house. This resulted in savings to the City in the amount of \$226,843 in FY 2008, including the elimination of one vacant Supervisory Graphic Artist (\$76,843), and the outsourcing of a majority of Department's offset printing operations to private vendors (\$150,000). As a result of the outsourcing of a majority of the Department's offset printing operations to outside vendors, the Printshop facility was closed and the remaining functions were transferred to the City's Mailroom. The Mailroom Division Chief's position was later eliminated and Mailroom personnel duties were reorganized, resulting in additional savings of \$87,000 to the City in FY 2009

As result of the study, a high-speed black and white copier located in the Mailroom was replaced with a high-speed color copier to provide the Mailroom with the capability to produce large color copy jobs in-house while contracting out offset printing jobs. With the replacement of one of the black and white copiers with a high-speed color copier, the capability of the Mailroom to produce large quantities of black and white jobs was reduced. After further analysis, it was determined that a number of copy jobs, both black and white and color, being run by Mailroom staff was small enough that agencies could run the jobs themselves on the satellite copiers located on the second and third floors of City Hall (two black and white copiers and one color copier).

Therefore, in order to reduce the number of small copy jobs being sent to the Mailroom, General Services Mailroom staff began encouraging departments to produce smaller copy jobs on the satellite copiers located on the second and third floors of City Hall to save money (copies produced on the high speed copiers located in the Mail Room cost slightly more per copy than the satellite copiers due to the type of copier used) and time.

Departments are charged on a per page basis for their use of these copiers. The cost of copies made in the Mailroom is slightly higher (currently \$0.069 per copy) than those produced on the satellite copiers (currently \$0.061 per copy).

Mailroom staff produces hundreds of copies each year. Due to the large volume, jobs are placed into a "que" and are executed either based on priority or the order in which the copy job was received. In addition, City agencies are also being provided with links to the satellite color copier located on the second floor of City Hall, which provide the agencies with the ability to send color copies from their desktop to the color copier, which saves time and money by (1) not using their own desktop printers to produce these jobs; but also (2) by not having to wait for their job to be completed on the large high speed color copier located in the Mailroom.

Due to the changes mentioned above, the number of copies produced on the self-service or satellite copiers located in City Hall are projected to increase in FY 2009 from 135,000 to 240,000. This is the number shown in the performance indicators on page 13-34 of the budget document.

The impact of reducing the number of copies produced on the satellite copiers by 50,000 to 100,000 would save approximately \$3,000 to \$6,000 in total, if the department simply reduced the number of copies being made by that amount. If the work is shifted back to the mailroom, such a change will: (1) increase the workload of Mailroom staff by having staff produce the copies in the Mailroom; (2) it will take agencies more time to have their copy jobs completed as the number of copy jobs in the "que" will increase; and (3) it will cost the agencies more money (approximately 0.8 cents more per copy or \$400 to \$800 in total).

The only way to truly decrease the number of copies made in total is increased use of electronic methods, such as email and web links for the transmission of forms, newsletters, budget documents, PowerPoint presentations and other documents that would normally be copied and reduce the number of handouts provided at meetings. Each department pays for its cost of copying and has a natural financial incentive in these tight financial times to save money by reducing the volume of copying.