



REPORT TO COUNCIL City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

CONSENT
November 18, 2008

**Honorable Mayor and
Members of the City Council**

Title: Contract: Official City Newspaper for Advertising

Location/Council District: Citywide

Recommendation: Adopt a **Resolution:** 1) awarding a one-year contract for official advertising services to The Daily Recorder, the lowest responsive and responsible bidder, in a total amount not to exceed \$35,000; and 2) authorizing the City Manager or the City Manager's designee to execute the contract specified above.

Contact: Craig Lymus, Interim Procurement Services Manager, 808-6202

Presenters: None

Department: General Services

Division: Procurement Services

Organization No: 13001061

Description/Analysis

Issue: The City has an on going requirement for advertising services. The City's official newspaper is responsible for printing and publishing all ordinances, resolutions, notices, regulations and advertisements of any nature that may be required by any agent of the City. The current contract (No. 2007-216) expired on September 27, 2008. Procurement Services has competitively bid and advertised for a replacement contract and recommends that a contract be awarded based on the results of Invitation for Bid (IFB) No. B093246007.

Policy Considerations: The recommendations in this report are in accordance with provisions of City Code section 3.56.260.

Commission/Committee Action: None

Environmental Considerations:

California Environmental Quality Act (CEQA): This project has been determined to be exempt from the requirements of CEQA, under Section 15061(b) (3) of the CEQA Guidelines, which state that CEQA applies only to projects which have the potential for causing a significant effect on the environment and Section 15378(b) (2) of the CEQA Guidelines which states that CEQA review is not required for continuing administrative or maintenance activities.

Sustainability Considerations: Not Applicable

Rationale for Recommendation: On September 2, 2008, the Procurement Services Division, in accordance with City Code section 3.56, issued IFB No. B093246007, for advertising services. Twenty-two prospective bidders downloaded the bid from the City's Contracting Opportunities website, but only one bid, which was provided by the The Daily Recorder, was received in response to the solicitation. During FY2007/08, \$28,134 was spent on advertising services. Staff has anticipated costs for FY2008/09 to be \$25,000, but has included a contingency to allow for unanticipated projects to be advertised.

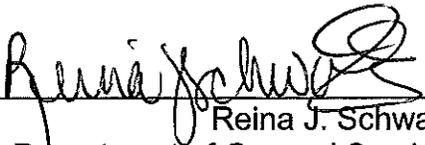
The Daily Recorder was determined to be the lowest responsive and responsible bidder and as the incumbent contractor, has performed in a satisfactory manner on past contracts.

Financial Considerations: Funding for this service will be provided by the various operating budgets or capital improvement project (CIP) budgets of the departments that utilize the service. The contract term will begin in November 2008 and expire in November 2009. Sufficient funding is available in the FY2008/09 operating and CIP budgets for purchases through June 30, 2009. Purchases after June 30, 2009 through the end of the contract term are subject to funding availability in the adopted budget for FY2009/10.

Emerging Small Business Development (ESBD): The Daily Recorder is not certified with the City of Sacramento as an Emerging/Small Business Enterprise.

As of May 31, 2008, the Department of General Services achieved an ESBD percentage of 36.84% for FY2007/08.

Respectfully Submitted by: 
Craig Lymus
Interim Procurement Services Manager

Approved by: 
Reina J. Schwartz
Director, Department of General Services

Recommendation Approved:


Ray Kerridge
City Manager

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RESOLUTION NO. 2008-xxxx

Adopted by the Sacramento City Council

November 18, 2008

AWARDING CONTRACT FOR OFFICIAL NEWSPAPER FOR CITY ADVERTISING

BACKGROUND

- A. The City has an on going requirement for advertising services. The City's official newspaper is responsible for printing and publishing all ordinances, resolutions, notices, regulations and advertisements of any nature that may be required by any agent of the City.
- B. City Code 3.56.260, Annual Contracts, requires that the City Council annually award a contract for official advertising for the City of Sacramento. It further states that, the City Council shall award the contract(s) for such official advertising to the lowest responsible bidder publishing a daily newspaper in the City which is a newspaper of general circulation.
- C. On September 2, 2008, the Procurement Services Division, in accordance with City Code section 3.56, solicited Invitation for Bid, IFB No. B093246007, for advertising services. One bid was received. The Daily Recorder was determined to be the lowest responsive and responsible bidder and as the incumbent contractor, has performed in a satisfactory manner on past contracts.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The Daily Recorder is awarded a one year contract in a total amount not to exceed \$35,000 for the official advertising for the City.
- Section 2. The City Manager or the City Manager's designee is authorized to execute the contract specified above.

