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DEPARTMENT OF  
ADMINISTRATIVE SERVICES  
PROCUREMENT SERVICES DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

5730 24TH STREET  
BUILDING FOUR  
SACRAMENTO, CA  
95822-5699

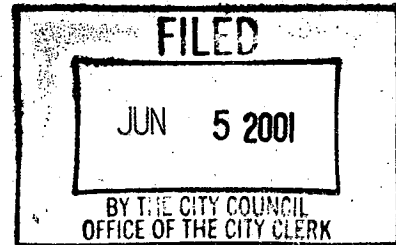
PH 916-433-6240  
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June 5, 2001

PS:Admin:01-23:RBH:DK:rjf

City Council  
Sacramento, California

Honorable Members in Session:



**SUBJECT: ADOPTION OF SPECIFICATIONS AND AWARD OF BID NO. 1843 FOR OFFICIAL CITY ADVERTISING IN A TOTAL AMOUNT NOT TO EXCEED \$40,000.00**

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:**

Staff recommends that the City Council adopt the specifications and accept the lowest responsible bid for the contract resulting from Bid No. 1843 for Official City Advertising. Award is recommended to The Daily Recorder, 1115 H Street, Sacramento, CA 95814, for a one year contract in a total amount not to exceed \$40,000.00.

**CONTACT PERSONS:** Virginia Henry, Assistant City Clerk, 264-7267  
Dennis Kerhulas, Senior Buyer, 433-6242

**FOR COUNCIL MEETING OF:** June 5, 2001

**SUMMARY:**

Attached is a tabulation of sealed bids received by the City Clerk for providing services in accordance with the specifications used in the bidding process, and recommendation for award of Bid No. 1843 for Official City Advertising.

**BACKGROUND:**

This contract provides for advertising of all official publications made by the City. As required by the City Code, Chapter 3.56, Article V, Contracts for Official Advertising, such advertising must be made in the City's "official newspaper". The newspaper must be capable of publishing daily and be one of general circulation. Such advertising

includes, but is not limited to, contracts, hearings, zoning changes, general plan amendments, Planning Commission appeals, development fees and closure of City streets. Bids were solicited on the basis of a column inch, the results of which were for bid evaluation purposes only. Staff recommends an award be made to The Daily Recorder for a one year contract, in an amount not to exceed \$40,000.00. This was the only bid received.

**FINANCIAL CONSIDERATIONS:**

Funds will come from various City Departments' advertising budgets as required.

**ENVIRONMENTAL CONSIDERATIONS:**

Ongoing administrative and maintenance activities, such as purchases of supplies, equipment or materials which are not made for purposes of a public works construction project, do not constitute a "project" and are exempt from the California Environmental Quality Act (CEQA). CEQA Guidelines, Sections 15061(b)(1), 15378(b)(3).

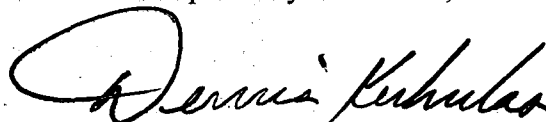
**POLICY CONSIDERATIONS:**

This recommendation is consistent with the requirements for competitive bidding and for the establishment of the City's "official newspaper" as detailed in Section 3.56.270 of the Sacramento City Code. While the dollar amount of this contract is within the City Manager's authority, City Code Section 3.56.260 requires that the City Council award the contract for official City advertising.

**ESBE CONSIDERATIONS:**

Requests for bid were sent to seven newspapers, two of which were certified as an Emerging/Small Business Enterprise (E/SBE). The Daily Recorder is not a certified ESBE firm.

Respectfully Submitted,



For Robert B. Holbrook  
Procurement Services Manager

**RECOMMENDATION APPROVED:**



ROBERT P. THOMAS  
City Manager

1 Attachment

**Attachment 1**

**BID TABULATION SHEET FOR  
BID NO. 1843 - OFFICIAL CITY ADVERTISING**

<b>Bidders</b>	<b>Price Per Column Inch</b>				
	<u>1 Day</u>	<u>2-3 Days</u>	<u>4-7 Days</u>	<u>8 + Days</u>	<u>Sunday Only</u>
The Daily Recorder	\$6.20	\$6.20	\$ 6.20	\$6.20	None

**No other bids were received**

**Award of Contract To:** The Daily Recorder  
1115 H Street  
Sacramento, CA 95814

**Original Estimated Cost:** \$40,000.00      **Using Department:** All City Departments

**Total Amount of Contracts:** \$40,000.00<sup>(1)</sup>      **Due Date:** May 16, 2001

<sup>(1)</sup> Price per column inch was solicited from newspaper companies for bid evaluation purposes only. The contract amount of \$40,000.00 more closely reflects the approximate amount anticipated to be expended during this one year contract.

<b>Total No. of Bids Solicited</b>	<b>No. of ESBE Bids Solicited</b>	<b>No. of ESBE Responses</b>	<b>Award to ESBE Vendor?</b>
7	2	0	No