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DEPARTMENT OF
FINANCE

CITY OF SACRAMENTO
CALIFORNIA

5730 24TH STREET
BUILDING FOUR
SACRAMENTO, CA
95822-3699

PROCUREMENT SERVICES DIVISION

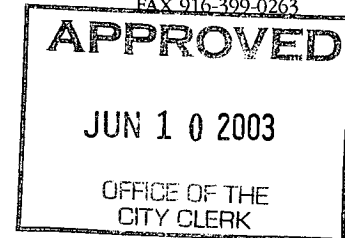
May 23, 2003

PS:Admin:03-22:RBH:DK:mh

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City Council
Sacramento, California

06 2003-097



Honorable Members in Session:

SUBJECT: ADOPTION OF SPECIFICATIONS AND AWARD OF BID NO. 1903 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. 1903 for Official City Advertising. Award is recommended to The Daily Recorder for a one year contract in a total amount not to exceed \$40,000.00.

CONTACT PERSONS: Virginia Henry, Assistant City Clerk, 808-7267
Dennis Kerhulas, Senior Buyer, 433-6242

FOR COUNCIL MEETING OF: June 10, 2003

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. 1903, to The Daily Recorder, 901 H Street, Sacramento, CA 95814, for Official City Advertising.

BACKGROUND:

This contract provides for designation of the "official newspaper" for the advertising of all official publications made by the City, as required by the City Code, Chapter 3.56. The newspaper must be capable of publishing daily and be one of general circulation. The 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 the period a one year contract, in an amount not to exceed \$40,000.00. There was the only bid received.

FINANCIAL CONSIDERATIONS:

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

ENVIRONMENTAL CONSIDERATIONS:

The current project has been determined to be exempt from the requirements of the California Environmental Quality Act (CEQA), under Section 15061(b)(3), which states that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The current bid involves only the purchase of advertising services for use by all City departments. Therefore, it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment.

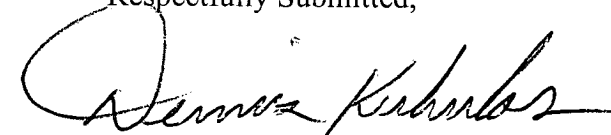
POLICY CONSIDERATIONS:

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 six newspapers, one of which is 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

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Attachment 1

**BID TABULATION SHEET FOR
BID NO. 1903 - OFFICIAL CITY ADVERTISING**

Bidders	Price Per Column Inch				
	<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	\$6.50	\$6.50	\$ 6.50	\$6.50	None

No other bids were received

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

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

Total Amount of Contracts: \$40,000.00⁽¹⁾ **Due Date:** May 14, 2003

⁽¹⁾ 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.

Total No. of Bids Solicited	No. of ESBE Bids Solicited	No. of ESBE Responses	Award to ESBE Vendor?
12	2	0	No