



REPORT TO COUNCIL

City of Sacramento

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

Consent Report
September 18, 2007

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

Title: Official City Newspaper for Advertising, City of Sacramento, California

Location/Council District: Citywide

Recommendation: Adopt a **Resolution** 1) awarding a contract to "The Daily Recorder" for official advertising services for an amount not-to-exceed \$35,000; and 2) authorizing the City Manager to execute a contract with "The Daily Recorder" for official advertising services for an amount not-to-exceed \$35,000.

Contact: Christopher Stewart, Procurement Services Manager, 808-6202

Presenters: None

Department: Finance

Division: Procurement Services

Organization No: 1181

Description / Analysis:

Issue: The City of Sacramento's current contract, "Official City Newspaper for Advertising," expires on September 27, 2007. Procurement Services has competitively bid and advertised for replacement contract.

Policy Considerations: The recommendations in this report are in accordance with provisions of the City Code 3.56.260 Annual Contracts, which states, "... City Council shall annually let a contract for the official advertising for the City in the ensuing fiscal year." The City Code further states that the City Council shall award the contract(s) for official advertising to the lowest responsible bidder publishing a daily newspaper in the city which is a newspaper of general circulation.

Committee/Commission Action: Not applicable.


Environmental Considerations: This project has been determined to be exempt from the requirements of the California Environmental Quality Act (CEQA), under Section 15061(b) (3) of the CEQA Guidelines, which state that CEQA applies only to projects

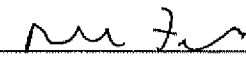
which have the potential for causing a significant effect on the environment and Section 15378(b) (2) of the CEQA Guidelines which states that CEQA review is not required for continuing administrative or maintenance activities.

Rationale for Recommendation: This acquisition was competitively bid in accordance with the City Code, and API 1, "Procurement of Supplies and Non-Professional Services." A comparison of unit pricing was made to the current contract as well as to the overall cost of services currently being provided to the City of Sacramento. "The Daily Recorder" is the incumbent contractor, Invitation for Bid B071187014, and has performed in a satisfactory manner in accordance with the terms and provisions of the contract. As a result of these factors, the pricing is determined to be fair and reasonable.

Financial Considerations: Funding for these services will come from the various departments approved operating and CIP budgets as the services are used.

Emerging Small Business Development (ESBD): Invitation for Bid B081181009 was advertised on the City's Contracting Opportunities web site. Emerging and small businesses were given the opportunity to submit bids. "The Daily Recorder" is not certified with the City of Sacramento as an Emerging/Small Business Enterprise.

Respectfully Submitted by: 
Christopher Stewart
Procurement Services Manager

Approved by: 
Russ Fehr
Director, Department of Finance

Recommendation Approved:



Ray Kerridge
City Manager

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Attachment 1

BACKGROUND

Invitation-for-Bid (IFB) Number B081181009 was competitively bid and advertised in accordance with the City Code and standard policies and procedures. Ten prospective bidders registered with the City of Sacramento, City Bid Center, only one bid was received in response to the IFB.

The current contract is held by "The Daily Recorder," 901 H Street, Suite 312, Sacramento, California. The current contract expires on September 27, 2007.

The Scope of Work calls for "The Daily Recorder" to function as the Official City Newspaper, printing and publishing all ordinances, resolutions, notices, regulations, and advertisements of whatever kind or nature that may be required by any agent of the City of Sacramento.

The City of Sacramento has spent fiscal year-to-date \$8,592.93, and \$22,978.13, for Fiscal Year '07.

RESOLUTION NO.

Adopted by the Sacramento City Council

AWARDING OFFICIAL NEWSPAPER FOR CITY ADVERTISING CONTRACT IN AN AMOUNT NOT-TO-EXCEED \$35,000.

BACKGROUND

- A. 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.
- B. Invitation-for-Bid Number (IFB) B081181009 was competitively bid and advertised in accordance with the City Code and standard policies and procedures. The lowest responsible bidder is "The Daily Recorder."

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

Section 1. The contract for the official advertising for the city is awarded to "The Daily Recorder" in the not-to-exceed amount of \$35,000.

Section 2. The City Manager is authorized to execute a contract with "The Daily Recorder" for official advertising services in the not-to-exceed amount of \$35,000.