



# REPORT TO COUNCIL 13

## City of Sacramento

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

Consent  
October 17, 2006

Honorable Mayor and  
Members of the City Council

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

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** awarding the annual contract for official advertising services to *The Daily Recorder*, and authorizing the City Manager to execute the contract with *The Daily Recorder* in an amount not to exceed \$30,000.00.

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

**Presenters:** Not applicable.

**Department:** Finance

**Division:** Procurement Services

**Organization No:** 1187

### Description / Analysis

**Issue:** The City of Sacramento's current contract, "Official City Newspaper for Advertising," expired on September 27, 2006. Procurement Services has advertised for the replacement contract.

**Policy Considerations:** The recommendations in this report are in accordance with provisions of the City Code Section 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 Council shall award the contract(s) for official advertising to the lowest responsible bidder publishing a daily newspaper of general circulation in the city.

**Committee/Commission Action:** Not applicable.


**Environmental Considerations:** Not applicable.

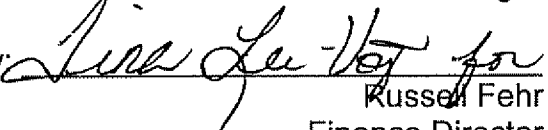


**Rationale for Recommendation:** This acquisition was competitively bid in accordance with the City Code and API 1, "Procurement of Supplies and Non-Professional Services." A comparison of unit pricing was made to the current contract as well as to the overall cost of services currently being provided to the City of Sacramento. *The Daily Recorder* is the current incumbent contractor (B051187037) 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 various City departmental operating and CIP budgets, as the services are used. In FY 2006, the City of Sacramento spent \$ 27,132.73 for official City newspaper advertising services. Year to date, in FY 2007, the City has spent \$8,592.93 on these services.

**Emerging Small Business Development (ESBD):** Invitation for Bid Number B071187014 was advertised on the City's Contracting Opportunities web site and 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:   
Russel Fehr  
Finance Director

Recommendation Approved:

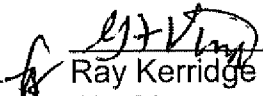
  
Ray Kerridge  
City Manager

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## BACKGROUND

### **Official City Newspaper for Advertising, City of Sacramento**

Invitation for Bid (IFB) Number B071187014 was competitively bid and advertised in accordance with the City Code and standard policies and procedures. Ten (10) prospective bidders registered with the City Bid Center, but only one (1) 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 expired on September 27, 2006.

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.

In FY 2006, the City of Sacramento spent \$ 27,132.73 for official City newspaper advertising services. Year to date, in FY 2007, the City has spent \$8,592.93 on these services.

**RESOLUTION NO.**

Adopted by the Sacramento City Council

October 17, 2006

**APPROVING BID SPECIFICATIONS AND AWARDING OFFICIAL NEWSPAPER FOR CITY ADVERTISING CONTRACT IN AN ANNUAL AMOUNT NOT TO EXCEED \$30,000.00.**

**BACKGROUND**

- A. City Code Section 3.56.260, Annual Contracts, requires Council to annually award a contract for official advertising for the City of Sacramento. It further states that the Council shall award the contract(s) for official advertising to the lowest responsible bidder publishing a daily newspaper of general circulation in the city.
  
- B. The present contract for official advertising was put out to bid, Invitation for Bid (IFB) Number B071187014, in accordance with the City Code, API 1 and standard policy and procedures. Ten (10) prospective bidders registered with the City Bid Center, but only one (1) bid was received in response to the IFB. The one bid that was received was submitted by *The Daily Recorder*.
  
- C. The lowest responsible bidder is *The Daily Recorder*. *The Daily Recorder* held the previous contract for official advertising, which expired on September 27, 2006. *The Daily Recorder* has performed in a satisfactory manner on the prior contract, and its pricing is fair and reasonable.

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

Section 1. The contract is awarded to *The Daily Recorder*, the lowest responsible bidder.

Section 2. The City Manager is authorized to execute an annual contract with *The Daily Recorder* for official advertising services in an amount not to exceed \$30,000.00.

