



# REPORT TO COUNCIL

## City of Sacramento

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

**CONSENT**  
**June 23, 2009**

**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 \$50,000 and 2) authorizing the City Manager or the City Manager's designee to execute the contract.

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

**Presenters:** None

**Department:** General Services

**Division:** Procurement Services

**Organization No:** 13001061

### **Description/Analysis**

**Issue:** The City has an ongoing 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. 2008-1049) expires on June 30, 2009. 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. B093246041.

**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), which states that CEQA applies only to projects which have the potential for causing a significant effect on the environment and Section 15378(b) (2), which states that CEQA review is not required for continuing administrative or maintenance activities.

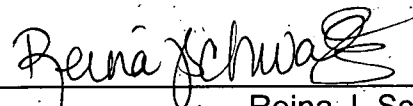
**Sustainability Considerations:** Not applicable

**Rationale for Recommendation:** On March 25, 2009, the Procurement Services Division, in accordance with City Code section 3.56, issued IFB No. B093246041 for advertising services. Nineteen prospective bidders downloaded the bid from the City's Contracting Opportunities website. Two bids were received in response to the solicitation. One bid was deemed non-responsive. The other bidder, The Daily Recorder, was determined to be the lowest responsive and responsible bidder. The Daily Recorder is the incumbent contractor and has performed in a satisfactory manner on past contracts.

**Financial Considerations:** Funding for this service will be provided by the various department operating budgets or capital improvement project (CIP) budgets that utilize the service. The contract term will begin on July 1, 2009 and expire on June 30, 2010. During FY2008/09, \$29,566 was spent on advertising services. Staff has anticipated costs for FY2009/10 to be \$35,000 but has included a contingency to allow for unanticipated projects to be advertised. Sufficient funding is available in the FY2009/10 operating and CIP budgets for advertising services through June 30, 2010.

**Emerging Small Business Development (ESBD):** The Daily Recorder is not certified with the City of Sacramento as an emerging/small business enterprise.

Respectfully Submitted by:   
Chris Stewart  
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. 2009-xxxx**

Adopted by the Sacramento City Council

**June 23, 2009**

**AWARDING CONTRACT FOR OFFICIAL NEWSPAPER FOR CITY ADVERTISING**

**BACKGROUND**

- A. The City has an ongoing 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 March 25, 2009, the Procurement Services Division, in accordance with City Code section 3.56, solicited Invitation for Bid No. B093246041 for advertising services. Two bids were 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 \$50,000 for official advertising services for the City.
- Section 2. The City Manager or the City Manager's designee is authorized to execute the contract specified above.