

TO: James L. App, City Manager
FROM: Dennis Fansler, City Clerk
SUBJECT: Award Contracts for Official Advertising
DATE: February 1, 2005

NEEDS: For the City Council to consider awarding two contracts for official advertising.

FACTS:

1. A Request for Proposals for official City advertising was sent to four local newspapers of general circulation in November 2004.
2. Bids were opened on December 17, 2004. Of the four RFPs distributed, two vendors responded: Paso Robles Press and The Tribune. Staff reviewed the bids submitted and found them to be responsive.
3. The Paso Robles Press is a weekly newspaper, published each Wednesday. The Tribune is a daily newspaper.
4. Although the Paso Robles Press was the low bidder per column inch for both legal advertising and display advertising, their weekly publishing schedule does not satisfy all City advertising requirements.
5. To allow flexibility to advertise with either newspaper to meet all noticing deadlines, staff recommends contracting with both newspapers.

**ANALYSIS
AND**

CONCLUSION: At the Bid Opening on December 17, 2004, two bids were received:

	<u>\$ per Column Inch</u>		
	<u>Legal</u>	<u>Display Retail</u>	<u>Display Classified</u>
Paso Robles Press	\$6.00	\$11.62	\$8.92
The Tribune	\$8.90	\$16.23-\$17.80	\$15.90-\$18.00

POLICY

REFERENCE: Government Code Sections 6000-6008

FISCAL

IMPACT: Undetermined

OPTIONS:

- a. Adopt Resolution No. 05-xx awarding a 3-year contract for official advertising to The Tribune and the Paso Robles Press.
- b. Amend, modify, or reject the above option.

Attachment: Resolution

RESOLUTION NO. 05-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING BID AWARDS FOR PUBLIC ADVERTISING

WHEREAS, the City's current contract for public advertising services expired June 30, 2002, and has been extended each year since that time; and

WHEREAS, request for bid documents were distributed in November 2004 to all local newspapers of general circulation; and

WHEREAS, the Paso Robles Press and The Tribune were the only responsive bidder.

NOW, THEREFORE, THE CITY OF EL PASO DE ROBLES, CALIFORNIA, DOES RESOLVE, DECLEAR, DETERMINE, AND ORDER AS FOLLOWS:

SECTION 1. That the City Council of the City of El Paso de Robles does award bids for public advertising services to the Paso Robles Press and The Tribune for a 3-year period beginning February 1, 2005.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 1st day of February 2005 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk