



# City of Alameda

## Staff Report

**File Number:**2021-980

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City Council

**Agenda Date:** 6/15/2021

**File Type:** Consent Calendar Item

**Agenda Number:** 5-E

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Recommendation to Award a Contract for the Publication of Legal Notices for Fiscal Year 2021-22.  
(City Clerk 2210)

To: Honorable Mayor and Members of the City Council

### EXECUTIVE SUMMARY

The Charter requires the annual award of a contract for legal notices. The City Clerk recommends awarding the contract to the Alameda Sun.

### BACKGROUND

On May 27, 2021, the City Clerk received two bids for legal advertising for Fiscal Year (FY) 2021-22. City of Alameda (City) Charter Section 3-18 requires the City Council to: "award a contract to the responsible bidder who submits the lowest and best bid for publication of all legal advertising of the City in a newspaper adjudicated to be a newspaper of general circulation within the City of Alameda. The newspaper published by the successful bidder is known as the Official Newspaper of the City."

### DISCUSSION

Two bids were received from newspapers adjudicated to be newspapers of general circulation within the city. Bid results were as follows:

| <u>Newspaper</u> | <u>Rate Per Column Inch</u>     |                                 |                                 |
|------------------|---------------------------------|---------------------------------|---------------------------------|
|                  | <u>1<sup>st</sup> Insertion</u> | <u>2<sup>nd</sup> Insertion</u> | <u>3<sup>rd</sup> Insertion</u> |
| Alameda Sun      | \$15.00                         | \$12.00                         | \$11.00                         |
| Alameda Journal  | \$5.61                          | \$5.61                          | \$5.61                          |

Both bid amounts did not increase from last FY. Although the Alameda Journal was the lowest bidder, for the past four years, the City Council selected the Alameda Sun based on general circulation (see attached circulation audits) and because it is locally owned and operated. During the COVID-19 pandemic, the Alameda Sun has reduced its paper circulation and increased online readership. The City Clerk recommends awarding the contract to the Alameda Sun.

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### ALTERNATIVES

- Approve award of a contract to Alameda Sun for FY 2021-22.
- Approve award of the contract to Alameda Journal since the Alameda Journal is less costly per insertion.

### FINANCIAL IMPACT

Each department's budget appropriation for legal advertising is approved by the City Council during the budget process. In FY 2021-22, it is anticipated the City will spend approximately \$46,000 for legal notices.

### MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

City Charter Section 3-18 is the only applicable policy document.

### ENVIRONMENTAL REVIEW

The California Environmental Quality Act (CEQA) applies only to projects that have the potential for causing a significant effect on the environment. This action is not a project pursuant to Public Resources Code section 21065 and CEQA Guidelines section 15378.

### CLIMATE ACTION

There are no identifiable climate impacts or climate action opportunities associated with the subject of this report.

### RECOMMENDATION

Award contract for publication of legal notices to the Alameda Sun for Fiscal Year 2021-22.

### CITY MANAGER RECOMMENDATION

The Alameda Journal is the lower priced rate for legal notices. While the Alameda Journal has lower priced rates, in recent years, the Council has awarded the contract to the Alameda Sun because it is a locally operated newspaper. This renewal gives the Council an opportunity to evaluate these two competing choices for the next Fiscal Year.

Respectfully submitted,  
Lara Weisiger, City Clerk

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Financial Impact section reviewed,  
Annie To, Finance Director

Exhibits:

1. Contract
2. Alameda Sun Circulation
3. Alameda Journal Circulation

cc: Eric Levitt, City Manager