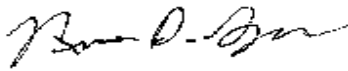


City of Calistoga

Staff Report

TO: Honorable Mayor and City Council Members
FROM: Amanda Davis, Deputy City Clerk
DATE: July 16, 2013
SUBJECT: Consideration of a Resolution awarding a one-year contract to the Calistoga Tribune for publication of legal advertisements in an amount not to exceed \$10,000 for the period ending June 30, 2014 and authorizing the City Manager to execute the contract

APPROVAL FOR FORWARDING:



Richard Spitler, City Manager

1 **ISSUE:** Consideration of a Resolution awarding a one-year contract to the
 2 Calistoga Tribune for publication of legal notices for the period ending June 30,
 3 2014 and authorizing the City Manager to execute the contract.
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5 **RECOMMENDATION:** Adopt Resolution.
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7 **BACKGROUND:** Each year, in accordance with Public Contract Code §20169,
 8 cities that have more than one newspaper of general circulation must publish a
 9 notice inviting bids for the publication of legal notices. The City currently has two
 10 adjudicated newspapers within the City: the Weekly Calistogan, published by the
 11 Napa Valley Publishing Company, and the Calistoga Tribune. The Calistoga
 12 Tribune is the City's current provider.
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14 **DISCUSSION:** On May 24, 2013 staff published a notice inviting written bids for
 15 legal advertising to be submitted to the Deputy City Clerk by Friday, June 14,
 16 2013. We also sent the Request for Proposal (RFP) to the Calistoga Tribune and
 17 Napa Valley Publishing Company on May 24, 2013. A proposal was received
 18 from the Calistoga Tribune on June 13, 2013. Napa Valley Publishing Company
 19 did not submit a proposal.
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21 Proposal Evaluation
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23 The City Clerk established the following as the criteria for review of the proposal
24 received:

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- 26 1. Completeness of proposal and responsiveness to the RFP.
27 2. Compliance with State and Federal requirements.
28 3. Circulation and coverage.
29 4. Frequency of publication.
30 5. Cost.

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32 **The following lists the Calistoga Tribune's response to the five criteria:**

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34 Criterion #1: Completeness of proposal and responsiveness to the RFP.
35 Staff determined the proposal to be complete and responsive to the RFP.

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37 Criterion #2: Compliance with State and Federal Requirements. State law
38 requires publication of legal notices in a "newspaper of general circulation."
39 The Calistoga Tribune meets this requirement of the State definition and the
40 Federal requirement for publication of notices for projects or programs
41 utilizing grant funding.

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43 Criterion #3: Circulation and Coverage. The U.S. Postal Service
44 "Statement of Ownership Management and Circulation" (Form PS 3526)
45 which was filed for the period of September 2012 states that Calistoga
46 Tribune's average weekly paid and/or requested circulation was 1,067. For
47 paid and/or requested circulations for the City's zip code area (94515) it was
48 780.

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50 Circulation and Coverage for September 2012 (Postal Report). Following is
51 data for the circulation amounts for September 2012:

769 Subscriptions mailed in-County

190 "Single copy" (sold through newsracks and vendors
or subscriptions delivered within the Napa County)

959 Total

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53 Criterion #4: Frequency of Publication. The Calistoga Tribune publishes
54 one time per week (Fridays).

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56 Criterion #5: Cost. The Calistoga Tribune prepared a sample legal
57 advertisement and display advertisement and provided the cost to run each
58 ad. The Calistoga Tribune proposes to charge \$11.00 per column inch for
59 legal notices and display advertisements. The sample legal notice resulted
60 in a cost of \$85.25. The sample display advertisement resulted in \$99.00.

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Analysis:

The following table provides the publishing numbers for years 2011 and 2012.

	September 2011	September 2012
Mailed in-County subscriptions	769	769
Mailed in-Calistoga subscriptions	695	780
Vendor Sales	151	190
County-wide Subscriptions + Vendor	920	959
% of mailed paid subscriptions in-County	84%	80%
% of in-County Vendor Sales	16%	20%

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The following table shows the cost of legal and display advertising for Fiscal Years 2012/2013 and 2013/2014.

	FY 2012/2013	FY 2013/2014
Legal Advertising	\$10.65/ column inch	\$11.00/ column inch
Display Advertising	\$10.65/ column inch	\$11.00/ column inch

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Recommendation

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The City Council has the following four options:

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(1) award the bid to the Calistoga Tribune; or

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(2) reject the bid and re-advertise for new bids.

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FISCAL IMPACT: The estimated cost for publishing legal notices and display advertisements in Fiscal Year 2013/2014 is \$8,000, which is included in the Fiscal Year 2013/2014 budget. There is usually additional cost for publishing legal notices for development projects (which are paid for by the applicant). The City of Calistoga held two elections during Fiscal Year 2012/2013, the General Municipal Election on November 6, 2012 and the Special Election on March 5, 2013. The City also processed two Referendum Petitions. This resulted in publishing numerous required notices in the newspaper resulting in higher advertising costs for Fiscal Year 2012/2013. The following is a summary of the City's advertising costs (both legal notices and display advertising) for the past three fiscal years:

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Fiscal Year 2010/2011	\$7,300
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Fiscal Year 2011/2012	\$7,100
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Fiscal Year 2012/2013	\$9,955
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ATTACHMENTS:

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1. Resolution

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2. Request For Proposal

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3. Calistoga Tribune Proposal

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4. Draft Professional Services Agreement