

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	19401	Agenda Number	49.
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Meeting Date:	October 18, 2012
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Department:	Purchasing
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Subject

Authorize recurring exempted procurements (Advertising) under Local Government Code Chapter 252 for expenditures to conduct routine City of Austin business with multiple agencies and vendors in separate amounts not to exceed totals listed below and a total expenditure amount not to exceed \$1,697,000.

Amount and Source of Funding

Funding is available in the Fiscal Year 2012-2013 Operating Budgets for various City Departments.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Exempt from competitive procurement methods.
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Prior Council Action:	
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For More Information:	Mike Benson, Financial Manager / 974-2032
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Boards and Commission Action:	N/A - Budget review handled separately.
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MBE / WBE:	These expenses will be expended in compliance with Chapter 2-9D of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established.
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Related Items:	
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Additional Backup Information

The City routinely enters into transactions that are exempt from State of Texas competitive procurement law. While exempt from competitive procurement law, these routine transactions can exceed the City Manager's authority when aggregated for an entire fiscal year. The following table identifies the anticipated agency and vendor, and provides both a short description of the expenditure and the estimated amount to be expended for Fiscal Year 2012-2013. It is anticipated that a similar RCA will be brought forward each fiscal year.

In the event that a specific vendor identified below discontinues services or is otherwise not available to provide the required goods and services, the City will attempt to use a similar vendor to fulfill the City's requirements without returning for additional Council action. For example, should one of the providers of electronic subscription services no longer provide the service, the City will attempt to acquire an alternate provider, subject to the same anticipated expenditure level.

Vendor	Description	Amount
LGC 252.022 (a) (16) advertising, other than legal notices		
Arriba Art & Business News	Advertising	\$ 18,000
Austin American Statesman	Advertising	\$ 475,000
Austin Business Journal	Advertising	\$ 75,000
Charles M Miles (Display Advertising)	Advertising	\$ 90,000
Community Impact Newspaper	Advertising	\$ 100,000
KAKW / UNIVISION 62	Advertising	\$ 125,000
KEYE TV	Advertising	\$ 125,000
KTBC/TV	Advertising	\$ 125,000
KVUE Television Inc	Advertising	\$ 125,000
KXAN, KNVA, KBVO	Advertising	\$ 125,000
La Prensa	Advertising	\$ 18,000
Nokoa The Observer	Advertising	\$ 18,000
The Austin Chronicle	Advertising	\$ 60,000
The Villager	Advertising	\$ 18,000
Time Warner Entertainment	Advertising	\$ 100,000
University of Texas at Austin	Advertising	<u>\$ 100,000</u>
		<u>\$1,697,000</u>