

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

38106

Agenda Number

72.

Meeting Date:

December 11, 2014

Department:

Purchasing

Subject

Authorize recurring exempted procurements (Advertising) under Local Government Code Chapter 252 for expenditures to conduct routine City business with multiple agencies and vendors in a total amount not to exceed \$3,000,000.

Amount and Source of Funding

Funding is available in the Fiscal Year 2014-2015 Operating Budgets for various City Departments.

Fiscal Note

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

Purchasing
Language:

Exempt Purchases - Advertising

Prior Council
Action:For More
Information:

Mike Benson, Chief Administrative Officer, 512-974-2032

Boards and
Commission
Action:

December 10, 2014 - To be reviewed by the Water and Wastewater Commission.

Related Items:

MBE / WBE:

These expenses will be expended in compliance with City Code Chapter 2-9D (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established.

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 2014-2015. 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 advertising 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		
Emmis Austin Radio Co L P	Advertising	\$ 400,000
KVUE Television Inc.	Advertising	\$ 275,000
Capital Metropolitan Transportation Authority	Advertising	\$ 200,000
Grand Junction Newspaper Inc.	Advertising	\$ 200,000
University Of Texas At Austin	Advertising	\$ 200,000
Community Impact Newspaper	Advertising	\$ 200,000
Cox Texas Newspapers LP (Austin American Statesman)	Advertising	\$ 200,000
NW Communications Of Austin Inc.	Advertising	\$ 150,000
San Antonio Television LLC	Advertising	\$ 150,000
UVN Texas, LP	Advertising	\$ 150,000
Austin Chronicle (The)	Advertising	\$ 125,000
Entercom Communications Corp	Advertising	\$ 100,000
Clear Channel Communications	Advertising	\$ 100,000
Lin Television Corporation (KXAN, KNCA, KBVO)	Advertising	\$ 100,000
Other Vendors combined	Advertising	\$ 450,000
		\$ 3,000,000