

C-14

August 2, 2022

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with California Newspapers Partnership, of Colorado Springs, CO, to provide local advertising that targets the readership of the local newspaper, in a total annual amount not to exceed \$250,000, with a 20 percent contingency in the amount of \$50,000, for a total annual contract amount not to exceed \$300,000, for a period of one year, with the option to renew for four additional one-year periods, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract, without advertising for bids, with California Newspapers Partnership to provide local advertising that targets the readership of the local newspaper, specifically, the Press-Telegram. The Press-Telegram is the sole local newspaper of general daily circulation in the City of Long Beach (City).

Per the Long Beach City Charter, contracts for City purchases must be locally advertised "in a daily newspaper of general circulation in the City." Per CA Section 6000-6008, a "newspaper of general circulation" is a newspaper published for the dissemination of local or telegraphic news and intelligence of a general character, which has a bona fide subscription list of paying subscribers, and has been established, printed and published at regular intervals in the State, county, or city where publication, notice by publication, or official advertising is to be given or made for at least one year preceding the date of the publication, notice or advertisement. The Press-Telegram is the only newspaper in the City that qualifies as a legally adjudicated newspaper with a large readership.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on July 13, 2022, Business Services Bureau Manager Tara Mortensen on June 21, 2022, and by Revenue Management Officer Geraldine Alejo on July 6, 2022.

TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on August 2, 2022 to ensure the contract is in place expeditiously.

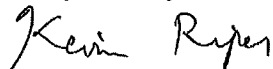
FISCAL IMPACT

The total annual contract amount will not exceed \$300,000 inclusive of a 20 percent contingency. The cost for this contract is budgeted in various fund groups and departments. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The award of this contract will provide continued support to our local economy by assisting in the preservation of employment for 20 full-time employees in Long Beach.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

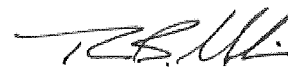


KEVIN RIPER

DIRECTOR OF FINANCIAL MANAGEMENT

ATTACHMENT – RESOLUTION

APPROVED:



THOMAS B. MODICA
CITY MANAGER

1 RESOLUTION NO.
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE A CONTRACT WITH
6 CALIFORNIA NEWSPAPERS LIMITED PARTNERSHIP,
7 WITHOUT ADVERTISING FOR BIDS, TO PROVIDE LOCAL
8 ADVERTISING THAT TARGETS THE READERSHIP OF
9 THE LOCAL NEWSPAPER, IN AN ANNUAL AMOUNT OF
10 \$250,000, WITH A 20% CONTINGENCY IN THE AMOUNT
11 OF \$50,000, FOR A TOTAL NOT TO EXCEED ANNUAL
12 AMOUNT OF \$300,000, FOR A PERIOD OF ONE YEAR,
13 WITH THE OPTION TO RENEW FOR FOUR ADDITIONAL
14 ONE-YEAR PERIODS, AT THE DISCRETION OF THE CITY
15 MANAGER
16

17 WHEREAS, the Charter of the City of Long Beach, Section 1801, permits the
18 City Manager to enter into a contract on behalf of the City, in writing or otherwise, without
19 advertising for bids, for services, supplies, materials, equipment or labor for work when
20 authorized by resolution; and

21 WHEREAS, per the Long Beach City Charter, contracts for the City of Long
22 Beach (the "City") must be advertised in a daily newspaper of general circulation in the
23 City; and

24 WHEREAS, the Press-Telegram is the sole local newspaper of general daily
25 circulation in the City; and

26 WHEREAS, per California Government Code Section 6000-6008, a
27 newspaper of general circulation is a newspaper published for the dissemination of local
28 or telegraphic news and intelligence of a general character, which has a bona fide

1 subscription list of paying subscribers, and has been established, printed and published at
2 regular intervals in the State, county, or city where publication, notice by publication, or
3 official advertising is to be given or made for at least one year preceding the date of the
4 publication, notice or advertisement; and

5 WHEREAS, the Press-Telegram is the only newspaper in the City that
6 qualifies as a legally adjudicated newspaper with a large readership; and

7 WHEREAS, as a result, no useful purpose would be served by advertising
8 for bids and to do so would constitute an idle and useless act and unnecessary expenditure
9 of public funds;

10 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
11 follows:

12 Section 1. The City Manager is hereby authorized to enter into a contract
13 with California Newspapers Limited Partnership, without advertising for bids, to provide
14 local advertising that targets the readership of the local newspaper in an annual amount of
15 Two Hundred Fifty Thousand Dollars (\$250,000) with a twenty percent (20%) contingency
16 of Fifty Thousand Dollars (\$50,000) for a total not to exceed annual amount of Three
17 Hundred Thousand Dollars (\$300,000) for a period of one (1) year, with option to renew for
18 four (4) additional two-year periods, at the discretion of the City Manager.

19 Section 2. This resolution shall take effect immediately upon its adoption
20 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
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I hereby certify that the foregoing resolution was adopted by the City Council
of the City of Long Beach at its meeting of _____, 2022 by the
following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk