



	Approved	Denied
Action taken	5/8/06	
Other:		
Verified by:	<i>Konits</i>	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 06-23

TITLE: CONTRACT AWARD TO ANCHORAGE DAILY NEWS FOR NEWSPAPER ADVERTISING SERVICES IN AN AMOUNT NOT TO EXCEED \$62,895.62 FOR A 3-YEAR TERM CONTRACT ENDING JUNE 30, 2009.

Agenda of: May 8, 2006
 Originator: William A. Miller, Purchasing Officer

Date: April 28, 2006

Route to:	Department	Signature/Date
X	Public Works *signature required	
X	Finance *signature required <i>WM</i>	<i>W.A. Miller</i>
X	Clerk	<i>Konits</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *Dianne M. Keller*

FISCAL IMPACT: yes \$20,148.52 FY07 or no Funds Available yes no
 Account number:

Attachments: Scoring matrix from Newspaper Advertising Services RFP

SUMMARY STATEMENT: On March 29, 2006, the City of Wasilla issued a Request for Proposals number 0617-0-2006/WM for municipal newspaper advertising services. In FY 2005, the city spent \$32,666 for newspaper advertising services, and approximately \$35,000 will be expended in FY 2006. In response to the Request, two bids were received and they were scored according to the proposal evaluation and award process outlined in the RFP. Scoring was based upon cost, circulation and customer service (see attached score sheet).

Cost (60 points maximum)

Both newspapers (the Valley Frontiersman and the Anchorage Daily News) proposed an advertising cost of \$7.00 per column inch, however, the Valley Frontiersman was awarded 60 points as their proposal was the lowest in overall cost. Accordingly, the Anchorage Daily News was awarded 50 points as their proposal contained the next lowest overall advertising cost. The difference in pricing between the two newspapers was the annual cost of legal notices (the ADN was \$1,393.80 higher), the cost of other classified notices (the Frontiersman was \$89.28 higher), and the cost of annual subscriptions (the ADN was \$1,274.00 higher).

Circulation (35 points maximum)

The Anchorage Daily News was awarded 35 points as their subscribership of 4060 in the 99654 zip code was the highest based upon the Audit Bureau of Circulation's Average Projected Paid Circulation. The Valley Frontiersman was awarded 26 points as their subscribership of 2969 in the 99654 zip code was the second highest based upon the same Audit Bureau of Circulation data.

Customer Service (5 points maximum)

The Anchorage Daily News was awarded 5 points as they had no "failures to advertise" during the April 1, 2004 through April 1, 2006 timeframe. The Valley Frontiersman was awarded 0 points as they had five "failures to advertise" in the same time period. These failures (or lack of failures) were verified to ensure accuracy and consistency in the scoring process.

The total score per the scoring criteria referenced in RFP #0617-0-2006/WM for the Anchorage Daily News was 90 points.

The total score per the scoring criteria referenced in RFP #0617-0-2006/WM for the Valley Frontiersman was 86 points.

STAFF RECOMMENDED ACTION: Council is requested to authorize a three-year contract award of bid number 0617-0-2006/WM for newspaper advertising services to the Anchorage Daily News beginning July 1, 2006 not to exceed \$62,895.62 for the term of the three year contract. Per the Anchorage Daily News proposal, the cost of this contract for FY 2006 is expected to be approximately \$20,148.52.

The continuation of the new Contract beyond the current fiscal year is subject to and contingent upon sufficient funds being appropriated, budgeted, and otherwise made available by the Wasilla City Council. The City may terminate this Contract, and the Anchorage Daily News waives any and all claim(s) for damages, effective immediately upon receipt of written notice (or any date specified therein) if for any reason the funding from City, State, and/or federal sources is not appropriated or is withdrawn, limited, or impaired.