

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	27836	Agenda Number	42.
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Meeting Date:	October 3, 2013
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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 \$2,255,000.

Amount and Source of Funding

Funding is available in the Fiscal Year 2013-2014 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
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Prior Council Action:	
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For More Information:	Mike Benson, Chief Administrative Officer / 974-2032
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Boards and Commission Action:	N/A - Budget review handled separately.
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Related Items:	
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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.
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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 2013-2014. 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		
Austin American Statesman	Advertising	\$ 525,000.00
Austin Business Journal	Advertising	\$ 120,000.00
Austin Chronicle (The)	Advertising	\$ 120,000.00
Capital Metropolitan Transportation Authority	Advertising	\$ 60,000.00
Clear Channel Communications	Advertising	\$ 150,000.00
Community Impact Newspaper	Advertising	\$ 200,000.00
Emmis Austin Radio Co L P	Advertising	\$ 225,000.00
Entercom Austin LLC	Advertising	\$ 75,000.00
KAKW/UNIVISION	Advertising	\$ 100,000.00
KEYE	Advertising	\$ 100,000.00
KTBC	Advertising	\$ 60,000.00
KVUE Television Inc	Advertising	\$ 175,000.00
KXAN, KNCA, KBVO	Advertising	\$ 60,000.00
Lamar Advantage Holding Co	Advertising	\$ 100,000.00
Time Warner Entertainment Company LP	Advertising	\$ 60,000.00
University Of Texas At Austin	Advertising	\$ 125,000.00
		\$ 2,255,000.00