

# Advertising in:

The Austin American Statesman  
and other local papers

# Purchasing Office's Legal Requirements

## Local Government Code

**Sec. 271.025. ADVERTISEMENT FOR BIDS.** (a) The governmental entity must advertise for bids. The advertisement for bids must include a notice that:

- (1) describes the work;
- (2) states the location at which the bidding documents, plans, specifications, or other data may be examined by all bidders; and
- (3) states the time and place for submitting bids and the time and place that bids will be opened.

(b) The advertisement must be published as required by law. If no legal requirement for publication exists, **the advertisement must be published at least twice in one or more newspapers of general circulation in the county or counties in which the work is to be performed.** The second publication must be on or before the 10th day before the first date bids may be submitted.

**The Austin American Statesman is the only local paper that fulfills the “general circulation” definition.**

**Sec. 252.041. NOTICE REQUIREMENT.** (a) If the competitive sealed bidding requirement applies to the contract, notice of the time and place at which the bids will be publicly opened and read aloud must be published at least once a week for two consecutive weeks in a newspaper published in the municipality. The date of the first publication must be before the 14th day before the date set to publicly open the bids and read them aloud. If no newspaper is published in the municipality, the notice must be posted at the city hall for 14 days before the date set to publicly open the bids and read them aloud.

# Historical Spend since FY 2007

		Fiscal Year						
Newspaper	Department	2007	2008	2009	2010	2011	2012	2013
	Other	\$ 2,625	\$ 6,328	\$ 9,722	\$ 10,976	\$ 9,401	\$ 8,703	\$ 27,298
	Purchasing	\$ 5,916	\$ 7,202	\$ 6,895	\$ 8,012	\$ 6,627	\$ 8,100	\$ 6,000
ARRIBA ART & BUSINESS NEWS		\$ 8,541	\$ 13,530	\$ 16,617	\$ 18,988	\$ 16,028	\$ 16,803	\$ 33,298
	Other	\$494,272	\$711,907	\$580,842	\$358,035	\$371,184	\$367,648	\$363,604
	Purchasing	\$ 69,858	\$ 69,647	\$ 67,111	\$ 72,028	\$ 95,454	\$ 94,389	\$ 80,503
AUSTIN AMERICAN-STATESMAN		\$564,130	\$781,554	\$647,953	\$430,063	\$466,638	\$462,037	\$444,107
	Other	\$ 4,754	\$ 6,623	\$ 9,764	\$ 10,179	\$ 8,411	\$ 5,549	\$ 7,475
	Purchasing	\$ 4,531	\$ 6,528	\$ 6,217	\$ 8,140	\$ 5,991	\$ 7,181	\$ 6,300
LA PRENSA		\$ 9,284	\$ 13,151	\$ 15,980	\$ 18,319	\$ 14,402	\$ 12,730	\$ 13,775
	Other	\$ 8,514	\$ 15,291	\$ 5,260	\$ 3,400	\$ 5,750	\$ 2,090	\$ 880
	Purchasing	\$ 7,920	\$ 6,600	\$ 14,860	\$ 13,350	\$ 18,460	\$ 8,160	\$ 8,880
NOKOA		\$ 16,434	\$ 21,891	\$ 20,120	\$ 16,750	\$ 24,210	\$ 10,250	\$ 9,760
	Other	\$ 13,565	\$ 24,896	\$ 8,867	\$ 7,456	\$ 4,112	\$ 4,411	\$ 1,904
	Purchasing	\$ 6,149	\$ 7,384	\$ 8,868	\$ 9,867	\$ 7,511	\$ 7,840	\$ 7,800
THE VILLAGER		\$ 19,714	\$ 32,280	\$ 17,735	\$ 17,323	\$ 11,623	\$ 12,251	\$ 9,704

# Current Status of Local Paper usage at Central Purchasing

- Advertises with four local papers every time they publish.
  - Arriba and La Prensa every other week
  - Nokoa and The Villager every week since November 2011. (was every other week prior to this date)

# Standard Advertisement in Local Papers since Nov 2011

The City of Austin Purchasing Office invites you to view current bid solicitations at

[https://www.ci.austin.tx.us/financeonline/vendor\\_connection/solicitation/solicitations.cfm](https://www.ci.austin.tx.us/financeonline/vendor_connection/solicitation/solicitations.cfm). Vendors are encouraged to register on-line in the City's Vendor Self Service System. Once your company is registered, you will receive notifications about new bid opportunities. For additional information regarding current bid opportunities or Vendor Registration, please call the Purchasing Office at 512-974-2500.

For information on the City of Austin's Minority Owned and Women-Owned Procurement Program and the certification process, please contact the Small & Minority Business Resources Department at 512-974-7600 or visit their website at <http://www.austintexas.gov/snbr>.

# More detailed look at historical spend with local papers

- Consistent spend week after week at an amount greater than the historical average.
- Better budgeting for both the City and local papers.

Vendor	Fiscal Year	Sum	Count	Average	Standard Deviation
ARRIBA ART & BUSINESS NEWS	2007	\$ 5,916	20	\$ 295.81	\$ 81.04
	2008	\$ 7,202	25	\$ 288.08	\$ 65.73
	2009	\$ 6,895	26	\$ 265.17	\$ 67.04
	2010	\$ 8,012	25	\$ 320.48	\$ 53.08
	2011	\$ 6,627	24	\$ 276.13	\$ 81.55
	2012	\$ 8,100	27	\$ 300.00	\$ -
	2013	\$ 6,000	20	\$ 300.00	\$ -
ARRIBA ART & BUSINESS NEWS Total		\$ 48,752	167	\$ 291.93	\$ 60.63

# Recent Survey of Vendors

## Local Austin Business

Yes	59.63%
No	40.37%

## Certified MBE/WBE with City of Austin

Yes	28.44%
No	71.56%

How do you hear about opportunities to do business with the City of Austin? (Please indicate the percentage that you use from each one listed below adding to 100%)									
Email from the City of Austin	Fax from the City of Austin	From a third party subscriber	Phone call from a City of Austin employee	I proactively use the City's Vendor Connection website to look for opportunities	I use the notifications the City publishes in The Austin American Statesman	I use the notifications the City publishes in Nokoa The Observer	I use the notifications the City publishes in The Villager	I use the notifications the City publishes in Arriba	I use the notifications the City publishes in La Prensa
68.09%	1.73%	11.70%	9.23%	9.22%	0.05%	0.00%	0.00%	0.00%	0.00%

## Overall, rated satisfaction with the City of Austin Purchasing Office as:

Extremely Satisfied	28.13%
Satisfied	55.21%
Dissatisfied	8.33%
Extremely Dissatisfied	3.13%
Don't Know	5.21%