

RECOMMENDED ACTION AND JUSTIFICATION:

(Policy Item: Yes ___ No X)

Adopt Resolution awarding bid for County's legal advertising, directing staff to prepare a contract, and authorize Chairman to sign contract.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

At its meeting of January 20, 1998, the Board directed the County Administrative Officer to invite the two legally adjudicated newspapers in the County to submit bids for legal advertising in 8 and 7.5 point type. Both newspapers have responded and a summary of the quotations received is attached.

It should be noted that the County Departments who require publication of legal advertising do not have the capability or staff to submit "camera ready" copy. In this regard the discount offered should not be considered when determining the lowest bid.

Staff recommends that the bid for the County's legal advertising be awarded to the *Mariposa Gazette* at the cost per column inch of \$1.85 for Legal Advertising/Public Notices in 8-point type, reserving the right to specify 2 or more column format at no additional charge, and at a rate of \$1.85 per column inch for second and subsequent insertions. The cost per column inch for additional insertions in publications of "forced" or "saturated" distribution is \$6.00.

This is the lowest of the two bids as shown on the attached summary of quotations.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

The Board may award the bid by another criteria other than lowest price, such as reliability.

COSTS:	() Not Applicable		SPECIAL INSTRUCTIONS:
A.	Budgeted Current FY	\$ 1.90/column inch	List the attachments and number the pages consecutively:
B.	Total Anticipated Costs	\$ 7,100	Attachment A - Summary of Quotations
C.	Required Additional Funding	\$ 0	
D.	Internal Transfers	\$	
SOURCE:	() 4/5ths Vote Required	\$	
A.	Unanticipated Revenues	\$	
B.	Reserve for Contingencies	\$	
C.	Source Description: _____		
Balance in Reserve for Contingencies ,if approved: _____			

CLERKS USE ONLY:
Res. No. 98-81 Ord. No. _____
Vote - Ayes: 5 Noes: _____
Absent: _____ Abstained: _____
Approved _____ () Denied _____
() Minute Order Attached () No Action Necessary
The foregoing instrument is a correct copy of the original on file in this office
Date: _____
ATTEST: _____
MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
BY: _____
Deputy

ADMINISTRATIVE OFFICER'S RECOMMENDATION:
This item on agenda as:
 Recommended
 Not Recommended
 For Policy Determination
 Submitted with Comment
 Returned for Further Action
Comment: _____
CAO's Initials: JH

Attachment A

SUMMARY OF QUOTATIONS - LEGAL ADVERTISING/PUBLIC NOTICES

	Gazette	Tribune
1. Minimum charge per insertion:	6.00	0.00
2. Cost per column inch for Legal Advertising/Public Notices as specified: County reserves the right to specify two or more column format at no additional charge	1.85	3.00
3. Cost per column inch for second and subsequent insertions:	1.85	1.50
4. Cost per column inch for additional insertion in publication of "forced" or "saturated" distribution:	6.00	1.50
5. Based on quoted cost in #2 above, your cost for publication of the attached sample ordinance:	18.50	27.00
OPTIONS		
6. Type size option: Your cost for publication of the attached sample ordinance at 7.5 point type size	17.58	25.50
7. Percent discount offered to quotes above if copy is submitted "camera ready" and does not have to be reset, scanned or proofed:	10%	50%
8. Option to extend in County's favor at quoted price for calendar year 1999?	YES	Did not respond
9. Option to extend in County's favor at quoted price for calendar year 2000?	NO	Did not respond

Board of Supervisors	\$1,000 budget	90% printed once
Planning	\$3,200 budget	only print once
Public Works	\$2,400 budget	print two or more times
Treasurer	\$500 budget	40% print once; 60% print twice

"Forced" or "Saturated" Distribution: A large public hearing that the Board would want published in the "shopper" as well as the adjudicated newspaper. This has not occurred in the last 4 years.