

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA REQUEST**

TO: Board of County Commissioners
FROM: Philip Morley, County Administrator
Erin Lundgren, Clerk of the Board
DATE: March 17, 2014
SUBJECT: **BID AWARD** re: Official County Newspaper

STATEMENT OF ISSUE:

RCW 36.72.075 requires that the County call for bids for the Official County Newspaper each year.

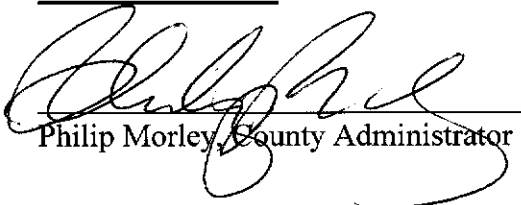
ANALYSIS:

A call for bids was published on January 22 and 29, 2014 which resulted in the submission of one bid received from the Port Townsend – Jefferson County Leader and opened during the Board of County Commissioners' regular meeting on March 10, 2014. Upon review of the bid, a recommendation for bid award has been prepared and is submitted for approval.

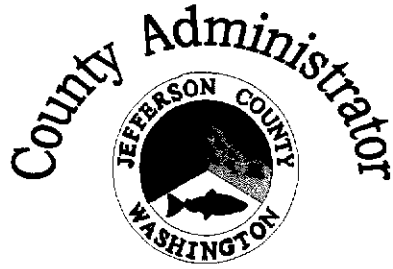
RECOMMENDATION:

Award the bid for the official County newspaper to the Port Townsend/Jefferson County Leader so that a contract can be drafted for approval at the first meeting in April as required by RCW.

REVIEWED BY:


Philip Morley, County Administrator

3/13/14
Date



Philip Morley
1820 Jefferson Street
PO Box 1220
Port Townsend, WA 98368

TO: Board of County Commissioners

FROM: Philip Morley, County Administrator
 Erin Lundgren, Clerk of the Board

DATE: March 17, 2014

RE: Recommendation for Bid Award - Official County Newspaper

Bid Specifics:

Item	2014 Bid – The Leader		
Bid Amount (per column inch)	\$8.00		
Type & Size	Helvetica 7 pt.		
Column Width	1.625"		
Frequency of publication	1 time per week on Wednesday		
Publications Submitted: time days before publication	3:00 p.m. 2 days prior		
Total delivery & newsstand sales in Jefferson County	TOTAL CIRCULATION		
	Copies per Geographical Area:		
	98368 - Port Townsend	2,228	1,829
	98325 - Chimacum	146	280
	98339 - Port Hadlock	280	373
	98365 - Port Ludlow	508	123
	98376 - Quilcene	124	85
	98358 - Nordland	119	35
	98382 - Gardiner	25	20
	98320 - Brinnon	68	70
98331 - Forks (West End)	3	-	
	3,501	2,815	
	Total	6,316	

<u>Other Enhancements</u>	
Publish on Newspaper website	Yes - included in bid amount
Quarterly publication of a section map and explanation of how to use the public notices.	Yes - included in bid amount.
Use of County logo to identify where County legal notices begin	Yes - included in bid amount.
Two free newspaper subscriptions	Yes - included in bid amount.
Notarized Affidavit of Publication	Yes - included in bid amount.
Optional Bid Item: Publication of up to 12 Press Releases (no more than one per month) in a section other than the Legal Notice section of the newspaper.	Press releases "accepted." Discounted display ad rate of \$12.00 per column inch applied if County chooses to advertise.
Other – Cost per square inch (per formula developed by Bill Woolf to compare prices when the column width is different.)	1.625" per column Column inch = 1" x 1.625" = 1.625 sq. inch per col. inch. Ad rate = (\$8.00/col. in.)/(1.625 sq. in. per col. in.) = \$4.92 per square inch.

Recommendation: Staff recommends that the bid for the publication of legal notices for 2014 be awarded to the Port Townsend - Jefferson County Leader for the following reasons:

- The Port Townsend – Jefferson County Leader has the greatest newspaper circulation in Jefferson County at 21% of County population (OFM 2013 Estimate - 30,275).
- The Port Townsend – Jefferson County Leader was the sole bidder.