



Office of the City Manager

CONSENT CALENDAR

December 13, 2005

To: Honorable Mayor and  
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Claudette Ford, Acting Director, Public Works

Subject: Purchase Order: Telephone Directory Advertising

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a purchase order with SBC Smart Yellow Pages in an amount not to exceed \$31,476 for FY 2006, to advertise the City's refuse collection and recycling services.

FISCAL IMPACTS OF RECOMMENDATION

The Purchase Order for \$31,476 will pay for advertising in the 2006 SBC Smart Yellow Pages phone directory. This total includes \$2,584 for Roll-Off Service; \$4,864 for Recycling Used Motor Oil & Filters; \$4,864 for Recycling Services to Business and Apartment Buildings; \$4,336 for Transfer Station Recycling and Trash Disposal Services (Oakland directory); \$2,380 for Transfer Station Recycling and Trash Disposal services (Contra Costa County-West directory); and \$10,438 for Refuse Collection and Recycling Services.

Additionally, throughout the year, SBC delivers the City's Solid Waste New Resident Brochure with the phone book to new customers, at a cost of 13 cents per delivery or \$2,010 annually. Advertising in the SBC yellow pages links SBC's electronic directory to the City Solid Waste Management Division web sites at no cost to the City.

Funds are currently budgeted from the following sources:

- \$4,864 from an annual grant from the California Integrated Waste Management Board (Fund 181) (Project XX6K55) to promote recycling of used motor oil and filters.
- \$4,864 from an annual grant from the Alameda County Waste Management Authority (Fund 646) (Project XX7N06) to support commercial recycling efforts.
- \$21,748 from the Refuse Fund (Fund 820).

CURRENT SITUATION AND ITS EFFECTS

The Solid Waste Management Division (SWMD) advertises its recycling, refuse collection, Transfer Station and oil recycling services in the SBC Smart Yellow Pages Oakland directory, and also advertises the Transfer Station in the West Contra Costa County directory. Other than

periodic bulk mailings, this is the primary method for reaching commercial and Transfer Station customers.

BACKGROUND

The SWMD has advertised in the “Yellow Pages” each year since before 1995. Staff finalizes the advertising copy in June for books distributed in September of the following fiscal year. Private companies that compete with the City for refuse customers also advertise in the Yellow Pages.

In FY 2003, the City began using SBC’s new resident and web-based services. SBC distributes the Division’s New Resident Brochure year-round to Berkeley residents who order new phone service. The brochure describes the City’s solid waste and recycling services and tells customers how to sign up. SBC’s Internet directory links customers to the City’s refuse and recycling web pages.

In FY 2003, SBC billed SWMD monthly for the book published in September 2002. In FY 2004, SWMD changed its SBC billing from monthly to annually and now pay a single invoice.

RATIONALE FOR RECOMMENDATION

The SBC Smart Yellow Pages is a convenient way for Berkeley residents and businesses to locate and learn about the City’s refuse collection, public dumping and recycling services. Since competing refuse companies advertise in the SBC Smart Yellow Pages, the City will lose business if it does not advertise there as well. The revenue from a few new commercial refuse and transfer station customers will pay for those ads, and the recycling ads are paid for by annual grants.

SBC’s New Resident Service, at 13 cents per household, is an inexpensive way for the City to identify new residents and to provide them with detailed information about ordering refuse, recycling and plant debris service. Customer service staff can set up a new resident’s account more rapidly when the customer is already familiar with the programs.

WAIVER OF COMPETITIVE BIDDING

Although there are competing phone directories, such as the Valley Yellow Pages, the SBC book is more comprehensive and more commonly used, and is therefore the most important book to advertise in. SWMD does not want to advertise in more than one directory because of the added expense of identical advertising in competing phone directories.

CONTACT PERSONS

Claudette Ford, Director of Public Works.....981-6303  
Thomas Farrell, Manager of Solid Waste & Recycling.....981-6359

RESOLUTION NO. N.S.

PURCHASE ORDER FOR SBC TELEPHONE DIRECTORY SERVICES ADVERTISING  
THE CITY'S REFUSE COLLECTION AND RECYCLING SERVICES

WHEREAS, the Solid Waste Management Division operates refuse collection and recycling services of interest to the public; and

WHEREAS, the Solid Waste Management Division advertises these services in the phone directory; and

WHEREAS, the SBC Smart Yellow Pages is a convenient way for Berkeley residents and businesses to locate and learn about the City's refuse collection, public dumping and recycling services, and

WHEREAS, although competing phone directories, such as the Valley Yellow Pages, are usable, the SBC Yellow Pages is more comprehensive and more commonly used; and

WHEREAS, funds are available in the current year budget in the Refuse Fund, Used Oil Recycling Grant, and commercial recycling grant funds (budget codes 820-5601-432.40-70, 181-5608-432.40-70 and 646-5608-432.40-70).

WHEREAS, the cost of this advertising in FY 2006 will exceed \$25,000.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley authorizes the City Manager to execute a purchase order for SBC Smart Yellow Pages in an amount not to exceed \$31,476 for FY 2006, to advertise the City's refuse collection and recycling services.