




Office of the City Manager

CONSENT CALENDAR

July 18, 2006

To: Honorable Mayor and  
Members of the City Council

From:  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 to advertise the City's refuse collection and recycling services in an amount not to exceed \$34,437 for FY 2007.

FISCAL IMPACTS OF RECOMMENDATION

The purchase order for \$34,437 will pay for advertising for recycling, refuse collection, Transfer Station and oil recycling services in the 2007 SBC Smart Yellow Pages Oakland directory, as well as Transfer Station recycling and trash disposal services in the West Contra Costa County directory.

Additionally, throughout the year, SBC delivers the 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 Solid Waste Management Division web sites at no cost to the City.

FY 2007 funds are budgeted as follows:

- \$5,244 from an annual grant from the California Integrated Waste Management Board (181-5608-432-40-70; Project XX6K55) to promote recycling of used motor oil and filters;
- \$5,244 from an annual grant from the Alameda County Waste Management Authority (646-5608-432-4070; Project XX7N06) to support commercial recycling efforts; and
- \$23,949 from the Refuse Fund (820-5601-432-4070).

CURRENT SITUATION AND ITS EFFECTS

The City 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 City has advertised in the Yellow Pages every year since before 1995. Staff finalizes the advertising copy in June for books distributed in September of the following fiscal year. Private companies who 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 for these services. SBC’s Internet directory links customers to the City’s refuse and recycling web pages.

In FY 2003, SBC billed the City monthly for the book published in September 2002. In FY 2004, SBC billing changed from a monthly billing to an annual basis and the City now pays a single invoice.

RATIONALE FOR RECOMMENDATION

The SBC Smart Yellow Pages is a convenient way for Berkeley residents and businesses to 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 may lose business if it does not advertise there as well. The revenue from several new commercial refuse and transfer station customers will pay for these 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 services. 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 efficient way to advertise services. SWMD does not wish 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  
Peter Holtzclaw, Acting Manager of Solid Waste & Recycling.....981-6359

- Attachments:  
1. Resolution

RESOLUTION NO. N.S.

PURCHASE ORDER FOR SBC TELEPHONE DIRECTORY SERVICES TO ADVERTISE  
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 and efficient way for Berkeley residents and businesses to locate and learn about the City's refuse collection, public dumping and recycling services; and

WHEREAS, the SBC Yellow Pages is more comprehensive and more commonly used than competing advertising businesses; 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).

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 \$34,437 for FY 2007, to advertise the City's refuse collection and recycling services.