



Office of the City Manager

CONSENT CALENDAR

July 10, 2007

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 AT&T Smart Yellow Pages in an amount not to exceed \$31,494 for FY 2008, to advertise the City's refuse collection and recycling services.

FISCAL IMPACTS OF RECOMMENDATION

The purchase order for \$31,494 will pay for advertising in the 2008 AT&T (formerly SBC) Smart Yellow Pages phone directory. This total includes \$2,500 for Roll-Off Service; \$5,000 for Recycling Used Motor Oil & Filters; \$5,000 for Recycling Services to Business and Apartment Buildings; \$4,900 for Transfer Station Recycling and Trash Disposal Services (Oakland directory); \$2,400 for Transfer Station Recycling and Trash Disposal services (Contra Costa County-West directory); and \$11,694 for Refuse Collection and Recycling Services.

Funds are budgeted in FY 2008 allocations in the following sources:

- \$5,000 from an annual grant from the California Integrated Waste Management Board (181-5608-432-4070) to promote recycling of used motor oil and filters.
- \$5,000 from an annual grant from the Alameda County Waste Management Authority (646-5608-432-4070) to support commercial recycling efforts
- \$21,494 from the Refuse Fund (820-5601-432-4070).

CURRENT SITUATION AND ITS EFFECTS

The Solid Waste Management Division (SWMD) advertises its recycling, refuse collection, Transfer Station and oil recycling services in the AT&T 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 AT&T's web-based services. AT&T's Internet directory links customers to the City's refuse and recycling web pages. In FY 2003, AT&T billed SWMD monthly for the yellow page book published in September 2002. In FY 2004, SWMD changed its AT&T (SBC) billing from monthly to annually and now pay a single invoice.

RATIONALE FOR RECOMMENDATION

The AT&T 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 AT&T 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.

WAIVER OF COMPETITIVE BIDDING

Although there are competing phone directories, such as the Valley Yellow Pages, the AT&T 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

Peter Holtzclaw, Manager of Solid Waste & Recycling, 91-6359

RESOLUTION NO. -N.S.

PURCHASE ORDER: TELEPHONE DIRECTORY SERVICES FOR 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 AT&T 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, \$31,494 in FY 2008 funds are available 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, respectively).

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley authorizes the City Manager to execute a purchase order for AT&T Smart Yellow Pages in an amount not to exceed \$31, 494 for FY 2008, to advertise the City's refuse collection and recycling services.

