



RESOLUTION NO. U-11281

1 A RESOLUTION related to the purchase of materials, supplies, equipment and
2 the furnishing of services; authorizing the City officials to enter into
3 contracts and, where specified, waive competitive bidding requirements,
4 authorize sale of surplus property, or increase or extend existing
5 agreements.

6 WHEREAS the City of Tacoma, Department of Public Utilities, requested
7 bids/proposals for the purchase of certain materials, supplies, equipment and/or
8 the furnishing of certain services, or proposes to purchase off an agreement
9 previously competitively bid and entered into by another governmental entity, or
10 for the sales of surplus, or desires to increase and/or extend an existing
11 agreement, all as explained by the attached Exhibit "A," which by this reference
12 is incorporated herein, and

13 WHEREAS in response thereto, bids/proposals (or prices from another
14 governmental agreement) were received, all as evidenced by Exhibit "A," and

15 WHEREAS the Board of Contracts and Awards and/or the requesting
16 division have heretofore made their recommendations, which may include
17 waiver of the formal competitive bid process because it was not practicable to
18 follow said process, or because the purchase is from a single source, or there is
19 an emergency that requires such waiver, and/or waiver of minor deviations, and
20 in the case of sale of surplus, a declaration of surplus has been made certifying
21 that said items are no longer essential for continued effective utility service, as
22 explained in Exhibit "A," and
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WHEREAS the Director requests authorization, pursuant to

TMC 1.06.269 A, to amend contract amounts up to \$500,000 and to approve term extensions and renewals for all items contained in Exhibit "A;" Now, therefore,

BE IT RESOLVED BY THE PUBLIC UTILITY BOARD OF THE CITY OF TACOMA:

That the Public Utility Board of the City of Tacoma hereby concurs and approves the recommendations of the Board of Contracts and Awards and/or the requesting division, and approves, as appropriate: (1) the purchase and/or furnishing of those materials, supplies, equipment or services recommended for acceptance; (2) the sale of surplus materials, supplies or equipment recommended for acceptance; (3) the Interlocal agreement that authorizes purchase off another governmental entity's contract; (4) the increase and/or extension of an existing agreement, and said matters may include waiver of the formal competitive bid process and/or waiver of minor deviations, all as set forth on Exhibit "A," and authorizes the execution, delivery and implementation of appropriate notices, contracts and documents by the proper officers of the City for said transactions, and (5) the administrative authority of the Director, per TMC 1.06.269 A., to amend contract amounts up to \$500,000 and to approve term extensions and contract renewals for all items in Exhibit "A."

Approved as to form:

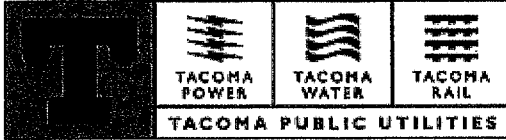
/s/
Chief Deputy City Attorney

Clerk

Chair

Secretary

Adopted



RESOLUTION NO.: U-11281
ITEM NO.: 1
MEETING DATE: OCT. 27, 2021

TO: Board of Contracts and Awards
FROM: Jim Sant, Deputy Director, Public Affairs & Communications
Rebekah Anderson, Communications Manager, Public Affairs and Communications
COPY: Public Utility Board, Director of Utilities, Board Clerk, EIC Coordinator, LEAP Coordinator, and Seth Hartz, Finance/Purchasing
SUBJECT: Customer Energy Programs (CEP) Outdoor Advertising Increase, Direct Negotiation Waiver SR2082537193, SAP Contract 4600012843, October 27, 2021
DATE: September 22, 2021

RECOMMENDATION SUMMARY:

Tacoma Public Utilities (TPU) Communications, on behalf of Customer Energy Programs, requests an increase to contract 4600012843 to The Lamar Company, LLC. (Lamar), Baton Rouge, Louisiana, by \$110,600.00, for outdoor poster advertising in the Tacoma-Pierce County area. This increase will bring the contract to a cumulative total of \$540,635.70, plus applicable taxes. The contract term is December 27, 2021 through December 25, 2022.

BACKGROUND:

Lamar provides out-of-home advertising services in the Tacoma/Pierce County area. Customer Energy Programs would like to continue with outdoor advertising as part of their marketing mix in 2022. Outdoor advertising is an effective and efficient means for reaching our customers with information about programs, rebates and loans.

ISSUE: There are multiple contracts in place with Lamar for advertising services and the cumulative total now exceeds \$500,000.00 due to advertising for several years, consecutively, and requires governing body approval.

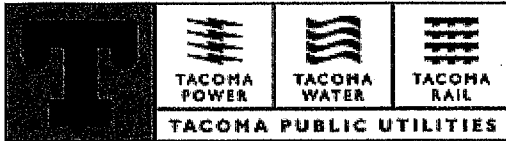
ALTERNATIVES: If we are not able to increase advertising with Lamar, we will not be able to advertise on poster panels within our service territory. Outdoor advertising is a valuable medium, appropriately geo-targetted and therefore a strong avenue for promoting our services.

CONTRACT HISTORY: This contract was originally awarded to The Lamar Company, LLC. in 2017 in the amount of \$30,250.00, plus applicable taxes, as a result of a Direct Negotiation Waiver under SR2082537193.

Per Resolution No. U-10967, the contract was increased by \$60,754.40, plus applicable taxes, for a cumulative total of \$91,004.40.

Per Resolution No. U-11045, the contract was increased by \$60,755.00, plus applicable taxes, for a cumulative total of \$151,759.40.

Per Resolution No. U-10445, the contract was increased by \$87,596.00, plus applicable taxes, for a cumulative total of \$239,355.40.



Contract value was increased by \$93,700.00, plus any applicable taxes, for a cumulative total of \$333,055.40.

Per Resolution No. U-11127 the contract was increased by \$96,980.00, plus any applicable taxes, for a cumulative total of \$430,035.40.

Contract value is being requested to be increased in the amount of \$110,600.00, plus any applicable taxes, for a cumulative total of \$540,635.40.

EIC/LEAP COMPLIANCE: Not Applicable

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4700 Power – Power Customer Products / Service	Cost Center 562400	5412000	\$540,635.40
TOTAL			\$540,635.40

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4700 Power – Power Customer Products / Service	Cost Center 562400	5412000	\$540,635.40
TOTAL			\$540,635.40

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$110,600.00

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? YES

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. N/A



City of Tacoma

Date: November 14, 2019

To: Jackie Flowers, Director of Utilities/CEO

From: Jim Sant, Deputy Director for Public Affairs and Communications
Public Affairs and Communications/Admin

Subject: Authorization of Direct Negotiation for Professional Services and Personal Services
over \$25,000

For your review and recommendation.

In accordance with TMC 1.06.256 (B), Public Affairs and Communications/Admin requests a waiver of the competitive solicitation process and authorization to directly negotiate with **The Lamar Company LLC, Baton Rouge, LA**, for Customer Energy Programs (CEP) outdoor poster advertising in the Pierce County area, for an amount of \$93,700, plus applicable sales tax.

Direct negotiation approval constitutes a waiver of further competitive solicitation for amendments to the subject contract provided that any such amendment(s) shall be signed by personnel as authorized in the Delegation of Procurement Signature and Approval Authority memorandum. Contract totals shall not exceed \$200,000 without City Council or Public Utility Board approval as appropriate.

EXPLANATION:

Lamar provides out-of-home advertising services in the Tacoma/Pierce County area. Customer Energy Programs would like to continue with outdoor poster advertising as part of their marketing mix in 2020. CEP began using outdoor advertising to promote programs, rebates and loans in 2019 at similar levels to what is being proposed for 2020.

JUSTIFICATION FOR DIRECT NEGOTIATION:

1. Explain why it's in the best interest of the city to waive the competitive solicitation process.

The Lamar Company is the sole provider of outdoor poster advertising in the Pierce County area.

2. Is this purchase based on a previous competitive solicitation conducted by the City or other agency? If yes, provide the contract information, specification number, etc., and explain the relationship of this request to the previous contract.

NA

3. Describe the screening efforts made to identify potential service providers.



City of Tacoma

The Lamar Company is the sole provider of outdoor poster advertising in the Pierce County area.

4. Describe the efforts made to assure that the City is receiving the lowest or best price possible.

TPU has worked with Lamar for many years to provision advertising for Click transit and outdoor, and CEP transit, then CEP outdoor in 2019. Last year Lamar increased rates slightly after remaining flat and providing rates that were below rate card for a number of years, and is now asking for a modest increase since we are no longer able to leverage Click dollars.

FUNDING: Funds for this purchase are available in the Residential Customer Energy Programs' marketing budgets - Cost Center 562400 \$93,700.

SBE COMPLIANCE: The Department/Division has checked the [City of Tacoma Small Business Enterprise \(SBE\) website](#) for opportunities to contract with SBE firms on November 30, 2018. Choose an item.

PROJECT COORDINATOR: Julie Jensen, Community Relations Officer, Marketing Communications/Public Affairs and Communications/Admin, 253-502-8925.



City of Tacoma

File

Date: November 30, 2018
To: Jackie Flowers, Director of Utilities/CEO
From: Jim Sant, Deputy Director for Public Affairs and Communications
Public Affairs and Communications/Admin
Subject: Authorization of Direct Negotiation for Professional Services and Personal Services
over \$25,000

For your review and recommendation.

In accordance with TMC 1.06.256 (B), Public Affairs and Communications/Admin requests a waiver of the competitive solicitation process and authorization to directly negotiate with **The Lamar Company LLC, Baton Rouge, LA**, for Customer Energy Programs (CEP) outdoor poster advertising in the Pierce County area, for an amount of \$87,596.00, plus applicable sales tax.

Direct negotiation approval constitutes a waiver of further competitive solicitation for amendments to the subject contract provided that any such amendment(s) shall be signed by personnel as authorized in the Delegation of Procurement Signature and Approval Authority memorandum. Contract totals shall not exceed \$200,000 without City Council or Public Utility Board approval as appropriate.

EXPLANATION:

Lamar provides out-of-home advertising services in the Tacoma/Pierce County area. Customer Energy Programs would like to add outdoor poster advertising to their marketing mix in 2019. CEP has not in recent years used outdoor advertising to promote programs, rebates and loans.

JUSTIFICATION FOR DIRECT NEGOTIATION:

1. Explain why it's in the best interest of the city to waive the competitive solicitation process.

The Lamar Company is the sole provider of outdoor poster advertising in the Pierce County area.

2. Is this purchase based on a previous competitive solicitation conducted by the City or other agency? If yes, provide the contract information, specification number, etc., and explain the relationship of this request to the previous contract.

NA

3. Describe the screening efforts made to identify potential service providers.

The Lamar Company is the sole provider of outdoor poster advertising in the Pierce County area.



City of Tacoma

4. Describe the efforts made to assure that the City is receiving the lowest or best price possible.

Lamar has held rates that are below rate card for TPU for a number of years. CEP's Lamar poster panel rate matches the rate Click is receiving. This year Lamar increased the per panel rate 1.5% after remaining flat for a number of years.

FUNDING: Funds for this purchase are available in the Residential Customer Energy Programs' marketing budgets - Cost Center 562400 \$87,596.00.

SBE COMPLIANCE: The Department/Division has checked the City of Tacoma Small Business Enterprise (SBE) website for opportunities to contract with SBE firms on November 30, 2018. Choose an item.

PROJECT COORDINATOR: Julie Jensen, Community Relations Officer, Marketing Communications/Public Affairs and Communications/Admin, 253-502-8925.

MEMORANDUM



Date: June 9, 2017

To: William A. Gaines, Director of Utilities/CEO

From: Chris Robinson, Superintendent
Tacoma Power

Subject: Authorization of Direct Negotiation for Professional Services and Personal Services over \$25,000
Pierce Transit Contract with Lamar for Click! Cable TV acquisition messaging.

For your review and recommendation. TMC 1.06.256 requires competitive solicitation of all services. Wherever possible, services should be procured as a result of a request for bids, request for proposals or request for qualifications, as appropriate. TMC 1.06.256 (B) allows for direct negotiation of professional services and personal services, excluding architectural and engineering services, when determined by the city manager or director of utilities/CEO, or their respective designees, to be in the best interest of the City.

RECOMMENDATION: In accordance with TMC 1.06.256 (B), Marketing Communications requests a waiver of the competitive solicitation process and authorization to directly negotiate with **Lamar, Baton Rouge, LA**, for Pierce Transit Bus Tails, for an estimated amount of **\$18,140.48**, including sales tax.

EXPLANATION: The purpose is to promote Click! Cable-TV and internet services to consumers in the Tacoma market via transit advertising. Lamar is the representative for transit advertising in the Pierce County area. Pierce Transit's contract is shifting from Intersection to Lamar effective July 1, 2017.


JUSTIFICATION FOR DIRECT NEGOTIATION: There are no other advertising companies presenting transit opportunities in the Pierce County area. The waiver replaced the one signed on May 18, 2017.

FUNDING: Funds for this purchase are available in the 2017 Click! Advertising Cost Center 552300 Advertising Account #5412000 .

SBE COMPLIANCE: SBE staff were not contacted, March 16, 2016, Not applicable (TPU).

PROJECT COORDINATOR: Julie Jensen, Marketing Communications, 253-502-8925.


Chris Robinson, Superintendent
Tacoma Power


Date

AUTHORIZED:

William A. Gaines, Director of Utilities/CEO


Date

RB for T.G.