

RESOLUTION NO. 2010-103

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES
CONTRACT WITH SHARP PUBLIC AFFAIRS FOR CITY NEWSLETTER SERVICES
FOR THREE ONE-YEAR TERMS AND AUTHORIZING AN EXPENDITURE OF
FUNDS NOT TO EXCEED \$400,715**

WHEREAS, the City of Elk Grove newsletter is the City's primary method to communicate important City information directly to residents and businesses on a regular basis; and

WHEREAS, staff conducted citywide research that determined the value of this communications tool in staying well informed about the Elk Grove city government and community; and

WHEREAS, the penetration of the Elk Grove community newsletter is significant because it is distributed to every residence and business in the City of Elk Grove; and

WHEREAS, in January, 2010, City staff issued a Request for Proposals (RFP) for City newsletter services; and

WHEREAS, the RFP was advertised in the *Elk Grove Citizen*, posted on the City of Elk Grove website, and e-mailed to an extensive database of public relations and advertising agencies in the Sacramento region; and

WHEREAS, the RFP closed on January 29, 2010 and nine proposals were received by the Office of the City Clerk; and

WHEREAS, staff has determined through a competitive selection process that Sharp Public Affairs provides the best value for taxpayers and the highest quality of professional services to provide City newsletter services to the public.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby authorizes the City Manager to execute a professional services contract with Sharp Public Affairs for City Newsletter Services for three, one-year terms and authorizes an expenditure of funds not to exceed \$400,715.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 26th day of May 2010.



SOPHIA SCHERMAN, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, INTERIM CITY CLERK

APPROVED AS TO FORM:



SUSAN COCHRAN, CITY ATTORNEY

**CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2010-103**

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

I, Jason Lindgren, Interim City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on May 26, 2010 by the following vote:

AYES : COUNCILMEMBERS: *Scherman, Detrick, Cooper, Davis, Hume*

NOES: COUNCILMEMBERS: *None*

ABSTAIN : COUNCILMEMBERS: *None*

ABSENT: COUNCILMEMBERS: *None*



**Jason Lindgren, Interim City Clerk
City of Elk Grove, California**