

CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Environmental Services

AGENDA DATE: April 3, 2018

CONTACT PERSON/PHONE: Ellen Smyth, Director of Environmental Services -- (915) 212-6060
Bruce Collins, Purchasing Director -- (915)-212-1181

DISTRICT(S) AFFECTED: ALL

STRATEGIC GOAL: NO.8: Nurture and Promote a Healthy, Sustainable Community

SUBJECT:

Discussion and action on the request that the Director of the Purchasing & Strategic Sourcing Department be authorized to issue Purchase Orders to Clear Channel Outdoor, the sole and authorized distributor for billboard advertising, with the stipulation that the vendor provides and updated sole source letter and affidavit each year. The term of the contract is three (3) years for an estimated total amount of \$345,000.00.

BACKGROUND / DISCUSSION:

Environmental Services Department is looking for additional billboard advertising to our current outreach campaign for recycling and other Environmental Services promotions (Earth Day, Code Compliance, etc.) The contract includes production of two (2) billboards, installation fees, and monthly space rental at I-10 Piedras (facing west).

SELECTION SUMMARY:

Not applicable -- Sole Source

PROTEST

☒ There was no protest received for this requirement.

PRIOR COUNCIL ACTION:

No prior council action occurred as the purchase of previous and current locations did not exceed \$50,000.

AMOUNT AND SOURCE OF FUNDING:

Department: Environmental Services
Total Estimated Award: \$345,000.00
Funds Available: 334-3100-34080-P3485-521170
Funding Source: Enterprise Funds

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:


Ellen Smyth, Director for Environmental Services

**COUNCIL PROJECT FORM
(SOLE SOURCE)**

*******POSTING LANGUAGE BELOW*******

Please place the following item on the **REGULAR** agenda for the Council Meeting of **APRIL 3, 2018**.

STRATEGIC GOAL: NO. 8 Nurture and Promote a Healthy, Sustainable Community

Discussion and action on the request that the Director of the Purchasing & Strategic Sourcing Department be authorized to issue Purchase Orders to Clear Channel Outdoor, Inc. the sole source for billboard advertising, with the stipulation that the vendor provides an updated sole source letter and affidavit each year. The approval of this contract will allow billboard advertising to our current outreach campaign for recycling and other Environmental Services promotions (Earth Day, Code Compliance, etc.)

Department:	Environmental Services
Award to:	Clear Channel Outdoor, Inc. El Paso, TX
Annual Estimated Amount:	\$115,000.00
Total Estimated Award:	\$345,000.00 (3 Years)
Account No.:	334-34080-3100-P3485-521170
Funding Source:	Enterprise Funds
District(s):	All
Sole Source No.:	2018-1251

This is a Sole Source, service contract.

*******ADDITIONAL INFO BELOW*******



PURCHASING & STRATEGIC SOURCING DEPARTMENT

SOLE SOURCE AFFIDAVIT

THIS IS AN OFFICIAL PURCHASING DOCUMENT-RETAIN WITH PURCHASE ORDER FILE

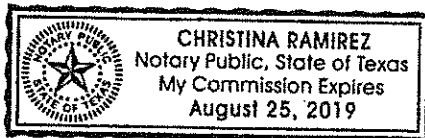
Before me, the undersigned official, on this day, personally appeared _____ a person known to me to be the person whose signature appears below, whom after being duly sworn upon his/her oath deposed and said:

1. My name is JESUS VENZOR. I am over the age of 18, have never been of a convicted crime and am competent to make this affidavit.
2. I am an authorized representative of the following company or firm: CLEAR CHANNEL OUTDOOR, INC.
3. The above named company or firm is the sole source for the following item(s), product(s) or service(s):
OWNS THE ATTACHED LIST of BILLBOARDS in THE EL PASO AREA, MAKING IT THE SOLE SOURCE SUPPLIER of BILLBOARD ADVERTISING
4. Competition in providing the above named item(s) product(s), service(s) is precluded by the existence of a patent, copyright, secret process or monopoly as stated under Section 252.022, Subchapter A of the Local Governmental Code 7A or as provided for under 7B-F of the same section. Also, attached hereto is a sole source letter, which sets forth the reasons why this Vendor is a sole source provider (dated and signed).
5. There is/are no other like item(s) or product(s) available for purchase that would serve the same purpose or function.
6. Note: This Vendor understands that by providing false information on this Sole Source Affidavit, it may be considered a non-responsible Vendor on this and future purchases and may result in discontinuation of any/all business with the City of El Paso.

Signature

3/15/18

SUBSCRIBED AND SWORN to before me on this 15 day of March 2018



NOTARY PUBLIC

PRINTED NAME

MY COMMISSION EXPIRES

COMPANY NAME: CLEAR CHANNEL OUTDOOR, INC.
ADDRESS, CITY, STATE & ZIP CODE: 2305 SPARKMAN ST. EL PASO, TX 79903
PHONE: (915) 566-9380 FAX NUMBER: (915) 566-9409
CONTACT NAME AND TITLE: JESUS VENZOR - SENIOR FINANCIAL ANALYST FOR THE SOUTHWEST REGION
WEB ADDRESS: _____ EMAIL: JESUSVENZOR@CLEARCHANNEL.COM
FEDERAL TAX ID NUMBER: 86-0801051 TEXAS SALES TAX NUMBER: _____

March 23, 2018

City of El Paso
Purchasing & Strategic Sourcing Department
300 N. Campbell
El Paso, TX 79901

Re: Sole Source Certification

This is to certify that Clear Channel Outdoor owns the attached list of billboards in the El Paso area making it the sole source supplier of Billboard Advertising. Please note the following list of billboard panels are being proposed for the City of El Paso Environmental Services campaign as of 03/23/18:

Sales Address	Media Product Name	PANEL
4151 I-10 WS 0.3mi N/O Executive Center BI F/N - 2	Digital Bulletin	030790
2101 I-10 NS 0.55mi W/O Piedras St F/W - 1	Bulletin 14x48	031660
2451 US 54 WS 250ft S/O Pershing Dr F/S - 1	Bulletin 14x48	033000
SH 375 Joe Battle WS 750ft S/O Pebble Hills F/N - 2	Digital Bulletin	033390

We have also attached the full listing of our panel numbers and addresses.

Sincerely,



Ruben Batista

 **Clear Channel Outdoor**

RADAR
Digital Audience Segmentation | Targeting | Data Insights

Ruben R. Batista
Vice President of Sales
Clear Channel Outdoor
2305 Sparkman Street
El Paso, TX 79903
O: 915.245.2006
M: 915.219.6725

Clear Channel Outdoor
2305 Sparkman Street, El Paso, Texas 79903
Call 915.566.9380 / Fax 915.566.9409 / Visit ClearChannelOutdoor.com



Clear Channel Outdoor Renewal Contract Item 17.1





Strategic Goal 8

Nurture and Promote a Healthy, Sustainable Community

- 8.6** Provide long-term, cost-effective, sustainable regional solid waste solutions



Clear Channel Outdoor

Approve a three year contract with Clear Channel Outdoor for Environmental Services Department (ESD)

Purpose:

- Enhance community outreach/education
- Primarily promoting recycling in El Paso
- Promote ESD's events (ex. Earth Day Celebration)
- Promote ESD services offered to El Paso residents (CCS, free mulch, free paint)



Cost of Contract

- Extend previous contract of 28 weeks to a 3 year contract
- 28 week contract = \$49,744
- Current contract will end April 15, 2018
- New 3 year contract = \$110,000/annual FY



What we've done...

- Past contracts included digital billboards and small rotating intercity billboards
- Current contract includes three billboards placed in areas with high contamination rates
 - Northeast – US-54 North & Dyer
 - East – I-10 East & Lee Trevino
 - Central – I-10 East & Piedras



Only at Piedras location



Future Plans

- Continue with concurrent billboards placed in areas with high contamination rates.
 - Central - I-10 East & Piedras (high traffic area)
 - NE & Central – US-54 North & Pershing
 - Westside – I-10 E & Executive (digital)
 - Far East – LP-375 South & Edgemere (digital)
- Rotate messages of recycling in El Paso and to promote ESD services to residents.



Questions?