
City Page / Weekly Public Notice Advertising

Recommendation

That a report be submitted to City Council recommending:

1. That the proposal submitted by the Saskatoon StarPhoenix for the administration, production, and distribution of the “City Page/Weekly Public Notice Advertising” for 2017 be approved; and
2. That the City Solicitor be requested to prepare the appropriate agreement and that His Worship the Mayor and the City Clerk be authorized to execute the agreement under the Corporate Seal.

Topic and Purpose

The purpose of this report is to request approval to award a sole source contract for the administration, production, and distribution of the “City Page/Weekly Public Notice Advertising” in the Saskatoon StarPhoenix (*The StarPhoenix*) for the remainder April 1 – December 31, 2017 with an option to renew for 2018.

Report Highlights

1. City Council Policy C01-021 indicates that public notice shall be published in *The StarPhoenix* on the Saturday at least seven days immediately prior to the meeting at which City Council will initially consider the matter.
2. Administration is recommending a sole source agreement with *The StarPhoenix* based on the current Public Notice Policy, and their extensive distribution network and delivery dates.
3. *The StarPhoenix* is proposing to hold the City of Saskatoon’s advertising at current 2016 rates for 2017 and 2018. The City Page advertisements will be replicated free every week in *Bridges* and a Big Box ad will link to the print ad every week for the online audience.
4. The term of the agreement will be for April 1, 2017 to December 31, 2017, with the option to renew for 2018.

Strategic Goal

This report supports the strategic goal related to Continuous Improvement and being the best-managed city in Canada and provide high-quality services to meet the dynamic needs and high expectations of our citizens.

Background

City Council Policy C01-021 sets out the minimum time for giving notice and the methods for which public notice is required to be given with respect to any matters for which public notice is required. The Policy directs that, public notice shall be published in *The StarPhoenix*, on the Saturday at least seven days immediately prior to the meeting, at which City Council will initially consider the matter.

The need for public notice in print form was the subject of a report to the Standing Policy Committee on Planning, Development and Community Services on July 18, 2016. Public Notice requirements were considered by City Council on August 18, 2016 (File No. CK255-2-1 and PL 4350-1 (BF No. 14-16)). City Council re-affirmed the existing Public Notice Policy C01-021 remain the same.

Report

The StarPhoenix

Administration is recommending a sole source contract with *The StarPhoenix* based on the current Council Public Notice Policy C01-021, and the extensive distribution network and delivery dates.

a) Council Public Notice Policy C01-021

The current Policy directs that, public notice shall be published in *The StarPhoenix*, on the Saturday at least seven days immediately prior to the meeting, at which City Council will initially consider the matter.

b) Distribution Network

The StarPhoenix distributes daily newspapers (Monday to Saturday) to 21,563 homes and 203 retail outlets who sell over 2,600 single copies. In addition, they offer the City a free replication of the City Pages in the Bridges which is delivered free of charge to 75,944 subscribers and non-subscriber Saskatoon homes every Friday. They will continue to bonus the City the ability to reach the Saturday online audience with a Big Box ad that will link to a replication of the City Page print ad every week.

Both the Star Phoenix and Bridges are delivered through contract haulers and home delivery carriers which minimizes any potential for service disruption.

The only other known print newspaper available in Saskatoon is a weekly publication. Over 3,100 copies are distributed to newsstands and restaurant locations on Monday or Tuesday. In addition, it is mailed through Canada Post using their targeted distribution system to over 46,000 homes in Saskatoon with household incomes of \$60,000/year and an average age of 40+. The mailed copies arrive at homes on Wednesday or Thursday. The weekly publication is also made available online.

c) Delivery Dates

As a minimum, *The Planning and Development Act, 2007* requires that any public notice must be given at least seven days before a council meeting or public hearing at which the matter is to be considered. Council Policy C01-021 outlines the same minimum standard for any matters for which public notice is required to be given under *The Cities Act*.

The StarPhoenix Saturday edition ensures the City Page public notices will meet the minimum requirement before a Monday council meeting or public hearing. Furthermore, it provides enough flexibility to place a public notice during the week day where required rather than waiting for the next weekly publication.

Based on the above, the Administration is recommending a sole source contract with *The StarPhoenix*. This provides a reliable and consistent way of reaching a large number of residents in the City.

The StarPhoenix proposal holds the City's advertising at current 2016 rates for 2017 and 2018. The rates include the costs associated with all aspects of the weekly advertisements including the administration, graphic design, production, and distribution. The rates will also be extended to the rest of the corporation including the various Boards and Committees. A full copy of the rates is provided in Attachment 1.

The estimated value of the City Page contract (mandatory, header/filler, and other program advertisements) is approximately \$200,000 - \$220,000 annually.

Terms of Agreement

The Administration is recommending City Council approve the award of the City Page contract to *The StarPhoenix*. The term of the agreement will be for April 1, 2017 to December 31, 2017, with the option to renew in 2018 (January 1 - December 31, 2018).

Options to the Recommendation

An option is for City Council to approve the award of the City Pages contract to *The StarPhoenix* for 2017 and direct the Administration to issue a request for proposal for 2018 rather than renew the agreement. This option is not recommended since *The StarPhoenix* is the only daily distribution in the City.

Public and/or Stakeholder Involvement

Public and/or stakeholder involvement was not required as part of this process. However, according to the 2016 Civic Services Survey 21% of telephone and 28% of online respondents prefer to receive information from the City through print ads in local newspapers and magazines. As a result, there may still be a need for public notice in print form to reach a significant portion of the Saskatoon population.

Communication Plan

If City Council approves the recommendation, additional advertising is not required to inform citizens and stakeholders on where the notice of a matter shall be published.

Financial Implications

There are no financial implications related to this report.

Other Considerations/Implications

The current Policy directs that, public notice shall be published in *The StarPhoenix*, on the Saturday at least seven days immediately prior to the meeting, at which City Council will initially consider the matter.

If City Council does not approve the recommendation in this report, Public Policy C01-021 will require changes to remove reference to *The Star Phoenix* and consider how to satisfactorily address public notice requirements with acceptable methods of giving notice.

Due Date for Follow-up and/or Project Completion

Subject to City Council's acceptance of the recommendation as listed in this report, a contract for the administration, production, and distribution of the City' Page with *The StarPhoenix* and the City will be set in place, commencing April 1, 2017, and expiring December 31, 2017 with an option to renew in 2018.

Public Notice

Public notice, pursuant to Section 3 of Public Notice Policy No. C01-021, Public Notice Policy, is not required.

Attachment

1. *The StarPhoenix* Rate Schedule (2017-2018)

Report Approval

Written by: Carla M. Blumers, Director of Communications
Reviewed by: Catherine Gryba, General Manager, Corporate Performance Department.
Approved by: Murray Totland, City Manager