

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA REQUEST**

TO: Board of County Commissioners

FROM: Carolyn Gallaway, Clerk of the Board

DATE: March 11, 2024

SUBJECT: **DISCUSSION and POTENTIAL ACTION: BID AWARD** re: Official County Newspaper

STATEMENT OF ISSUE:

RCW 36.72.075 requires that the County call for bids for the Official County Newspaper each year and approve a contract at the first meeting in April.

ANALYSIS:

A call for bids was published on January 8, 2024 which resulted in the submission of two bids. One was received from the Peninsula Daily News and the other from the Port Townsend – Jefferson County Leader. The two bids were opened and read aloud during the Board of County Commissioners' Regular meeting on Monday, March 4, 2024. Attached is a memo detailing the two bids for consideration by the Board.

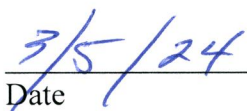
RECOMMENDATION:

Make a determination to award the bid for the Official County newspaper to either the Peninsula Daily News or the Port Townsend – Jefferson County Leader so that a contract can be drafted for approval on or before the first meeting in April, as required by RCW 36.72.075.

REVIEWED BY:



Mark McCauley, County Administrator



Date



Mark McCauley
1820 Jefferson Street
PO Box 1220
Port Townsend, WA 98368

Kate Dean, District 1 Heidi Eisenhour, District 2 Greg Brotherton, District 3

To: Board of County Commissioners
From: Mark McCauley, County Administrator
Carolyn Gallaway, Clerk of the Board
Date: March 11, 2024
Re: Bid Award - Official County Newspaper

On March 4, 2024 Clerk of the Board Carolyn Gallaway read aloud two bids received regarding the Official County Newspaper. Below is a comparison table of the two bids:

2024 BID ITEMS	The Leader	Peninsula Daily News
Font	Helvetica	Helvetica
Font Size	8.5 pt.	7.2 pt.
Cost per Column Inch	\$10.00	\$7.90
Column Width in Inches	1.58	1.07
# of Columns per page	6	9
Published times/week	1 Wednesday	6 Monday (online), Tuesday - Saturday (online and in print)
Number of days legal notices must be submitted prior to publication date	3 days	3 business days
Legal notices must be received by which method:	Email legals@ptleader.com	Email, UPS
Time of day legal notices must be received	12:00 p.m. Monday	2:00 p.m.
Other items included in Bid Price: - County logo - Location map w/specific notices 2 free subscriptions - Online subscription code - All departments and offices are eligible to submit Press Releases to the newspaper at any time	Yes Yes Yes Yes Yes	Yes Yes Yes Yes Yes
Optional Items: General advertisements, or employment advertisements in a section of the newspaper other than the legal notice section. These advertisements will be coordinated through the County Commissioners Office.	This part not filled in	Jefferson County may submit any number of press releases to be considered for publication. Any non-legal advertisement will be charged at \$9.00 per column inch. Legal notices appear on peninsuladailynews.com and our statewide association's website, wnpa.com at no additional charge

TOTAL PRINTED CIRCULATION	The Leader	Peninsula Daily News
Copies per Geographical Area:	Deliveries / Newsstand	Deliveries / Newsstand
98368 – Port Townsend	2,702/1,341	490/224
98325 – Chimacum	218/140	33/120
98339 – Port Hadlock	203/252	52/20
98365 – Port Ludlow	373/118	78/16
98376 – Quilcene	99/45	27/7
98320 – Brinnon	25/26	14/0
98382 – Gardiner	35/63	1,785/0*
98358 – Nordland	111/12	28/0
98331 – Forks (West End)	0/0	153/130
Subtotal	3,766/1,997	875/517
Totals:	5,763	1,392*
% of the total County population reached through deliveries and newsstand	17.24%	4.1%
*Note from PDN: Gardiner has 1,785 deliveries, but they are unable to breakout further. In 2023, they noted this was due to the Sequim zip code in that area.		
ELECTRONIC CIRCULATION & READERSHIP	The Leader	Peninsula Daily News
Number of paid electronic subscriptions (not included with paid print subscriptions above):	10,966	3,910
Newspaper's Website:		
• Are legal notices posted on your website?	Yes	Yes
• If so, can they be viewed for free?	Yes	Yes
Newspaper's Website – Monthly Average:		
• Number of hits	230,000	1,447,164
• Number of unique visitors	No answer	198,308
Legal Notices in particular – Monthly Average:		
• Number of hits	96,000	401*
• Number of unique visitors	No answer	138*
		*2023 legal notice electronic data is stated above, as Sound Publishing transitioned to a new classified website in February 2024. 2024 data is unavailable at this time.
Social Media:		
• Are legal notices posted on social media? If so, please describe what social media, and any metrics on number of visits:	No	Yes <u>Facebook:</u> 29,990 followers, 162,000 reached, 119,700 post engagements <u>Twitter (X):</u> 6,606 followers 43,692 impressions 206 post engagements <u>Instagram:</u> 3,838 followers 34,421 impressions 1,453 post engagements

Do you also list your legal notices at: https://www.wapublicnotices.com?	Yes	Yes
Please include with your bid: A proof and a quote for two sample legal notices	Sample #1: Cost to run once: \$417.50 Sample #2: Cost to run twice: \$90 plus \$10 each run to publish logo	Sample #1: Cost to run once: \$204.18 Sample #2: Cost to run twice \$79.68
Additional bid package items received:	No other items	No other items

In making a decision for bid award, the Board should consider the following:

- RCW 36.72.075 requires the contract to be awarded to the best and lowest responsible bidder, giving consideration to the question of circulation in awarding the contract, with a view to giving publication of notices to the widest publicity.
- RCW 36.72.075 requires that at its first April meeting, the County legislative authority shall let a contract to a legal newspaper qualified under this section, to serve as the Official County Newspaper for a term of one year beginning on the first day of July.
- The Leader reaches 17.24% of County population and the Peninsula Daily News reaches 4.16% of the County population (2023 Population estimate is 33,425)
- The print circulation of the Leader in Jefferson County is over 4 times greater than the circulation of the Peninsula Daily News.
- The Peninsula Daily News has greater electronic circulation and readership than the Leader, although it is unknown what percentage of the metrics can be attributed to Jefferson County.

During the March 11, 2024 Board of County Commissioner meeting, the Board will discuss the two options for Official County newspaper. Once consensus is reached, the Board should direct staff to prepare a Bid Award to either the Leader or the Peninsula Daily news, for adoption on the Consent Agenda on March 25, 2024.