

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

TO: Board of County Commissioners
FROM: Carolyn Gallaway, Clerk of the Board
DATE: March 13, 2023
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 18, 2023 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 6, 2023. 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

3/8/23
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 13, 2023
Re: Bid Award - Official County Newspaper

On March 6, 2023 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:

2023 BID ITEMS	The Leader	Peninsula Daily News
Font	Helvetica	Helvetica
Font Size	7 pt.	7.2 pt.
Cost per Column Inch	\$8.50	\$3.00
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	2 days	3 business days
Legal notices must be received by which method:	Email	Email, Fax, UPS
Time of day legal notices must be received	1pm Monday	2pm
Other items included in Bid Price:		
• County logo	Yes	Yes
• Location map w/specific notices	Yes	Yes
• 2 free subscriptions	Yes	Yes
• Online subscription code	Yes	Yes
• All departments and offices are eligible to submit Press Releases to the newspaper at any time	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.	Employment ads will be published in the Classified section at a rate of \$13 per column inch, a discount of \$5.50 per column inch. Additionally, they will be published, at no extra cost, with a black border around the ad to draw extra attention.	Jefferson County may submit any number of press releases to be considered for publication. Any non-legal advertisement will be charged at \$8.00 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	2,222/1,651	546/140
98325 – Chimacum	107/190	41/10
98339 – Port Hadlock	210/305	63/29
98365 – Port Ludlow	377/75	98/18
98376 – Quilcene	98/55	38/9
98320 – Brinnon	32/60	20/16
98382 – Gardiner	20/26	0/0*
98358 – Nordland	111/0	33/0
98331 – Forks (West End)	0/0	163/55
	3,177 / 2,362	1,002 / 277
Totals:	5,539	1,279
% of the total County population reached through deliveries and newsstand	16%	3%

*Note from PDN: Gardiner is located within the Sequim zip code 98382. The Gardiner city name was changed to Sequim to conform to postal mailing standards when the PDN started being mailed at the end of March 2022

ELECTRONIC CIRCULATION & READERSHIP	The Leader	Peninsula Daily News
Number of paid electronic subscriptions (not included with paid print subscriptions above):	210	2,631
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	93,788	574,012
• Number of unique visitors	24,080	134,710
Legal Notices in particular – Monthly Average:		
• Number of hits	94	401
• Number of unique visitors	80	138
Social Media:		
• Are legal notices posted on social media? If so, please describe what social media, and any metrics on number of visits:	Yes. Via a link on The Leader's Facebook page. During the last bid period, nearly 49,999 readers were reached via Facebook, an increase from the previous year by 9.5%. Close to 86,000 readers engaged with content via Facebook during the same period.	Yes. Facebook 27,000 followers, 162,000 reached, 87,000 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	Sample #1:	Sample #1:

for two sample legal notices	Cost to run once: \$328 Sample #2: Cost to run twice: \$56	Cost to run once: \$150 Sample #2: Cost to run twice \$28.80
Additional bid package items received:	Cover letter, Appendix outlining The Leader's request to be the County paper of record. (Attached)	Business Card. (Attached)

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 16% of County population and the Peninsula Daily News reaches 3% of the County population through deliveries and newsstand
(Office of Fiscal Management 2023 Jefferson County population estimate is 33,350)
- 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 13, 2023 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 April 3, 2023.



The Leader

226 Adams Street, Port Townsend, WA 98368 | 1-360-385-2900

Board of County Commissioners
Jefferson County Courthouse
1820 Jefferson Street
Port Townsend, WA 98368

March 3, 2023

Dear Commissioners:

Thank you for the opportunity to bid on the contract to publish legal notices for Jefferson County through June 30, 2024. Enclosed you will find a completed bid form and attached documentation.

The Leader's bid this year is \$8.50 per column inch, accounting for a 30 percent increase in paper and printing costs within the last year.

Placing Legal ads with The Leader is a sound business decision for the county.

Since The Leader was awarded the bid for July 1, 2022 - June 30, 2023, dozens of city and county employees have had more than 250 legal ads published. As the current newspaper of record for Jefferson County, awarding the bid to The Leader ensures county and city employees will be able to continue publishing ads as needed without interruptions.

The Leader takes pride in exceptional customer service, be that by educating a new business owner about their advertising options or an existing subscriber who has not learned to get online yet. For the county and city, we will continue to offer you a designated contact to place legal notices, and answer questions.

Now in its 134th year of community leadership, The Leader has strong ties in Jefferson County and plays a role in educating citizens about local government: Over the last 12 months, for example, our special section celebrating 150 years of East Jefferson Fire Rescue (Oct. 5, 2022) or in the collaboration with the county, "Jefferson County. Know the Weather. Know Your Risks" (Jan 18, 2023).

The Leader has the greatest print circulation of any printed media in Jefferson County and a reliable track-record of getting papers into readers' hands via our partnership with the United States Postal Service and local, dedicated drivers. Additionally, within our industry, The Leader has outstanding digital coverage. Whereas the average for similarly-sized newspapers is 1:43 minutes spent per page, Leader readers spend 2:21 minutes. We also enjoyed over one million page views by nearly 300,000 readers in 2022.

We appreciate your consideration. If you have any questions or require clarification on any part of this bid for the County's legal notices, please do not hesitate to contact us.

Sincerely,

Laura Jean Schneider, Associate Publisher
Port Townsend & Jefferson County Leader

Peninsula
Daily News
PDN

SOUND
PUBLISHING INC
COMMUNITY • DELIVERED

Eran Kennedy

Regional Advertising Director
ekennedy@soundpublishing.com

(360) 912-3993 Cell (360) 683-3311 Sequim Ext 15049
(360) 779-4464 Poulso Ext 15049 (360) 452-2345 Port Angeles Ext 15049

P.O. Box 1330 • 305 West First Street • Port Angeles, WA 98362