

Currently, all legal noticing is published in the City's official newspaper as provided for in Section 113 of the City Charter (see Attachment 1). The designation of City's official newspaper is awarded to a publication of general circulation every two years after a competitive bidding process. Various sections in the City Charter and the Municipal Code stipulate publishing of notices in the City's official newspaper, as detailed in Attachment 2.

Any legal noticing published in the City's official newspaper is also posted on the City's web site on the page titled "City Bulletin of Public Notices." Cumulatively, City departments spent approximately \$78,000 on legal advertising in Fiscal Year 2002. The annual subscription cost for the current City's official newspaper is \$215.50.

As an alternative to designating a newspaper of general circulation as the City's official newspaper, City Charter, Section 114 (see Attachment 1) states that the Mayor and City Council may direct the City Manager to publish, as often as necessary, a "City Bulletin", which shall contain the transactions and proceedings of the Council, the legal advertising of the City, and any other information relating to the affairs of the City as shall be determined by ordinance or as the City Manager may designate. Further, the "City Bulletin" shall be published in lieu of awarding a contract to a newspaper of general circulation for publication of official advertising when the Mayor and City Council determine that it is to the best advantage of the City. Lastly, Section 114 continues that the "City Bulletin" shall be published, distributed, or sold in such a manner and on such terms as the City Council may deem appropriate.

DISCUSSION

Community Support

In fall 2002, a draft of this Manager's Report was presented to the Mayor's Small Business Advisory Board (SBAB) and the Public Works Advisory Committee (PWAC). Both bodies supported unanimously the draft Manager's report and recommended a public education campaign regarding the shift in the legal focus from print to the electronic medium. The recommendations are incorporated in this report. Also, both bodies recommended that departments continue to publish selected advertisements in various community newspapers.

Designating the City's Web site as the "City Bulletin"

By designating the City's Web site as the "City Bulletin" pursuant to Section 114 of the City Charter, the medium for publishing legal notices shifts from a newspaper of general circulation to the Internet; City Departments will have more flexibility and resources to utilize advertising appropriations for reaching specific communities within the City via community newspapers, bulletin boards, etc.; and a much broader temporal and geographical distribution of information will be achieved. Specifically,

1. Legal noticing will be available on the web site for 24 hours, seven days a week versus just one day in the City's official newspaper.

2. More citizens can be reached.
3. The City's web site is recognized as a central access point for information for citizens.
4. Access to legal noticing will not require a subscription of a newspaper. The City Official Newspaper of record has charged up to \$1,439.54, including tax, for an annual subscription in the past.

Access and Use of the City's Web Site – Individuals and Businesses

In December 2000, as part of the Information Technology Strategic Plan, the consulting firm, Godbe Research & Analysis, conducted a study to assess the Access and Use of Technology by the citizens of San Diego. The survey shows that:

1. 71% of San Diego households own computers and 88% have access to computers.
2. 71% of San Diegans currently use the Internet.
3. 63% of San Diego households are online.

In March 2002, the Purchasing Division surveyed vendors who are certified through the California Department of Transportation as minority- or women-owned business enterprises and whose business is located in San Diego, Orange, and Riverside County. Of the 179 potential providers for services and commodities, all vendors indicated that they either had access to the World Wide Web or received Purchasing's Notices of Bid Opportunities. To ensure a broad dissemination of bidding opportunities, the Purchasing Division sends out electronically a Notice of Bid Opportunity to various ethnic chambers of commerce and the Contracting Opportunities Center for distribution to their respective members. The notice asks prospective vendors to download a bid from the City's web site or to request a hard copy from Purchasing.

To ensure successful utilization of the City's Web site by all citizens and businesses, access to and availability of the information has to be communicated to the citizenry. Public access to computer terminals and the Internet is provided by numerous Community Service Centers and City libraries.

To promote the availability of information on the City's Web site the following public education campaign is proposed:

1. Departments will identify their constituents and inform them about the City's shift of legal noticing from print to the Internet.
2. Publishing of a daily ad for several weeks in the current City's official newspaper announcing the web site as the central repository for legal noticing.
3. Referencing the City's Web site on all City publications such as brochures, etc.
4. Printing of the City's web site address on City stationary.

Supplanting of Current Notification Procedures

Any current legal notification in accordance with State and Federal legal requirements will not be supplanted by the designation of the City's Web site as the "City Bulletin".

To ensure the dissemination of information to specific communities, departments will be encouraged to continue the use of community newspapers.

CONCLUSION

Over the last few years, the City has developed an extensive web site covering all of City government where information for citizens is available 24 hours a day/seven days a week. The City's Internet site has served more citizens in the past years than were served by the City's official newspaper. Further, the City will have more flexibility and resources in utilizing the advertising appropriations to reach out to various communities within the City of San Diego by shifting the legal advertising focus from a newspaper of general circulation to the City's web site.

ALTERNATIVE:

Continue to issue a bid to vendors for the City's official newspaper.

Respectfully submitted,

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Director, General Services

Approved: George Loveland
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ANDERSON/WR

Attachment