

**SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
BOARD OF EDUCATION**

Agenda Item

California law provides that where the competitive process does not produce any advantage, and would be incongruous, futile, and unavailing, the statute requiring competitive bidding does not apply.” (Hiller v. City of Los Angeles (1961) 197 Cal. App. 2d (685, 694.)

Resolution No.3389 identifies the futility of advertising for bids, or to initiate any other authorized procurement methodology, for procurement of Electronic Billboard and Transit Shelter Marketing, because the Vendor has sole jurisdiction of the Transit Shelter advertising market and the Out-of-Home media inventory will enable more people who live within the boundaries of the Sacramento City Unified School District to be reached.

Financial Considerations:

The purchase amount is \$152,826.56

LCAP Goal(s):

Documents Attached:

1. Resolution No. 3389 Declaring Futility of Competitive Bidding for Procurement of Electronic Billboard and Transit Shelter Marketing from Clear Channel Outdoor.
2. Clear Channel Letter
3. Clear Channel Outdoors Sales Contract

Estimated Time of Presentation: N/A

Submitted by: Janea Marking, Chief Business Officer

Tina Alvarez-Bevens, Contract Analyst

Approved by: Lisa Allen, Interim Superintendent

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
RESOLUTION No. 3389

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