

JUSTIFICATION FOR NON-COMPETITIVE PROCUREMENT

COMPLETE THIS SECTION IF NEW CONTRACT

For contract(s) in this request, answer applicable questions in each of the 4 major subject areas below in accordance with the Instructions for Preparation of Non-Competitive Procurement Form on the reverse side.

Request that negotiations be conducted only with DEX (AT&T Real Yellow Pages) or the product and/or services described herein.

(Name of Person or Firm)

This is a request for _____ (One-Time Contractor Requisition # _____, copy attached) or _____ **X** _____ Term Agreement or _____ Delegate Agency (Check one). If Delegate Agency, this request is for "blanket approval" for all contracts within the _____ (Attach List) Pre-Assigned Specification No. _____

(Program Name)

Pre-Assigned Contract No. _____

COMPLETE THIS SECTION IF AMENDMENT OR MODIFICATION TO CONTRACT

Describe in detail the change in terms of dollars, time period, scope of services, etc., its relationship to the original contract and the specific reasons for the change. Indicate both the original and the adjusted contract amount and/or expiration date with this change, as applicable. Attach copy of all supporting documents. Request approval for a contract amendment or modification to the following:

Contract #: _____

Company or Agency Name: _____

Specification # _____

Contract or Program Description: _____

Modification #: _____

(Attach List, if multiple)

Susan Massel
 Originator Name

6-7123
 Telephone

Susan Massel
 Signature

MOWD
 Department

1/10/08
 Date

Indicate **SEE ATTACHED** in each box below if additional space needed:

<input type="checkbox"/> PROCUREMENT HISTORY SEE ATTACHED	
<input type="checkbox"/> ESTIMATED COST SEE ATTACHED	S. S. R. B. DATE <u>1/15/08</u>
<input type="checkbox"/> SCHEDULE REQUIREMENTS SEE ATTACHED	RECOMMENDED APPROVED <u>4-0</u> CONDITIONALLY APPROVED
<input type="checkbox"/> EXCLUSIVE OR UNIQUE CAPABILITY SEE ATTACHED	RETURN TO DEPT _____ DISAPPROVED _____
<input type="checkbox"/> OTHER	

APPROVED BY: *Susan Massel*
 DEPARTMENT HEAD OR DESIGNEE

DATE

S. S. R. B.
 BOARD CHAIRPERSON

1/10/08
 DATE

Sole Source Justification for Dex (AT&T Real Yellow Pages) Directory Advertising

Procurement History:

The Mayor's Office of Workforce Development (MOWD) is requesting to advertise during the period of 2008-2010 in the AT&T Consumer (a combined Yellow and White Pages directory) and AT&T Business to Business Chicago area phone directories, published by Dex. In addition, the proposed contract includes a slightly expanded business-to-business directory ad and online business-to-business listing. Over one third of all customer calls we receive at MOWD are referred through the phone directories. By placing ads in the Dex directory we will be able to sustain and even increase this referral rate, while increasing the likelihood that any Chicagoan in need of assistance from MOWD is aware of our programs and services.

Estimated Cost:

The total cost for advertising in the 2008 DEX Directory is as follows:

- Chicago Consumer & White Pages
 1. 2008 @ \$8,988.00
 2. 2009 @ \$9,360.00 Est.
 3. 2010 @ \$9,744.00 Est.**3-Year Total \$28,092.00 Est.**

 - Chicago Business to Business Directory
 1. 2008 @ \$2,676.00
 2. 2009 @ \$2,784.00 Est.
 3. 2010 @ \$2,892.00 Est.**3-Year Total \$8,352.00 Est.**

 -
 - On-line Business to Business Listing
 1. 2008 @ \$2,328.00
 2. 2009 @ \$2,424.00 Est.
 3. 2010 @ \$2,520.00 Est.**3-Year Total \$7,272.00 Est.**
- 3-Year Grand Total: \$43,716.00**

Scheduled Requirements:

The advertising service will be an annual listing in the two Dex directories as well as an online listing for 2008, 2009 and 2010.

Exclusive or Unique Capability:

Telephone directories are often the first place a person or company goes when looking for specific services or information. They are also a useful "follow up" form of advertising that augments every newspaper, television and radio appearance; when potential clients hear or read about MOWD, they will often find us through the phonebook when they begin their research.

In January of 2007, we began tracking the source of calls with greater accuracy and determined that of the three major sources which drove people to contact our office – family and friends, schools and colleges, and directory listings – directory listings proved to be the largest segment, accounting for 34 percent of all calls from job seekers.

Advertisement in the Dex Directories will also give the City-sponsored employment services and job training programs of MOWD a needed public presence alongside other commercial employment agencies and training services. We have regularly utilized advertising in all area telephone directories, including Yellow Book Directory and Hispanic Yellow Page of America.

Additionally, the program we are proposing for 2008-2010 will include a display ad in the Business to Business Directory and online search capability, to promote MOWD's business service centers, the Chicago Workforce Center for Manufacturing and the Chicago Workforce Center for the Service Industries. The ad is an expansion over a simple type listing from previous years, and the online listing is seen as essential for connecting local employers with workforce development services. Beyond matching job openings with qualified job seekers, our business service centers provide employers with access to a variety of workforce development services aimed at enhancing their ability to compete for new business. MOWD's shift to business-focused, demand-driven services is properly reflected through this additional advertising initiative.



City of Chicago
Richard M. Daley, Mayor

Mayor's Office of
Workforce Development

David Hanson
Commissioner

1615 West Chicago Avenue
Chicago, Illinois 60622
(312) 746-7777
(312) 746-7879 (FAX)
(312) 746-7769 (TTY)

<http://www.cityofchicago.org>

Memo To: Non-Competitive Procurement Review Board

From: Susan Massel, MOWD

Date: December 20, 2007

Re: MOWD Directory Advertising Request for Non-Competitive Procurement with DEX (Requisition #36141)

Thank you for taking the time to meet with us recently, as the Chicago Mayor's Office of Workforce Development seeks approval to enter into a non-competitive contract with Reuben H. Donnelley (RHD), doing business as DEX.

The department currently advertises in three directories on a month to month basis: RHD; Yellow Book (YB); and the Hispanic Yellow Pages. As a certified local exchange carrier providing landline phone service in Illinois, Section 735.180 of the Illinois Commerce Commission (ICC) administrative code requires AT&T to provide a directory. Both representatives of the Illinois Commerce Commission (ICC) and Yellow Pages state that AT&T is the only company in Chicago that is required to meet these guidelines. RHD has the exclusive contractual agreement to publish this directory for AT&T.

For ease of administration, we would like to enter into a three-year agreement with DEX, from 2008 to 2010, for consumer and business to business yellow pages, white pages, and on-line advertising at a cost of \$43,716. Historically, our DEX advertising costs have been approximately \$9,000 per year. This cost will increase in 2008, as we want to purchase advertising on their on-line service for the first time.

DHR, dba as DEX, is uniquely qualified to provide this service because the company:

- Discharges AT&T's ICC regulatory obligation to provide telephone directories in Illinois and Northwest Indiana.
- Reports a Chicago distribution of 6.8 million--this includes yellow pages, on-line, neighborhoods, and plus directories.
- Distributes more directories than any other yellow page publisher, reaching every home and business in the city.
- Provides a white page directory to each customer in the market place, residential and commercial.
- Reports Yellow Book's distribution as 1.29 million--yellow and white pages and on-line--approximately what Yellow Book reports for themselves.



Memo To: Non-Competitive Procurement Review Board
December 20, 2007
Page 2 of 2

--Offers the Plus directory, which is a smaller version of the Chicago Consumer. Studies show that the Plus directory accounts for anywhere from 20 to 47% of calls businesses receive. This is measured by placing unique phone numbers in display ads that are forwarded to the business's main phone line. The calls are captured in the forwarding process. In order to make sure the quantity of calls is accurately reflecting usage of the display ad, these numbers are not used anywhere else.

We also believe that the AT&T Yellow Pages are the most used yellow pages of Chicagoans. A company called Knowledge Networks, SRI, publishes a report called the Yellow Page Market Report or YPMR. YPMR data from July, 2006 to June, 2007 shows that consumers reported using the RHD directory approximately 50% of the time and YB directory approximately 36% of the time. MOWD's own stats record "directory" referrals vs. spoken word and not brand names, such as DEX or Yellow Book. For the program year of 2007, for instance, we show nearly 34% of referring sources being named as "yellow pages," and nearly 7% Internet, with no specific publisher reference.

Other Current MOWD Directory Advertising:

Yellow Book--Our annual advertisement costs with this directory are approximately \$6,000 or \$496 per month. The directory reports a Chicago circulation of 1.2 million. We purchase ads in their Chicago directory, which contains white and yellow pages, and their on-line service. Yellow Book has not historically published neighborhood directories; they are just starting to do so in 2008 with a Lincoln Park/Lakeview directory.

Hispanic Yellow Pages of America—This Chicago Metro directory is just yellow pages; our ad costs approximately \$1,700 a year and reaches 110,000 Hispanic homes and businesses.

We thank you for your consideration.



MOWD
FINANCE

07 NOV 21 PM 4:44

November 20, 2007

Mayor's Office of Workforce Development
Contract Administration Unit
1615 W Chicago Ave
Chicago, IL 60622

Attention: Mr. Peter Murawski

This letter will serve as a proposal for the purchase of telephone directory advertising in the AT&T Real Yellow Pages, Published by Dex. I have included the rates for the next three years of publication. Year's two and three are an estimate and may vary slightly up or down. Please see below for a listing of the directories and applicable rates.

Chicago Consumer and Plus directories – April Publication

Monthly Rate:

2008 \$749

2009 \$780

2010 \$812

White Page

Bold Listing – Mayors Office of Workforce development

Bold Listing – Employment Services

Extra line – “Jobs”

Yellow Pages

Credit card display Ad at heading “Employment Agencies & Employment Service - Government “

Dexknows.com

Yellow pages program duplicated

Yellowpages.com

Yellow pages ad appears

Chicagoland Business To Business Directory – March Publication

Monthly Rate:

2008 \$223

2009 \$232

2010 \$241



Two inch Box with color, in-column at "Employment Agencies"
Credit Card display ad at "Employment Agencies & Employment Service - Government "

Dexb2b.com

Chicago Business To Business program duplicated

Search Engine Marketing – January Start

Monthly Rate:

2008 \$194

2009 \$202

2010 \$210

Value Based paid search, business storefront profile for enhanced organic results.

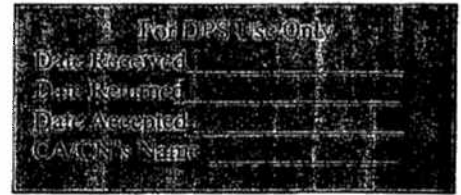
If you have any questions please contact me at 312-240-8072.

Sincerely,

A handwritten signature in black ink, appearing to read "A. J. Reed". The signature is stylized and written in a cursive-like font.

Allen J Reed
District Sales Manager

DPS PROJECT CHECKLIST



IMPORTANT: PLEASE READ AND FOLLOW THE INSTRUCTIONS FOR COMPLETING THE PROJECT CHECKLIST AND CONTACT THE APPROPRIATE UNIT MANAGER IF YOU HAVE ANY FURTHER QUESTIONS. ALL INFORMATION SHOULD BE COMPLETED, ATTACH ALL REQUIRED MATERIALS AND SUBMIT FOR HANDLING TO THE DEPARTMENT OF PROCUREMENT SERVICES, ROOM 403, CITY HALL, 121 N. LASALLE STREET, CHICAGO, ILLINOIS 60602.

GENERAL INFORMATION:

Date: 11/30/07
 REQ No.: 36141
 Specification No.: (if known):
 PO No.: (if known):
 Modification No.: (if known):
 Project Description: Advertisement of MOWD's workforce dev. services in 2008-2010 phone directory and on-line listings.

Contact Person: Susan Massel
 Tel: 6-7123 Fax: 6-7773 E-mail: smassel@cityofchicago.org
 Project Manager:
 Tel: Fax: E-mail: @cityofchicago.org
 Previous PO No.: (if known):

FUNDING:

City: Corporate Bond Enterprise Grant* Other
 State: IDOT/Transit IDOT/Highway Grant* Other
 Federal: FHWA FTA FAA Grant* Other

LINE	FY	FUND	DEPT	ORGN	APPR	ACTV	OBJT	PROJECT	RPTG	\$ DOLLAR AMOUNT
1	07	0765	013	2005	0100	220153	0000	00000000	000000	\$43,716

Estimated Value \$43,716

*IF GRANT FUNDED, A COPY OF THE APPROVED GRANT AND APPLICATION ARE REQUIRED and any other Terms and Conditions that may apply.

SCOPE STATEMENT:

Attached is a Detailed Scope of Services and/or Specification

IMPORTANT: THIS IS A CRITICAL PORTION OF YOUR SUBMITTAL. IN ORDER FOR DPS TO ACCEPT YOUR SUBMITTAL YOU MUST COMPLETE THE SPECIFIC SCOPE REQUIREMENTS AS SET FORTH IN THE SUPPLEMENTAL CHECKLIST FOR THAT UNIT.

The following is a general description of what should be included in a Scope of Services or Specification:
 A clear description of all anticipated services and products, including: time frame for completion, special qualifications of prospective vendors, special requirements or needs of the project, locations, anticipated participating user departments, citation of any applicable City ordinance or state/federal regulation or statute.

TYPE OF PROCUREMENT REQUESTED (check all that apply):

NEW REQUEST

Blanket Agreement
 Standard Agreement
 Small Orders

MOD/AMENDMENT

Time Extension
 Vendor Limit Increase
 Scope Change/Price Increase/Additional Line Item(s)
 Other (specify):

FORMS: Requisition Special Approvals Non-Competitive Review Board (NCRB)

CONTRACT TERM: 1/1/08-12/31/2010 Requested Term (number of months): 36 Months

DPS PROJECT CHECKLIST

PRE BID/SUBMITTAL REQUIREMENTS:

Requesting Pre Bid/Submittal Conference? Yes No Requesting Site Visit? Yes No

ARCHITECTURAL/ENGINEERING SUPPLEMENTAL CHECKLIST

Required Attachments: Scope of Services, including location, description of project, services required, deliverables, and other information as required

Risk Management

Will services be performed within 50 feet of CTA train or other railroad property? Yes No

Will services be performed on or near a waterway? Yes No

If applicable, Pre-Qualification Category No. Category Description:

For Pre-Qualification Program, attach list of suggested firms to be solicited

Other Agency Concurrence Required: None State Federal Other (fill in)

AVIATION CONSTRUCTION SUPPLEMENTAL CHECKLIST

DOA sign-off for final design documents: Yes No

Required Attachments:

Copy of Draft Contract Documents and Detailed Specifications.

Risk Management:

Current Insurance Requirements prepared/approved by Risk Management: Yes No

Will work be performed within 50 feet of CTA or ATS structure or property? Yes No

Will work be performed airside? Yes No

***NOTE:** Any non-construction Aviation request, complete the applicable section.

COMMODITIES SUPPLEMENTAL CHECKLIST

Required Attachments: Detailed Specifications (Scope of Services) including detailed description of the product, delivery location, user department contact, price escalation considerations, Bidder's qualification, contract term and extension options, Contractor's qualifications, citation of any applicable City/State/Federal statutes or regulations, citation of any applicable technical standards and Price Lists/Catalogs, technical drawings and other exhibits and attachments as appropriate.

If Modification request, please verify and provide the following:

Contractor's Name:

Contractor's Address:

Contractor's e-mail Address:

Contractor's Phone Number:

Contractor's Contact Person:

CONSTRUCTION SUPPLEMENTAL CHECKLIST

Required attachments:

Copy of Draft (80% Completion), Contract Documents and Detailed Specifications

Risk Management

Will services be performed within 50 feet of CTA train or other railroad property? Yes No

Will services be performed on or near a waterway? Yes No

DPS PROJECT CHECKLIST

VEHICLES/HEAVY EQUIPMENT SUPPLEMENTAL CHECKLIST

Required Attachments:

- Detailed Specifications including detailed description of the vehicle(s) or equipment, mounted equipment, if any, and options/accessories.
- Special Provisions (Delivery, Warranty, Manuals, Training, Additional Unit Purchase Options, Bid Submittal Information, etc.)
- Delivery Location(s)
- Technical Literature
- Drawings, if any
- Part Number List (Manufacturer; or Dealer; or Other Source:)
- Current Price List(s)/Catalog(s)
- Special Approval Form
- Exhibits and Attachments

If Modification request, please verify and provide the following:

Contractor's Name:

Contractor's Address:

Contractor's e-mail Address:

Contractor's Phone Number:

Contractor's Contact Person:

PROFESSIONAL SERVICES SUPPLEMENTAL CHECKLIST

- Detailed description of project listing obligations of each party.
- The Schedule of Compensation
- Deliverables
- Request for individual contract services (if applicable)
- The appropriate EPS form
- ITSC (approved by BIS)
- OBM (approved by Budget form/memo)
- Grant document attached

Attach any documentation indicating any previous purchase activity to assist in the procurement process

TELECOMMUNICATIONS AND UTILITIES SUPPLEMENTAL CHECKLIST

Required Attachments: Detailed Scope of Services/Specification which sets forth all of the anticipated services and products the user department wants provided, including time frame for completion, special qualifications of prospective vendors, special requirements or needs of the project, locations, anticipated participating user departments, citation of any applicable City ordinance or state/federal regulation or statute.

Has the project been reviewed by BIS? Yes No

Attach copy of BIS Recommendation; Reservation(s); or participate under current contract.

Does the project include software? Yes No

If yes, is signed ITSC form attached? Yes No

Does the location involve:

A public way? Yes No

Any concession in the City's facilities? Yes No

Is it anticipated City Council approval of the project or contract will be required? Yes No

DPS PROJECT CHECKLIST

WORK SERVICES/FACILITY MAINTENANCE SUPPLEMENTAL CHECKLIST

Required Attachments: Detailed Specifications (Scope of Services) including detailed description of the work, locations (with supporting detail), user department contacts, work hours/days, laborer/supervisor mix, compensation and price escalation considerations, Bidder's qualification, contract term and extension options, Contractor's qualifications, citation of any applicable City/State/Federal statutes or regulations, citation of any applicable technical standards and Price Lists/Catalogs, technical drawings and other exhibits and attachments as appropriate.

Risk Management:

Will services be performed within 50 feet (50') of CTA train or other railroad property? Yes No

Will services be performed on or near a waterway? Yes No

Will services require the handling of hazardous/bio-waste material? Yes No

Will services require the blocking of streets or sidewalks which may affect public safety? Yes No

If Modification or Amendment request, please verify and provide the following:

Contractor's Name:

Contractor's Address:

Contractor's e-mail Address:

Contractor's Phone Number:

Contractor's Contact Person:



City of Chicago
Richard M. Daley, Mayor

Mayor's Office of
Workforce Development

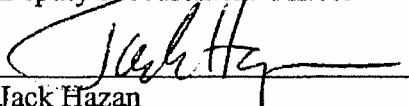
David Hanson
Commissioner

1615 West Chicago Avenue
Chicago, Illinois 60622
(312) 746-7777
(312) 746-7879 (FAX)
(312) 746-7769 (TTY)

<http://www.cityofchicago.org>

TO: Doug Yerkes
Acting Chief Procurement Officer
Department of Procurement Services

Attn: Claude Humphrey
Deputy Procurement Officer

From: 
Jack Hazan
First Deputy Commissioner
Mayor's Office of Workforce Development

Date: November 30, 2007

Subject: Minority Business Enterprise (MBE) and
Women Business Enterprise No Stated Goal Memo
Dex - Requisition No. 36141

This memorandum is in reference to a request for no stated goals for the MBE/WBE requirements in connection with a non-target market contract approval for Dex. Under this contract, the Mayor's Office of Workforce Development is requesting to advertise in the Chicago Consumer (a combined Yellow and White Pages directories) and Chicago Business-to-Business area phone directories - Dex Media Chicago, published by Dex. In addition, the proposed contract includes a slightly expanded business-to-business directory ad and online business-to-business listing.

The objectives of this contract are to sustain the referral rate of calls received from Chicago job seekers wanting to access employment services through MOWD, and to increase the awareness of MOWD's workforce development services for Chicago employers.

Dex does not have direct or indirect local opportunities for MBE/WBE participation, as their purchasing contracts for supplies and services are secured from their main corporate offices located in Cary, N.C. Local branch offices process sales department orders, which are forwarded to Raleigh, NC, where directories are printed. Deliveries are performed locally under an extended contract that does not provide for MBE/WBE opportunities.

Should you have any questions or require additional information, please contact Susan Massel, Director of Communications, at 312-746-7123.

Cc: Peter Murawski
Susan Massel
Contract File



**CITY OF CHICAGO
 PURCHASE REQUISITION**

Copy (Department)

DELIVER TO: 013-2005 GOLDBLATTS 1615 W. CHICAGO AVE. 4TH, 5TH FLOORS Chicago, IL 60622	REQUISITION: 36141 PAGE: 1 DEPARTMENT: 13 - MAYORS OFFICE OF WORKFORCE DE PREPARER: Anthony C Bruce NEEDED: APPROVED: 11/28/2007
---	---

REQUISITION DESCRIPTION

Advertisement-Telephone Directory Listings/Online Listings for the Mayor's Office of Workforce Development
 SPECIFICATION NUMBER: 61591

COMMODITY INFORMATION

LINE	ITEM	QUANTITY	UOM	UNIT COST	TOTAL COST
1	95239.DA	8,352.00	USD	0.00	0.00
Listing in Chicago Business-to-Business Telephone Directory from 01/01/08-12/31/10					

SUGGESTED VENDOR: DEX							REQUESTED BY: Anthony C Bruce				
DIST	BFY	FUND	COST CTR	APPR	ACCNT	ACTV	PROJECT	RPT CAT	GENRL	FUTR	Dist. Amt.
1	007	0765	0132005	0100	220166	0000	00000000	07EB11	00000	0000	0.00
LINE TOTAL:											0.00

LINE	ITEM	QUANTITY	UOM	UNIT COST	TOTAL COST
2	95239.DA	7,272.00	USD	0.00	0.00
Listing on Chicago Business-to-Business Online Directory from 01/01/08-12/31/10					

SUGGESTED VENDOR: DEX							REQUESTED BY: Anthony C Bruce				
DIST	BFY	FUND	COST CTR	APPR	ACCNT	ACTV	PROJECT	RPT CAT	GENRL	FUTR	Dist. Amt.
1	007	0765	0132005	0100	220166	0000	00000000	07EB11	00000	0000	0.00
LINE TOTAL:											0.00

LINE	ITEM	QUANTITY	UOM	UNIT COST	TOTAL COST
3	95239.DA	28,092.00	USD	0.00	0.00
Listing in Chicago Consumer & White Pages 01/01/08-12/31/10					

SUGGESTED VENDOR: DEX							REQUESTED BY: Anthony C Bruce				
DIST	BFY	FUND	COST CTR	APPR	ACCNT	ACTV	PROJECT	RPT CAT	GENRL	FUTR	Dist. Amt.
1	007	0765	0132005	0100	220166	0000	00000000	07EB11	00000	0000	0.00
LINE TOTAL:											0.00

REQUISITION TOTAL: 0.00

07 DEC - 3 PM 3:13