



BRUCE RUDD
City Manager

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August 15, 2016

VIA HAND DELIVERY

Brandi L. Orth
Fresno County Clerk
2221 Kern Street
Fresno, California 93721

Re: Argument In Favor of Measure L

Madam Clerk:

Argument In Favor Of Measure L
City of Fresno – Charter Amendment

The City of Fresno's Charter, approved well before the internet existed, requires the City to publish a notice inviting bids in a newspaper of general circulation and hard copies of bids to be delivered to the City in a sealed envelope. These requirements are more stringent than California law, which allows electronic noticing and submission of bids. The amendment will allow the City to:

1. reduce publication costs;
2. broaden the exposure of bid solicitations and inform more bidders of the opportunities;
3. communicate more efficiently with bidders;
4. accommodate bidders by accepting bids electronically; and
5. utilize existing technology to improve the bid invitation and submission process.

The amendment gives the City an additional means to notice and receive bids and will result in a cost savings to taxpayers.

The undersigned proponent of the primary argument in favor of ballot measure L, City of Fresno-Charter Amendment at the 2016 Presidential general election for the City of Fresno to be held on November 8, 2016, hereby state that this argument is true and correct to the best of his knowledge and belief.

BRUCE RUDD
City Manager

Date: 8/15/16