File No. 120539 Committee Item No. 4
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight **Date** June 14, 2012

Board of Supervisors Meeting **Date** _____

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☒	☐	Resolution
☐	☐	Ordinance
☐	☐	Legislative Digest
☐	☐	Budget and Legislative Analyst Report
☐	☐	Legislative Analyst Report
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☐	☐	Introduction Form (for hearings)
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☐	☐	Public Correspondence

OTHER **(Use back side if additional space is needed)**

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Completed by: Alisa Miller **Date** June 8, 2012
Completed by: _____ **Date** _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.

FILE NO. 120539 RESOLUTION NO.

[Official Advertising, FY2012-2013]

Resolution designating the Examiner to be the official newspaper of the City and County of San Francisco for all official advertising for FY2012-2013.

WHEREAS, In each year, the Board of Supervisors shall designate the official newspaper of the City and County of San Francisco, pursuant to Section 2.80-1 and 2.81 of the San Francisco Administrative Code; now therefore, be it;

RESOLVED, That the Examiner, a newspaper of general circulation published in the City and County of San Francisco for the dissemination of local or telegraphic news and intelligence of a general character, having a bona fide circulation of at least 50,000 copies per calendar week, printed in the City, is hereby designated as an official newspaper of the City and County of San Francisco for the publication of all official advertising of the City and County for Fiscal Year 2012-2013; and, be it

FURTHER RESOLVED, That the Office of Contract Administration is hereby authorized to enter into a contract with the Examiner and said contract(s) must be in accordance with all the contracting requirements of the City and County of San Francisco.

TC95438 Summary of Official Advertising and Clearinghouse Bids for FY12-13
Version Date: June 1, 2012
DRAFT

Minimum Qualifications	Bidder 2 SF Chronicle	Bidder 3 The Examiner
Frequency of Publication: ability fo place ads for at least 2 consecutive days	yes	yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court	yes	yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17)	yes	yes
Print Location: Printed in City and County on 3 or more days in a calendar week	no (printed in Fremont, CA)	yes

Estimated Contract Value for FY12-13: $50,000

San Francisco Chronicle is deemed non-responsive to minimum requirements according to Admin Code Section 2.81 because they are not printed locally.

In FY12-13 Bid Evaluation, The Examiner received 26.7 points our of 32 possible evaluation points. The SF Chronicle received 21.4 points for ads not using Clearinghouse Services (lower bid price) and 19.8 points for the ads using Clearinghouse Services (higher bid price).

The apparent high scorer is The Examiner.

In FY11-12, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. The Examiner was awarded the business for the first half of the year. The SF Chronicle was awarded the business for the back half of the year.

Evaluation Points		Without Clearinghouse Services				With Clearinghouse Services			
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points
Advertising Price	15	$ 4.30	11.4	$ 3.26	15	$ 4.99	9.8	$ 3.26	15
Circulation	10	1,651,957	10	772,885	4.7	1,651,957	10	772,885	4.7
Newsstand Price	5	$1.00 - $3.00	0	Free	5	$1.00 - $3.00	0	Free	5
Locally Owned and operated	2	No	0	Local	2	No	0	Local	2
Total Evaluation Points	***32***		***21.4***		***26.7***		***19.8***		***26.7***
LBE Preference	10%	n/a	0%	n/a	0%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%	2% Net 30	2%	1% Net 10	0%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			**22.1**		**27.0**		**20.4**		**27.0**

City and County of Sa Francisco **Office of ontract Administration**

Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser

Purchasing

June 1, 2012

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2012 JUN -4 AM 10: 11

To: Angela Calvillo
Clerk of the Board

From: Jaci Fong
Director of OCA

Subject: Resolution Designating Official Newspaper for FY 12-13
Term Contract No. Change from 95437 to 95438

The requirement for Official Advertising & Clearinghouse Services was originally released for bid on April 18, 2012. However, it was "No Awarded" on May 16, 2012 in order to add language to the "Default;Remedies" contract condition which would address missed and/or misplaced ads by the newspaper and/or clearinghouse. That language was reviewed and approved by the City Attorney and added to the new contract proposal/rebid. The new contract proposal/rebid was released for bid on May 23, 2012 and bids were received on June 1, 2012.

The bids received on June 1, 2012 for TC95438 were identical to those received for TC95437 (No Award) and all Minimum Requirements were met. Therefore, the bid evaluation and point results remain unchanged and OCA's recommended awardee is *The Examiner*.

OCA regulations require that we officially recommend only responsive bidders for contract awards but the Board of Supervisors has historically used its discretion to award the Official Advertising contract to multiple bidders to best serve the City's official advertising needs.

Included in this submission are the Draft Resolution, Bid Evaluation Sheet and Ethics Forms with updated dates.

If you have any questions or require additional information, please contract Jennifer Browne on my team at 415-554-4751.

City Hall, Room 430 1 Dr. Carlton B. Goodlett Place Tel. (415) 554-6743 Fax (415) 554-6717 San Francisco CA 94102-4685
Home Page: http://www.sfgov.org/oca Recycled paper, 100% PCW E-mail: oca@sfgov.org

City and County of San Francisco **Office of Contract Administration**

Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser

Purchasing

May 8, 2012

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2012 MAY -9 PM 1:51

To: Angela Calvillo
Clerk of the Board

From: Jaci Fong
Director of OCA

Subject: Resolution Designating Official Newspaper for FY 12-13

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all advertising for Fiscal Year 12-13.

The attached table, "Summary of Official Advertising Bids for FY 12-13," shows that *The Examiner* submitted the only responsive bid for official advertising. The *San Francisco Chronicle's* bid was non-responsive because the *San Francisco Chronicle* is not printed in San Francisco.

The total estimated contract value for FY 12-13 is $50,000. Contract value has decreased over the last two fiscal years due to an increase in information being published on City department websites per legislative ordinance 318-10 (December 14, 2010) amending Chapter 2 of the San Francisco Administrative Code by adding Article XII, Sections 2.96 through 2.100.

The third and fourth attachments are the Mayor's and Board's versions of San Francisco Ethics Commission form 126, "Notification of Contract Approval."

If I can provide any additional information, please let me know.

Enclosures: Summary of Official Advertising Bids for FY 12-13

Resolution designating *The Examiner* as the official newspaper

S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)

S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

City Hall, Room 430 1 Dr. Carlton B. Goodlett Place Tel. (415) 554-6743 Fax (415) 554-6717 San Francisco CA 94102-4685
Home Page: http://www.sfgov.org/oca Recycled paper, 100% PCW E-mail: oca@sfgov.org

File No. 120539

FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL

(S.F. Campaign and Governmental Conduct Code § 1.126)

City Elective Officer Information *(Please print clearly.)*	
Name of City elective officer(s): Members, Board of Supervisors	City elective office(s) held: Members, Board of Supervisors

Contractor Information *(Please print clearly.)*	
Name of contractor: The Examiner	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. ***Use additional pages as necessary.*** David Black, CEO and Director Todd Vogt, President and COO Patrick Brown, CFO	
Contractor address: 71 Stevenson Street, Suite 200, San Francisco, CA 94105	
Date that contract was approved: *(By the SF Board of Supervisors)*	Amount of contracts: Based on formula for an estimated value of $50,000.
Describe the nature of the contract that was approved: Official Advertising	
Comments: Jaci Fong, Director of Office of Contract Administration. 415-554-6701	

This contract was approved by (check applicable):

☐ the City elective officer(s) identified on this form

☑ a board on which the City elective officer(s) serves: San Francisco Board of Supervisors
Print Name of Board

☐ the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on this form sits

_____
Print Name of Board

Filer Information *(Please print clearly.)*	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer) — Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk) — Date Signed