

File No. 230738

Committee Item No. 8

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date July 12, 2023

Board of Supervisors Meeting Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- Evaluation Summary FY2023-2024
- OCA Presentation 7/12/2023
- _____
- _____
- _____
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- _____
- _____
- _____

Completed by: Brent Jalipa Date July 6, 2023

Completed by: Brent Jalipa Date _____

1 [Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner -
2 FY2023-2024]

3 **Resolution designating Clinton Reilly Communications, dba The San Francisco**
4 **Examiner, to be the official newspaper of the City and County of San Francisco for all**
5 **official advertising for Fiscal Year (FY) 2023-2024.**

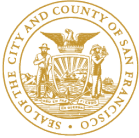
6
7 WHEREAS, In each year, the Board of Supervisors shall designate the official
8 newspaper of the City and County of San Francisco, pursuant to Administrative Code,
9 Sections 2.80-1 and 2.81; now, therefore, be it

10 RESOLVED, That *The San Francisco Examiner*, a newspaper of general circulation
11 published in the City and County of San Francisco for the dissemination of local or telegraphic
12 news and intelligence of a general character, having a bona fide circulation of at least 50,000
13 copies per calendar week, printed in the City, is hereby designated as an official newspaper of
14 the City and County of San Francisco for the publication of all official advertising of the City
15 and County for Fiscal Year (FY) 2023-2024; and, be it

16 FURTHER RESOLVED, That the Office of Contract Administration is hereby
17 authorized to enter into a contract with *Clinton Reilly Communications.*, dba *The San*
18 *Francisco Examiner*, and said contract(s) must be in accordance with all the contracting
19 requirements of the City and County of San Francisco; and, be it

20 FURTHER RESOLVED, That within 30 days of the contract being fully-executed by all
21 parties, the Office of Contract Administration shall provide the final contract to the Clerk of the
22 Board for inclusion into the official file.

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24
25



**San Francisco Office of the City Administrator
City Administrator Carmen Chu**

FY23-24 Official Newspaper and Outreach Periodicals

Files [230738](#) and [230737](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee
July 12, 2023

Background: Official & Outreach Advertising

- In 1994, voters passed Proposition J, mandating the Board of Supervisors to designate each Fiscal Year the Official Newspaper and Outreach Periodicals for publication of official City notices.
- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
 - The Office of Contract Administration (OCA) annually issues solicitations for selection of Official Newspaper and Outreach Periodicals
 - Solicitations are based on Administrative Code-mandated evaluation requirements
 - OCA makes recommendation for designations and award of contracts to the Board of Supervisors
 - The Board of Supervisors, by resolution, designates Official Newspaper and Outreach Periodicals and authorizes contract award

Definitions & Minimum Requirements per Administrative Code Sections 2.80-1 – 2.81-4

■ Official Newspaper

- ✓ Printed in San Francisco on three or more days in a calendar week
- ✓ Circulation of at least 50,000 copies per calendar week

- ## ■ Outreach Community: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. *The Board of Supervisors may determine different outreach communities from time to time.*

■ Outreach Community Periodical

- ✓ Printed in San Francisco on one or more days in a week
- ✓ Primary circulation in the Outreach Community

■ Outreach Neighborhood Periodical

- ✓ Printed on one or more days in a month
- ✓ Primary circulation in the neighborhood (*"neighborhood" not defined in Code*)

Official Newspaper

Summary

- Two proposals submitted.
- One deemed non-responsive.

OCA Recommendation for Designation and Contract Award

- *Clinton Reilly Communications, dba San Francisco Examiner*: the sole responsive proposer meeting all qualifications set forth in the Administrative Codes Sec. 2.80 through 2.81.

NEWSPAPER	RESPONSIVE? <small>(MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)</small>	OCA RECOMMENDATION
Clinton Reilly Communications, dba San Francisco Examiner	YES	DESIGNATE & AWARD OFFICIAL ADVERTISING CONTRACT
San Francisco Chronicle	NO <i>Not printed in San Francisco</i>	<i>Non-Responsive; cannot recommend</i>

Outreach Periodical

Summary

- Eleven (11) proposals submitted.
- Seven (7) of the eleven (11) proposals were deemed responsive as they met all of the minimum qualifications requirements per Code.

OCA Recommendation for Designation and Contract Award

- OCA Recommendation based upon highest rated proposer per category who met all qualification requirements as set forth in San Francisco Administrative Codes 2.80 through 2.81.

Outreach Community Periodical

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE? <i>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</i>	RANK IN COMMUNITY CATEGORY	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Hispanic	El Reportero LLC	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
Chinese	Sing Tao Daily	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
	Wind Newspaper	YES	1	YES

- *No proposals received for African American Outreach Community*

Outreach Neighborhood Periodical

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE? <small>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</small>	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Mission	Acción Latina dba El Tecolote Newspaper	YES	1	YES
Castro, Noe Valley, Duboce Triangle Neighborhoods	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Richmond District and Sunset District	Richmond Review and Sunset Beacon	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Castro	Sullivan Communications dba San Francisco Bay Times	YES	1	YES
Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Tenderloin	Wind Newspaper	YES	1	YES
All other underrepresented neighborhoods	Hearst Communications, Inc. dba SF Chronicle	YES	1	YES

Thank You

Evaluation Summary for Official Advertising for Fiscal Year 2023-2024

Evaluation Key		Clinton Reilly Communications - San Francisco		SF Chronicle - Div of Hearst Comms	
		Examiner		Non-Responsive (Not Printed in San Francisco)	
	Max Points	Bid	Awarded Points	Bid	Awarded Points
Price Evaluation - Lowest Total Proposed Price / Proposer's Total Proposed Price) x (Maximum Points possible for Price)	15	\$6.00 per line per day	15	6.25 per line per day	0
Circulation - Proportional Circulation Points = 10 x (Lower circulation/higher circulation)	10	30,400 Circulation on Sunday 30,695 Circulation on Wednesday 30,695 Circulation on Thursday 25,000 Circulation on Friday 116,790 Weekly Average Circulation	10	1,629,344 Total bona fide print and digital replica circulation	0
Newspaper Cost (Majority of circulation is free)	5	Free	5	\$3.00 Daily	0
Locally Owned	2	Yes	2	No	0
Minority Owned	2	No	0	No	0
Woman Owned	2	No	0	No	0
Total Score	36	32		0	



San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 230738

Bid/RFP #: 0000008082

Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of \$100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: <https://sfethics.org/compliance/city-officers/contract-approval-city-officers>

1. FILING INFORMATION

TYPE OF FILING	DATE OF ORIGINAL FILING (for amendment only)
Original	
AMENDMENT DESCRIPTION – Explain reason for amendment	

2. CITY ELECTIVE OFFICE OR BOARD

OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Karina Smith	628-652-1641
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	karina.smith@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Clinton Reilly Communications - San Francisco	TELEPHONE NUMBER 415-591-1821
STREET ADDRESS (including City, State and Zip Code) 465 California St, Ste 1600, San Francisco, CA 94104	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000008082	FILE NUMBER (If applicable) 230738
DESCRIPTION OF AMOUNT OF CONTRACT \$300,000		
NATURE OF THE CONTRACT (Please describe) Per the San Francisco Administrative Code 2.80 to 2.81-1, the purpose of this contract is to provide the hardcopy publication of official notices and other notices for the City, which shall be published in the Official Notices section of the advertising section of the newspaper for the city.		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Reilly	Clinton	CEO
2	McDermott	Sean	Other Principal Officer
3	Heist	Brandon	CFO
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9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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<input type="checkbox"/>	Check this box if you need to include additional names. Please submit a separate form with complete information. Select "Supplemental" for filing type.		

10. VERIFICATION

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
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To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser^{SK}
Date: June 12, 2023
Subject: **Resolution Designating Official Newspaper for Fiscal Year 2023-2024**

Enclosed is the resolution recommending designation of Clinton Reilly Communications dba San Francisco Examiner (“San Francisco Examiner”) as the City and County of San Francisco’s (“City’s”) official newspaper for all official advertising for Fiscal Year 2023-2024, based on the formal and competitive solicitation results evaluated according to requirements set forth in San Francisco Administrative Code sections 2.80 and 2.81.

Background

Administrative Code Sections 2.80 and 2.81, adopted via ballot measure in 1994, is an ordinance requiring the City to utilize locally-published newspapers to provide notification of governmental proceedings via official public notices. Pursuant to the Code, the City’s Board of Supervisors, each fiscal year, must designate the “Official Newspaper(s)” and one or more “Outreach Periodicals” that serve the diverse communities making up the population of the City.

The Official Newspaper must be a newspaper of general circulation published for the dissemination of local or telegraphic news and intelligence of general character, with a bona fide circulation of at least 50,000 copies per calendar week and which is printed in the City on three or more days in a calendar week.

An Outreach Periodical must be a periodical which circulates primarily in one of the “Outreach Communities” and which is printed in the City and County on one or more days in a calendar week. Outreach Communities are specifically defined to include: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. However, the Board of Supervisors may determine different outreach communities from time to time, and has in the past, designated as Outreach Periodicals those which serve specific neighborhoods within the City.

Solicitation Process

The solicitation and recommendation process to select the Official Newspaper and Outreach Periodicals was added to the Administrative Code via Proposition J in 1994; therefore, the basic structure of the solicitation can only be altered by voter mandate. The result is a process that is distinct from other competitive solicitations run by the Office of Contract Administration (OCA).

Pursuant to the Code, each year OCA is required to issue a public solicitation seeking proposals for the selection of the Official Newspaper(s) and the Outreach Periodicals. The selection process for the designation of these periodicals and the resulting contract awards varies from typical procurement process, in that the qualification requirements, evaluation criteria, and scoring methodology are highly prescribed in Administrative Code Sections 2.80 – 2.81. OCA cannot deviate from these selection requirements when making a recommendation to the Board of Supervisors.

Based on the scores, OCA provides a recommendation to the Board of Supervisors. The Board of Supervisors then designates both an Official Newspaper and Outreach Periodicals by resolution; the Board of Supervisors need not follow

the recommendation made by OCA, and has in the past added Outreach Periodicals not recommended by OCA.

Summary of Solicitation Results

The OCA received and evaluated two (2) proposals for its formal and competitive solicitation for Official Advertising. As shown below and in the attached table, “Summary of Official Advertising Bids for Fiscal Year 2023-2024,” the San Francisco Examiner submitted the only responsive proposal.

A “responsive” proposal is one which meets all the qualification requirements and achieves the highest score pursuant to the evaluation requirements specified in Administrative Code Section 2.81. The San Francisco Chronicle’s proposal was deemed not responsive because it is not printed in San Francisco, a qualification set forth in San Francisco Administrative Code 2.80.

PERIODICAL	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	OCA RECOMMENDATION FOR DESIGNATION & AWARD
San Francisco Examiner	YES	YES
San Francisco Chronicle	NO Not printed in San Francisco	NO Deemed not responsive

Recommendation

OCA recommends designation as the City’s Official Newspaper and award of the Fiscal Year 2023–2024 Official Advertising contract to the sole responsive proposer, San Francisco Examiner.

The total estimated contract value for official advertising for Fiscal Year 2023–2024 is **\$300,000**.

If you have any questions or require additional information, please contact Wil Alderman at 628-652-1647 or wil.alderman@sfgov.org.

- Enclosures:
- 1) Official Advertising for Fiscal Year 2023-2024 - Evaluation Summary
 - 2) Resolution designating the San Francisco Examiner as the Official Newspaper
 - 2) S.F. Ethics Commission Form 126f2 Submission
 - 3) S.F. Ethics Commission Form 126f4 Submission