

File No. 210639

Committee Item No. 9

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget & Appropriations Committee

Date June 14, 2021

Board of Supervisors Meeting

Date June 22, 2021

#### Cmte Board

- |                                     |                                     |  |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/>            | Motion                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

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

- |                                     |                                     |                       |
|-------------------------------------|-------------------------------------|-----------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Bid Comparison</u> |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____                 |
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| <input type="checkbox"/>            | <input type="checkbox"/>            | _____                 |

Completed by: Linda Wong

Date June 7, 2021

Completed by: Linda Wong

Date June 18, 2021

1 [Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner -  
2 FY2021-2022]

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) 2021-2022.**

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 260,894  
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 FY2021-2022; 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.

23  
24  
25

TC 95447 Official Advertising Services FY21-22  
 Bid Comparison

ADVERTISING	1	2
<b>Minimum Qualifications</b>	<b>San Francisco Chronicle</b>	<b>San Francisco Print Media Co. (DBA The SF Examiner)</b>
1. Proposer must have a bona fide circulation of at least 50,000 copies per calendar week	Circulation Audit Report not provided	Yes
2. The newspaper must be a newspaper of General Circulation which has been adjudicated as such by the City and County of San Francisco Superior Court.	Circulation Decree not provided	Yes
3. Proposer's newspaper must be printed in the City on three or more days in a calendar week. Proposer must submit with their proposal evidence to prove the printing address	No (printed in Fremont, CA)	Yes (Wed, Thur, Fri, Sun)
4. Proposer must provide evidence that it is able to place advertising on two (2) or more consecutive days at a time.	Yes	Yes
<b>Responsive</b> (All required bid documents submitted on/before deadline)	<b>No</b>	<b>Yes</b>

ADVERTISING					
Newspaper	Responsive?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	NO	\$6.25	\$1,175 (188 lines)		0.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES	\$3.75	\$986.25 (263 lines)	-16%	0.00%

\*Sample Ad Price is the sum of Sample Ad A and Sample Ad B pricing for each newspaper.

ADVERTISING					
Evaluation Scores					
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
Advertising Price (sample ad price)	15	\$1,175.00	12.6	\$986.25	15.0
Circulation	10	1,201,676	10.0	260,894	2
Newsstand Price	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally, Minority, Woman Owned	2	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>32</b>		<b>22.6</b>		<b>22</b>



**To:** Angela Calvillo, Clerk of the Board

**From:** Sailaja Kurella, Acting Director of Office of Contract Administration (OCA) and Purchaser

**Date:** May 28, 2021

**Subject: Resolution Designating Official Newspaper for Fiscal Year 2021 - 2022**

Enclosed is the resolution recommending designation of *Clint Reilly Communications dba San Francisco Examiner* (“*San Francisco Examiner*”) as the City’s official newspaper for all Advertising for Fiscal Year 21-22, based on the formal and competitive solicitation results evaluated according to requirements specified in the solicitation and set forth in San Francisco Administrative Code sections 2.80 and 2.81.

**Summary of Solicitation Results**

The Office of Contract Administration (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 2021 - 2022,” the *San Francisco Examiner* submitted the only responsive proposal. A “responsive” proposal is one which meets all the qualifications and requirements as specified in a solicitation.

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.

<b>PERIODICAL</b>	<b>RESPONSIVE?</b> (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	<b>RANK</b>	<b>OCA RECOMMENDATION</b>
<b>San Francisco Chronicle</b>	<b>NO</b> Not printed in San Francisco and did not submit other required documentations	<b>1</b>	<b>NO</b> Deemed not responsive
<b>Clint Reilly Communications dba San Francisco Examiner</b>	<b>YES</b>	<b>2</b>	<b>YES</b>

**Recommendation**

OCA recommends designation as the City’s official newspaper and award of the Fiscal Year 2021–2022 Official Advertising contract to the sole responsive proposer, *San Francisco Examiner*. Note that the Board of Supervisors has historically used its discretion to award the Official Advertising contract to multiple proposals in order to best serve the City’s official advertising needs.

The total estimated contract value for official advertising for Fiscal Year 2021–2022 is \$400,000.

If you have any questions or require additional information, please contact Daniel Sanchez at 415-554-6735 or [daniel.sanchez@sfgov.org](mailto:daniel.sanchez@sfgov.org).

**City and County of San Francisco**  
London N. Breed, Mayor

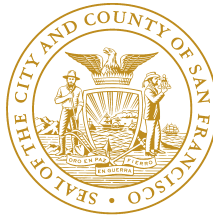


**Office of the City Administrator**  
Carmen Chu, City Administrator  
Sailaja Kurella, Acting Director  
Office of Contract Administration/Purchasing

Enclosures:

- 1) Summary of Official Advertising Bids for Fiscal Year 2021-2022
- 2) Resolution designating the *San Francisco Examiner* as the official newspaper
- 3) S.F. Ethics Commission form 126f2, Notification of Submission Proposal

**City & County of San Francisco**  
London N. Breed, Mayor



**Office of the City Administrator**  
Carmen Chu, City Administrator

## MEMORANDUM

To: Clerk of the Board of Supervisors

From: Nicole Agbayani  
Director of Community Affairs, Office of the City Administrator

Re: Legislative Introduction  
Official Advertising Contract

CC: Sailaja Kurella  
Purchaser and Director, Office of Contract Administration

Date: May 28, 2021

Attached, please find a resolution authorizing OCA to enter into a contract for official advertising with Clinton Reilly Communications, dba The San Francisco Examiner.

Please contact Daniel Sanchez of OCA at [Daniel.j.sanchez@sfgov.org](mailto:Daniel.j.sanchez@sfgov.org) or 415-554-6735 with any questions.

We respectfully request that this matter be scheduled in the Budget and Finance Committee to ensure a contract is in place for the official advertising at the beginning of the next fiscal year.



## 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](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 210639

Bid/RFP #: 95447

### 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

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

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Clint Reilly Communications/SF Examiner	<b>TELEPHONE NUMBER</b> 415-591-1821
<b>STREET ADDRESS (including City, State and Zip Code)</b> 465 California St., Suite 1600, San Francisco, CA 9410	<b>EMAIL</b>

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95447	<b>FILE NUMBER (If applicable)</b> 210639
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$400,000		
<b>NATURE OF THE CONTRACT (Please describe)</b> 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"/>	<b>THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM</b>
<input checked="" type="checkbox"/>	<b>A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES</b> Board of Supervisors
<input type="checkbox"/>	<b>THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS</b>



**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	Reulbach	Paul	CFO
3	Barbero	Aaron	COO
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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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><b>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</b></p>   <p>BOS Clerk of the Board</p>	<p><b>DATE SIGNED</b></p>
---	---------------------------

**From:** [Agbayani, Nicole \(ADM\)](#)  
**To:** [BOS Legislation, \(BOS\)](#)  
**Cc:** [Kurella, Sailaja \(ADM\)](#); [Sanchez, Daniel \(ADM\)](#); [RivamonteMesa, Abigail \(BOS\)](#); [Wong, Linda \(BOS\)](#); [Somera, Alisa \(BOS\)](#)  
**Subject:** Office of Contract Administration -- Designation of next fiscal year's Official advertising  
**Date:** Friday, May 28, 2021 8:48:29 AM  
**Attachments:** [95447 Resolution-Official Advertising FY 21-22.doc](#)  
[Contract 95447 Resolution Memo Official Advertising FY 21.22.doc](#)  
[Cover Memo Official Advertising.pdf](#)  
[Summary of Official Advertising Bids for Fiscal Year 2021-2022.pdf](#)  
[SFEC Form 126f2---Submission of Proposal---Da-signed.pdf](#)  
[SFEC Form 126f4BOS---Notification of Contract - SF Examiner.pdf](#)

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Hello,

Attached are proposed legislative item concerning the designation of next fiscal year's Official Advertising newspaper. Thank you.

The electronic attachments are listed below:

- 95447 Resolution-Official Advertising FY 21-22
- Contract 95447 Resolution Memo\_Official Advertising FY 21.22
- Cover Memo\_Official Advertising
- Summary of Official Advertising Bids for Fiscal Year 2021-2022
- SFEC\_Form\_126f2---Submission\_of\_Proposal---Da-signed
- SFEC\_Form\_126f4BOS---Notification\_of\_Contract - SF\_Examiner

Staff contact:

- Daniel Sanchez, OCA at [Daniel.j.sanchez@sfgov.org](mailto:Daniel.j.sanchez@sfgov.org) or 415-554-6735

Nicole J. Agbayani  
Office of the City Administrator  
City & County of San Francisco  
City Hall, Room 362

1 [Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner -  
2 FY2021-2022]

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