



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.

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

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.

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