

File No. 220659

Committee Item No. 4

Board Item No. 30

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Appropriations Committee Date June 22, 2022

Board of Supervisors Meeting Date July 12, 2022

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 FY2022-2023
- OCA Presentation – 6/22/2022
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Brent Jalipa Date June 17, 2022

Completed by: Brent Jalipa Date July 6, 2022

1 [Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner -
2 FY2022-2023]

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) 2022-2023.**

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 212,019
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 FY2022-2023; 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

Office of Contract Administration

Contracts for Official and Outreach Advertising Services Overview & Proposed Contract Awards (Files 220658 & 220659)

Sailaja Kurella and Daniel Sanchez
Office of Contract Administration
June 22, 2022



Background: Official & Outreach Advertising

- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out outreach advertising services annually, per Administrative Code 2.81 through 2.81-4.
- The City is required to publicly post notices of government business, in newspapers that are locally published and printed.
- Every year OCA conducts the solicitations based on the Administrative Code mandated evaluation guidelines and then presents award recommendations to the Board of Supervisors.
- The Board of Supervisors makes the award determination by designating contract recipients.

Minimum Requirements, per Administrative Code 2.81- 2.81-4

- Official Newspaper
 - ✓ Print in San Francisco on three or more days in a calendar week
 - ✓ Circulation of at least 50,000 copies per calendar week
- Outreach Community Newspapers
 - ✓ Printed in San Francisco on one or more days in a week
 - ✓ Primary circulation in the Community
- Outreach Neighborhood Newspapers
 - ✓ Printed on one or more days in a month
 - ✓ Primary circulation in the Neighborhood

Official Advertising Recommendation FY 22-23

Summary

- Two proposals submitted.

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

Award Recommendation:

- San Francisco Examiner**. The only responsive proposer meeting all qualifications set forth in the Administrative Codes 2.80 through 2.81.
- Contract will cover period for Fiscal Year 2022 – 2023.

Outreach Advertising Recommendations FY22-23

Summary

- Sixteen (16) proposals submitted. Ten (10) of the sixteen (16) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

Award Recommendation:

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

	Chinese Community	Hispanic Community	LGBT Community & Castro/ Noe Valley/ Duboce Triangle Neighborhoods	Bayview Hunter's Point Neighborhood	Castro Neighborhood	Noe Valley Neighborhood	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhoods	Mission Neighborhood	Chinatown Neighborhood
OCA Recommended Awardee	World Journal SF, LLC	El Reportero	Bar Media, Inc.dba Bay Area Reporter	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	San Francisco Bay Times	The Noe Valley Voice	Street Media, LLC. dba Marina Times	Accion Latina dba El Tecolote Newspaper	Wind Newspaper

Thank you

Reference Material

Outreach Advertising Bid Evaluation

OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY	OCA RECOMMENDATION
Community: Black Community	SF Bay View National Black Newspaper	NO Not printed in SF	1	NO Deemed not responsive
Community: Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Community: Chinese	World Journal SF, LLC	YES	1	YES
	Wind Newspaper	YES	2	NO Ranked Second
	Sing Tao Daily	NO Not printed in SF	N/A	NO Deemed non-responsive
	The China Press	NO Not printed in SF	N/A	NO Deemed non-responsive
Community: Hispanic	El Reportero	YES	1	YES
Community: Latinx	Accion Latina dba El Tecolote Newspaper	NO Not printed in SF Not printed weekly	N/A	NO Deemed non-responsive
Neighborhood: Bayview Hunter's Point	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	YES	1	YES
Neighborhood: Castro/ Noe Valley/ Duboce Triangle	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Neighborhood: Castro	San Francisco Bay Times	YES	1	YES
Neighborhood: Noe Valley	The Noe Valley Voice	YES	1	YES
Neighborhood: Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero	Street Media, LLC. dba Marina Times	YES	1	YES
Neighborhood: Mission	Accion Latina dba El Tecolote Newspaper	YES	1	YES
Neighborhood: Chinatown	The China Press	NO	N/A	NO Deemed non-responsive
	Wind Newspaper	YES	1	YES

Official Advertising Bid Evaluation

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

Evaluation KEY	
Evaluation Categories	Total Points Available (per category)
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>)	15.00
Circulation as submitted	
Daily Circulation	10.00
Periodical Cost	5.00
Locally Owned	2.00
Minority Owned	2.00
Woman-Owned	2.00
Total Evaluation Points	36.00

	SF Examiner		San Francisco Chronicle	
			Non-Responsive (Not printed in San Francisco)	
	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>)	\$4.00 per actual line	15	\$6.25 per actual line	0
Circulation as submitted	24,220 circulation on Wednesday 24,200 circulation on Thursday 20,000 on Friday 87,213 on Sunday 155,653 weekly average		1,729,388 bona fide circulation per week	
Daily Circulation	22236	10	247055	0
Periodical Cost	Free	5	\$2.00 daily (price raises to \$3.00 daily on 5-23-22) \$3.00 on Sunday	0
Locally Owned	YES	2	YES	0
Minority Owned	NO	0	NO	0
Woman-Owned	NO	0	NO	0
Total Points Earned	32		0	

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

Evaluation KEY	
Evaluation Categories	Total Points Available (per category)
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services)	15.00
Circulation as submitted	
Daily Circulation	10.00
Periodical Cost	5.00
Locally Owned	2.00
Minority Owned	2.00
Woman-Owned	2.00
Total Evaluation Points	36.00

	SF Examiner		San Francisco Chronicle	
			Non-Responsive (Not printed in San Francisco)	
	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services)	\$4.00 per actual line	15	\$6.25 per actual line	0
Circulation as submitted	24,220 circulation on Wednesday 24,200 circulation on Thursday 20,000 on Friday 87,213 on Sunday 155,653 weekly average		1,729,388 bona fide circulation per week	
Daily Circulation	22236	10	247055	0
Periodical Cost	Free	5	\$2.00 daily (price raises to \$3.00 daily on 5-23-22) \$3.00 on Sunday	0
Locally Owned	YES	2	YES	0
Minority Owned	NO	0	NO	0
Woman-Owned	NO	0	NO	0
Total Points Earned	32		0	

	SF Examiner	SF Chronicle
Official Advertising		
Did the bidder submit the following documentation?	YES	Incomplete
MQ EVALUATION		
MQ1 (Weekly Circulation): Proposer must have a bona fide circulation of at least 50,000 newspaper copies per calendar week.	Yes	Yes
MQ2: (General Circulation): Proposer must have a newspaper of General Circulation, which has been adjudicated by the City and County of San Francisco Superior Court.	Yes.	Yes
MQ3: (Printing in San Francisco): Proposer must print their respective newspaper in the City and County of San Francisco (the "City") on three or more days in a calendar week.	Yes	No. Printed in Fremont.
MQ4: (Consecutive Day Circulation): Proposer must circulate their respective newspaper on two (2) or more consecutive days.	Yes	Yes
OTHER REQUIRED DOCUMENTS		
RSD4 Non-Profit Entities- Compliance with Chapter 12L.	Not applicable	Not applicable
RSD5 Photocopies of the newspaper's 4 most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient.	Yes	No.
Attachment 2: Proposer Questionnaire and References	Yes	Yes
Attachment 3: CMD Form 3	Yes	Yes
Attachment 6: Price Proposal Template	Yes	Yes
Attachment 7: First Source Hiring Form	Yes	Yes
Attachment 11: San Francisco Ethics Commission Forms	Yes	Yes
Attachment 12: Distribution and Home Deliveries Declaration Forms	Yes	Yes
Signed Addendum 1	Yes	Yes
Signed Addendum 2	Yes	Yes

KEY

Failed MQ/ did not submit
Submitted; incomplete
Cured by bidder, OCA
Compliant
Micro-LBE
Bidding as LBE; not on directory



To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser
Date: May 27, 2022

Subject: Resolution Designating Official Newspaper for Fiscal Year 2022 - 2023

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 22-23, 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 2022 - 2023,” 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)	OCA RECOMMENDATION
Clint Reilly Communications dba San Francisco Examiner	YES	YES
San Francisco Chronicle	NO Not printed in San Francisco and did not submit other required documentations	NO Deemed not responsive

Recommendation

OCA recommends designation as the City’s official newspaper and award of the Fiscal Year 2022–2023 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 2022–2023 is **\$300,000**.

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

- Enclosures:
- 1) Official Advertising for Fiscal Year 2022-2023_Evaluation Summary
 - 2) Resolution designating the *San Francisco Examiner* as the official newspaper
 - 3) S.F. Ethics Commission form 126f4 Submission



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 #: 220659

Bid/RFP #: 0000006769

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
Victoria Falcon	(415) 554-6734
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	victoria.falcon@sfgov.org

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

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000006769	FILE NUMBER (If applicable) 220659
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	Green	James	Other Principal Officer
3	Reulbach	Paul	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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50			

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>
---	---------------------------

From: [Yip, Angela \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Sanchez, Daniel \(ADM\)](#); [Kurella, Sailaja \(ADM\)](#); [Falcon, Victoria \(ADM\)](#); [Po, Vivian \(ADM\)](#)
Subject: Office of Contract Administration - Legislative Introduction (Official Advertising Contract)
Date: Friday, May 27, 2022 11:33:02 AM
Attachments: [Official Ad Evaluation Summary.pdf](#)
[SFEC Form 126f4BOS---Notification of Contract pending signature TC 95448.pdf](#)
[Contract Resolution Memo Official Advertising FY 22.23.pdf](#)
[Contract Resolution-Official Advertising FY 22-23.doc](#)

Dear Clerk of the Board,

Attached, please find a 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 2022-2023, 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.

Should you have any questions or require additional information, please contact Daniel Sanchez from the Office of Contract Administration, CC'd here, at 415-554-6735.

Thank you,

Angela Yip | Pronouns: she/her
Office of the City Administrator
City and County of San Francisco
City Hall, Room 362

[Sign up here](#) to receive the City Administrator's newsletter.