

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 _____

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)

- Bid Comparison _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Linda Wong

Date June 7, 2021

Completed by: Linda Wong

Date _____

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.

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24
25

TC 95447 Official Advertising Services FY21-22

Bid Comparison

ADVERTISING	1	2
Minimum Qualifications	San Francisco Chronicle	San Francisco Print Media Co. (DBA The SF Examiner)
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
Responsive (All required bid documents submitted on/before deadline)	No	Yes

ADVERTISING	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
Total Evaluation Points	32		22.6		22



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.

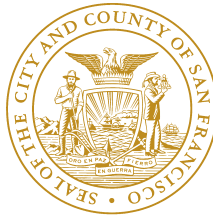
City and County of San Francisco
London N. Breed, Mayor



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



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 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 . 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

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
Drake Herrador	415-554-6264
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Clint 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 9410	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95447	FILE NUMBER (If applicable) 210639
DESCRIPTION OF AMOUNT OF CONTRACT \$400,000		
NATURE OF THE CONTRACT (Please describe) <p>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</p>		

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	Reulbach	Paul	CFO
3	Barbero	Aaron	COO
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9. AFFILIATES AND SUBCONTRACTORS

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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>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</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](#)

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 or 415-554-6735

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

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2 FY2021-2022]

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