

File No. 240363

Committee Item No. 9

Board Item No. 13

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date May 8, 2024

Board of Supervisors Meeting Date May 14, 2024

Cmte Board

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OTHER (Use back side if additional space is needed)

- Reference Draft Modification No. 7
- Recommended Awards
- OCA Presentation 5/8/2024
- _____
- _____
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- _____

Completed by: Brent Jalipa Date May 2, 2024

Completed by: Brent Jalipa Date May 9, 2024

1 [Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner -
2 FY2024-2025]

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) 2024-2025.**

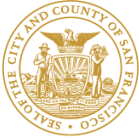
6
7 WHEREAS, In each year, the Board of Supervisors shall designate the official
8 newspaper of the City and County of San Francisco, pursuant to Administrative Code,
9 Sections 2.80-1 and 2.81; now, therefore, be it

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) 2024-2025; and, be it

16 FURTHER RESOLVED, That the Office of Contract Administration is hereby
17 authorized to award *Clinton Reilly Communications, dba The San Francisco Examiner* as a
18 sub-award to the Daily Journal, the City's official Clearinghouse contractor be in accordance
19 with all the contracting requirements of the City and County of San Francisco; and, be it

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

23
24
25



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

FY24-25 Official Newspaper and Outreach Periodicals

Files [240363](#) and [240364](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee
May 8, 2024

Official & Outreach Advertising: **Background**

- In 1994, voters passed Proposition J which mandates the Board of Supervisors to designate, each Fiscal Year, for the purpose of publishing official City notices:
 - Up to one *daily* “Official” newspaper (SF Administrative Code Sec. 2.81 and Sec. 2.81-1);
 - Up to one *weekly* “Community-Based” outreach periodical for each San Francisco community (SF Administrative Code Sec. 2.81-3); and
 - Where the Board of Supervisors finds that certain neighborhoods are not being adequately served by the Official newspaper and the Community-Based outreach periodicals, up to one *monthly* “Neighborhood-Based” outreach periodical for each San Francisco Neighborhood. (SF Administrative Code Sec. 2.81-4).

Selection Process

- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
 - Each fiscal year, the Office of Contract Administration (OCA) must issue solicitations for the selection of an Official Newspaper, Community-Based outreach periodicals, and Neighborhood-Based outreach periodicals.
 - Upon receiving and reviewing the proposals, OCA makes recommendation for award to the Board of Supervisors who, by resolution, designates Official Newspaper, Community-Based" outreach periodicals, and Neighborhood-Based outreach periodicals for that fiscal year.

The Clearinghouse Process

- Historically, the City has used a competitively selected clearinghouse to act as the central point of contact between the City and the various publications through which advertisements are placed. In this role, the clearinghouse receives and coordinates the placement of advertisement through the selected publications, timely processes payments to each publication, and then bills City on their behalf. This ensures publications, particularly small ones, are paid in a timely and efficient manner. It also reduces the administrative burden on City staff.
- Beginning in FY24-25, and consistent with the historical practice describe above, each awardee will be added as a subcontractor to the clearinghouse's contract with City, rather than signing a direct agreement with the City. This will reduce the current administrative burden on OCA, as well as the publications, almost all of whom are small operations with little capacity to enter into and manage a direct contract with the City.

Definitions and Minimum Requirements

- **Daily 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.

- **Weekly Community-Based Outreach Periodicals:**

- ✓ Periodicals that target a specific community, defined as the Lesbian/Gay/Bisexual, African American, Hispanic and Chinese communities and other communities as determined by the Board of Supervisors.
- ✓ Printed in San Francisco and published one or more days per week.

- **Monthly Neighborhood-Based Outreach Periodicals:**

- ✓ Periodicals that target a specific San Francisco neighborhood, as determined by the Board of Supervisors.
- ✓ Published one or more days per month.

Evaluation Criteria as per Admin Code

■ Daily Official Newspaper:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%

■ Weekly Community-Based Outreach Periodicals:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%
- ✓ **Foreign Language Publications:** 5 points if published in native language of community

■ Monthly Neighborhood-Based Outreach Periodicals:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%

Proposals Summary & Recommendation:

Official Newspaper

NEWSPAPER	RESPONSIVE? <small>(MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)</small>	OCA RECOMMENDATION FOR DESIGNATION & AWARD
San Francisco Examiner	YES	YES
San Francisco Chronicle	NO Not printed in San Francisco	No Non-Responsive

Proposals Summary & Recommendation:

Weekly Community-Based Outreach Periodicals

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bay Area Reporter	YES	1	YES
Chinese	Wind Newspaper	YES	1	YES
Chinese	World Journal	NO Ranked 2 for Chinese Community	2	NO Ranked 2 for the Chinese community.
Hispanic	El Reportero LLC	NO Not printed in SF	N/A	NO Non-Responsive
All San Francisco Communities	San Francisco Chronicle	NO Not printed in SF	N/A	NO Non-Responsive

Proposals Summary & Recommendation:

Monthly Neighborhood-Based Outreach Periodicals

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Castro, Noe Valley, Duboce Triangle	San Francisco Bay Times	YES	1	YES
Castro, Noe Valley, Duboce Triangle	Bay Area Reporter	YES	2	NO Ranked 2 for Castro, Noe Valley, Duboce Triangle.
Bayview/Hunters Point, Mission, Bernal Heights	El Reportero	YES	1	YES
Bayview/Hunters Point, Visitacion Valley	Henry Society Journal	YES	1	YES
Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	World Journal	YES	1	YES
Noe Valley, Diamond Heights	Noe Valley Voice	YES	1	YES
Potrero Hill, Dogpatch, Mission Bay, E. SOMA	Potrero View	YES	1	YES

Proposals Summary & Recommendation:

Neighborhood-Based Outreach Periodicals (continued)

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial District, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, SOMA, Marina, North Beach	San Francisco Examiner	YES	1	YES
Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, Merced Heights	Sing Tao Daily	YES	1	YES
Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Wind Newspaper	YES	1	YES
Mission, Excelsior, Potrero Hill	El Tecolote	YES	1	YES
All San Francisco Neighborhoods	Small Business Exchange	YES	1	YES
All San Francisco Neighborhoods	San Francisco Chronicle	YES	2	NO Ranked 2 for All San Francisco Neighborhoods

Thank You

Historical Reference Material

Comparison of Fiscal Year 2023-2024 and Fiscal Year 2024 – 2025 Outreach Periodicals

Recommended Awards for Outreach Advertising 2024-2025															
Recommended Awardee	Community Periodical				Neighborhood Periodical										
	African American	LGBT Community	Chinese Community	Hispanic Community	Mission, Bernal Heights, Bay View/Hunters Point	Mission, Excelsior, Potrero Hill	Bayview Hunters Point & Visitacion Valley	Noe Valley, Diamond Heights	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	Castro, Noe Valley, Duboce Triangle	Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial Dist, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	Chinatown, Richmond, Portola Valley, Excelsior, Outer Mission, Oceanview, Ingleside, and Merced Heights	All San Francisco	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	
	none - no Proposers	Bay Area Reporter	Wind Newspaper	none - Proposer Non-Responsive	El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Potrero View	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal

Recommended Awards for Outreach Advertising 2023-2024													
Recommended Awardee	Community Periodical				Neighborhood Periodical								
	African American	LGBT Community	Chinese Community	Hispanic Community	Bayview Hunter's Point Neighborhood	Castro/ Noe Valley/ Duboce Triangle Neighborhood	Castro Neighborhood	Noe Valley Neighborhood	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhood	Mission Neighborhood	Chinatown Neighborhood	All under represented neighborhoods	Hearst Communications Inc dba SF Chronicle
	none - no Proposers	Bay Area Reporter	Wind Newspaper	none - Proposer Non-Responsive	none - no Proposers	Bay Area Reporter	San Francisco Bay Times	none - Proposer Non-Responsive	none - no Proposers	El Tecolote	Wind Newspaper		

Recommended Awards for Neighborhood Outreach Advertising 2024-2025

Recommended Awardee

El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Potrero View	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal
Mission, Bernal Heights, Bay View/Hunters Point	Mission, Excelsior, Potrero Hill	Bayview Hunters Point & Visitacion Valley	Noe Valley, Diamond Heights	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	Castro, Noe Valley, Duboce Triangle	Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial Dist, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights	All San Francisco	Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition

Neighborhood(s) Proposed

Recommended Awards for Community Outreach Advertising 2024-2025

Recommended Awardee

Bay Area Reporter	Wind Newspaper
LGBTQ Community	Chinese/Asian Community

Community(s) Proposed

Evaluation Summary NEIGHBORHOOD Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		El Reportero		El Tecolote		Henry Society Journal		Noe Valley Voice		San Francisco Chronicle		Potrero View	
Proposed Neighborhood(s)	Castro/Duboce Triangle/Noe Valley		Mission, Bernal Heights, Bay View/Hunters Point		Mission, Excelsior, Potrero Hill		Bayview Hunters Point & Visitacion Valley		Noe Valley, Diamond Heights		All San Francisco		Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	
Recommend for Award (Y or N)	No (Rank 2)		Yes		Yes		Yes		Yes		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$855.31	15.00	\$336.00	15.00	\$850.00	15.00	\$575.00	15.00	\$799.00	3.75	\$450.00	15.00
Circulation (10 points)	20000	7	4000	10	7000	10	50	10	3000	10	14364	10	6275	10
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00	YES	2.00
Total Points Earned	23.90		27.00		25.00		25.00		27.00		13.75		27.00	

Bay Area Reporter and San Francisco Bay Times proposed same neighborhoods

San Francisco Chronicle and Small Business Exchange proposed same neighborhoods

	San Francisco Bay Times		San Francisco Examiner		Sing Tao Daily		Wind Newspaper		World Journal		Small Business Exchange	
Proposed Neighborhood(s)	Castro, Noe Valley, Duboce		Sunset, Presidio Heights,		Chinatown, Richmond, Sunset,		Chinatown, Sunset, Richmond,		Bayview/Hunters Point, Chinatown,		All San Francisco	
Recommend for Award (Y or N)	Yes		Yes		Yes		Yes		Yes		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$500.00	14.25	\$1,000.00	15.00	\$375.00	15.00	\$590.00	15.00	\$236.00	15.00	\$200.00	15.00
Circulation (10 points)	29000	10	22195	10	6500	10	5900	10	1584	10	1176	1
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	NO	0.00	NO	0.00
Total Points Earned	26.25		27.00		25.00		25.00		25.00		15.82	

Evaluation Summary COMMUNITY Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		San Francisco Chronicle (Non		El Reportero LLC		World Journal		Wind Newspaper	
Proposed Community(s)	LGBTQ Community		All San Francisco Communities		Hispanic Community		Chinese Community		Chinese Community	
Recommend for Award (Y or N)	Yes		No (Non Responsive) Not Printed in San Francisco		No (Non Responsive) Not Printed in San Francisco		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$799.00	0	\$855.31	0	\$236.00	15.00	\$590.00	6.00
Daily Circulation (10 points)	20000	10.00	2,052	0	4000	0	226	0.38	5900	10.00
Periodical Cost (5 points)	Free	\$5.00	\$3.00	0.00	Free	0.00	\$0.75	0.00	Free	5.00
Locally Owned (2 points)	YES	2.00	NO	0.00	YES	0.00	NO	0.00	NO	0.00
Foreign- Language Publication (2 points)	NO	0.00	NO	0.00	YES	0.00	YES	2.00	YES	2.00
Total Points Earned	32.00		0.00		0.00		17.38		23.00	

Wind Newspaper and World Journal proposed same Community



Contract Modification 7

Official and Outreach Advertising Clearinghouse Services

Supplier: Daily Journal Corporation

Ari G. Arambula
915 E 1st Street
Los Angeles, CA 90012
(213) 220-5530
Ari_gutierrez@dailyjournal.com

Date: 07/01/2024
Buyer Name: Karina Smith
Term contract: 95700
Contract ID: 1000010088
Supplier ID: 0000021899
Type: Indefinite Quantity
Not-to-exceed amount: **\$2,000,000.00**

The history of this contract and its modifications is as follows:

Modification	Start date	End date	Amount
Original contract	07/01/18	06/30/21	\$1,000,000.00
1	No change	06/30/23	\$1,500,000.00
2	No change	No change	No change
3	No change	No change	No change
4	No Change	6/30/2024	\$2,000,000
6	No Change	No Change	No Change
7	No Change	06/30/2025	No Change

This modification No. 7 changes the contract as follows:

1. Update the awarded Outreach and Official Periodicals for Fiscal Year 2024-25: See attachment A of this Modification; and

All other terms and conditions remain the same.

CITY

Supplier Name: Daily Journal Corporation

Recommended by:

Wilton Alderman
Procurement Manager
Office of Contract Administration

Michelle Stephens
Vice President

City Supplier Number: 0000021899

Approved:

Sailaja Kurella
Director of the Office of Contract Administration,
and Purchaser

Attachment A

**List of Outreach and Official Advertising Newspapers for Fiscal Year 2024-2025
(July 1, 2024- June 30, 2025)**

COMMUNITY OUTREACH NEWSPAPERS						
Item No.	Newspaper	Bid Items	Bid Pricing – Paid to Newspaper	Ad Qty	15% Clearinghouse Commission	Total Unit Price Charged to City
1.	Bay Area Reporter	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$71.25	\$546.25
2.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$590.00	1	\$88.50	\$678.50

COMMUNITY OUTREACH NEWSPAPERS						
Item No.	Newspaper	Bid Items	Bid Pricing – Paid to Newspaper	Ad Qty	Extended Price	Extended Price
1.	San Francisco Bay Times	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$403.75	\$403.75
2.	El Reportero	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$855.31	1	\$128.30	\$983.61
3.	El Tecolote	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$336.00	1	\$50.40	\$386.40
4.	Henry Society Journal	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$850.00	1	\$127.50	\$977.50
5.	Noe Valley Voice	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$575.00	1	\$86.25	\$661.25
6.	Potrero View	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$450.00	1	\$67.50	\$517.50
7.	San Francisco Examiner	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$1,000.00	1	\$150.00	\$1,150.00

8.	Sing Tao Daily	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$375.00	1	\$56.25	\$431.25
9.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$590.00	1	\$88.50	\$678.50
10.	World Journal	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$236.00	1	\$35.00	\$271.00
11.	Small Business Exchange	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$200.00	1	\$30.00	\$230.00

OFFICIAL NEWSPAPERS							
Item No.	Newspaper	Bid Items	Bid Price Per Line	Less 10% withholding by City	Plus 15% for Clearing House	Total Charged to City	Net Paid to Newspaper
1.	SAN FRANCISCO EXAMINER	Clearinghouse Service: OFFICIAL Advertising, Price Per LINE Advertisement	\$7.00	\$0.70	\$1.05	\$7.35	\$6.30



To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchasing ^{SK}
Date: April 12, 2024
Subject: **Resolution Designating Official Newspaper for Fiscal Year 2024-2025**

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 2024-2025, 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 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.

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 2024-2025,” 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 2024–2025 Official Advertising award to the sole responsive proposer, San Francisco Examiner.

The total estimated award value for official advertising for Fiscal Year 2024–2025 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 2024-2025 - 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



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 #: 240363

Bid/RFP #: 0000009250

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
wil Alderman	628-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Clinton Reilly Communications dba SF Examiner	TELEPHONE NUMBER 415-591-1821
STREET ADDRESS (including City, State and Zip Code) 465 California St	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000009250	FILE NUMBER (If applicable) 240363
DESCRIPTION OF AMOUNT OF CONTRACT \$300,000		
NATURE OF THE CONTRACT (Please describe) Per the San Francisco Administrative Code 2.80-2.81-1, the purpose of this award is to provide a 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 official 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
4			
5			
6			
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18			
19			

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
20			
21			
22			
23			
24			
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26			
27			
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29			
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31			
32			
33			
34			
35			
36			
37			
38			

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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
39			
40			
41			
42			
43			
44			
45			
46			
47			
48			
49			
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>
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From: [Moser, Lily \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Alderman, Wil \(ADM\)](#); [Hayward, Sophie \(ADM\)](#); [Yip, Angela \(ADM\)](#)
Subject: Legislative Introduction: Resolution Designating Official Newspaper and Outreach Periodicals
Date: Monday, April 15, 2024 10:50:59 AM
Attachments: [24-25 Official Advertising Resolution Memo.pdf](#)
[24-25 Outreach Advertising Resolution Memo.pdf](#)
[24-25 File XXXXXX Official Advertising Resolution.doc](#)
[24-25 File XXXXXX Outreach Advertising Resolution.doc](#)
[CAT on 126f forms.pdf](#)
[Summary.pdf](#)
[SFEC Form 126f2 Submission of Proposal v2019-11-04.pdf](#)
[Contract 1000010088 Mod No 7 Daily Journal.docx](#)
[SFEC Form 126f4BOS Notification of Contract Approval.pdf](#)

Good Morning Clerk of the Board,

Please see the attached resolution authorizing the Office of Contract Administration (OCA) to designate Clinton Reilly Communications, dba The San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for Fiscal Year (FY) 2024-2025 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. The packet also includes a subsequent resolution designating local outlets as outreach community-based periodicals for the Fiscal Year (FY) 2024-2025.

Enclosed is the following:

1. Official Resolution Memo
2. Outreach Resolution Memo
3. Official Resolution
4. Outreach Resolution
5. Email from CAT confirming only the Official Award will need the Ethics forms (since no contracts are being issued to any of the awardees)
6. Summary of Awards
7. Form 126f2
8. Clearinghouse Draft Contract (Board does not approve this but submitting for reference since we do not have other contracts)
9. Form 126f4

Note that none of these outreach advert will enter into contracts. OCA will amend the Clearinghouse contract to name the awardees that can be used.

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

Please confirm what date this will be slated for introduction.

Best,
Lily Moser