



1 [Official Advertising - San Francisco Print Media Co. (dba The SF Examiner) - FY2019-2020]

2  
3 **Resolution designating San Francisco Print Media Co. (dba The SF Examiner) to be the**  
4 **official newspaper of the City and County of San Francisco for all official advertising**  
5 **for FY2019-2020.**

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 *San Francisco Print Media Co. (DBA The SF Examiner)*, a  
11 newspaper of general circulation published in the City and County of San Francisco for the  
12 dissemination of local or telegraphic news and intelligence of a general character, having a  
13 bona fide circulation of at least 50,000 copies per calendar week, printed in the City, is hereby  
14 designated as an official newspaper of the City and County of San Francisco for the  
15 publication of all official advertising of the City and County for FY2019-2020; and, be it

16 FURTHER RESOLVED, That the Office of Contract Administration is hereby  
17 authorized to enter into a contract with *San Francisco Print Media Co. (DBA The SF*  
18 *Examiner)*, and said contract(s) must be in accordance with all the contracting requirements of  
19 the City and County of San Francisco.

# City and County of San Francisco

# Office of Contract Administration



London N. Breed  
Mayor

Alaric Degrafinried  
Director and Purchaser

Purchasing

May 6, 2019

**To:** Angela Calvillo, Clerk of the Board  
**From:** Alaric Degrafinried, Director of Office of Contract Administration (OCA) and Purchaser  
**Subject:** Resolution Designating Official Newspaper for Fiscal Year 2019 - 2020

Enclosed is the resolution that would designate *San Francisco Print Media Co. (DBA The SF Examiner)* as the City's official newspaper for all Advertising for Fiscal Year 19-20.

The Office of Contract Administration (OCA) received and evaluated two (2) bids for its formal and competitive solicitation for Official Advertising. This year's competitive solicitation was advertised as multiple-award bids for a Primary and Secondary Contractor, to ensure the City's need for continuous Official Advertising. Upon evaluation, OCA is recommending award to the only responsive and responsible bidder. A "responsive" bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. Additionally, a "responsible" bidder is one who meets all the qualifications and requirements as specified in a solicitation. As seen in the attached table, "Summary of Official Advertising Bids for Fiscal Year 2019 - 2020," *San Francisco Print Media Co. (DBA The SF Examiner)* submitted the only responsive and responsible bid, and also submitted the lowest advertising price. The *San Francisco Chronicle's* bid was deemed not responsible because it is not printed in San Francisco, a qualification set forth in San Francisco Administrative Code 2.80. In addition, the *San Francisco Chronicle's* bid price is higher than, " *San Francisco Print Media Co. (DBA The SF Examiner)*'s bid. The proprietors of printing services have been increasingly moving their facilities out of the City. OCA policy dictates that we officially recommend only responsive and responsible bidders for contract awards but the Board of Supervisors has historically used its discretion to award the Official Advertising contract to multiple bidders to best serve the City's official advertising needs.

The total estimated contract value for official advertising for Fiscal Year 2019 - 2020 is \$400,000.

The third and fourth attachments are the Mayor's and Board's versions of San Francisco Ethics Commission Form 126, "Notification of Contract Approval."

If you have any questions or require additional information, please contact Florence Kyaun on my team at (415) 554-6263.

Enclosures: Summary of Official Advertising Bids for Fiscal Year 2019-2020  
  
Resolution designating *San Francisco Print Media Co. (DBA The SF Examiner)* as the official newspaper  
  
S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)  
  
S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

TC 95445 Official Advertising Services FY19-20  
Bid Comparison

ADVERTISING	1	2
Minimum Qualifications (must establish has met them for at least 4 weeks prior to bid opening of 4/1/2019)	San Francisco Chronicle	San Francisco Print Media Co (The SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 66.I.MQ2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 66.I.MQ5)	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 66.I.MQ6 and Attachment B)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 66.I.MQ7)	NO (printed in Fremont, CA)	Yes
Responsive (All required bid documents submitted on/before deadline)	NO (printed in Fremont, CA)	Yes

ADVERTISING	Responsive? / Responsible?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	YES/NO	\$6.25	\$1,175 (188 lines)		2.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES/YES	\$3.75	\$885 (236 lines)	-25%	0.00%

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

ADVERTISING	Evaluation Scores				
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	The SF Examiner Points
Advertising Price (per 76.A.1)	15	\$1,175.00	11.3	\$885.00	15.0
Circulation (per 76.A.2)	10	1,134,723	10	391,410	3
Newsstand Price (per 76.A.3)	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (76.A.4)	2	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>32</b>		<b>21.3</b>		<b>23</b>

		SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	The SF Examiner Points
LBE Preference (per 76.A.5)	10%	NO	0%	NO	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	0% Net 30	0%
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>21.99</b>		<b>23.74</b>



# OFFICE OF THE CITY ADMINISTRATOR



London M. Breed Mayor  
Naomi M. Kelly, City Administrator

## MEMORANDUM


To: Clerk of the Board of Supervisors

From: Bill Barnes  
Senior Advisor, Office of the City Administrator

Re: Legislative Introduction  
Official Advertising Contract <sup>(B)</sup>

CC: Alaric Degrafinried  
Purchaser and Director, Office Contract Administration

Date: May 6, 2019

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 MAY -6 AM 11:51  
BY 

Attached, please find a resolution authorizing OCA to enter into a contract for official advertising with the San Francisco Print Media Company.

Please contact Florence Kyaun of OCA at 415-554-6263 or [Florence.Kyaun@sfgov.org](mailto:Florence.Kyaun@sfgov.org) with any questions.

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

**FORM SFEC-126: NOTIFICATION OF CONTRACT APPROVAL**  
(S.F. Campaign and Governmental Conduct Code § 1.126)

<b>City Elective Officer Information</b> <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Media Co. (San Francisco Examiner)	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>David Black CEO Jay Curran Publisher</p>	
Contractor address: 835 Market St Ste 550 San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: Not-to-exceed \$400,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</b>	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves San Francisco Board of Supervisors  
Print Name of Board
- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

\_\_\_\_\_  
Signature of City Elective Officer (if submitted by City elective officer)

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

\_\_\_\_\_  
Date Signed

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Chronicle	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Bill Nagel, Publisher Christina Howell, VP of Finance &amp; CFO</p>	
Contractor address: 901 Mission Street, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: Not to exceed \$400,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</b>	

This contract was approved by (check applicable):

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Signature of City Elective Officer (if submitted by City elective officer)

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Date Signed

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Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

\_\_\_\_\_  
Date Signed

