

File No. 130565

Committee Item No. 1

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: 06/19/2013

Board of Supervisors Meeting

Date: \_\_\_\_\_

#### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

(Use back side if additional space is needed)

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Completed by: Victor Young

Date June 14, 2013

Completed by: Victor Young

Date \_\_\_\_\_

1 [Official Advertising - The Examiner - FY2013-2014]

2 **Resolution designating The Examiner to be the official newspaper of the City and**  
3 **County of San Francisco for all official advertising for FY2013-2014.**  
4

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

8 RESOLVED, That *The Examiner*, a newspaper of general circulation published in the  
9 City and County of San Francisco for the dissemination of local or telegraphic news and  
10 intelligence of a general character, having a bona fide circulation of at least 50,000 copies per  
11 calendar week, printed in the City, is hereby designated as an official newspaper of the City  
12 and County of San Francisco for the publication of all official advertising of the City and  
13 County for Fiscal Year 13-14; and, be it

14 FURTHER RESOLVED, That the Office of Contract Administration is hereby  
15 authorized to enter into a contract with The Examiner and said contract(s) must be in  
16 accordance with all the contracting requirements of the City and County of San Francisco.  
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25

# City and County of San Francisco

# Office of Contract Administration



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser  
Purchasing

May 30, 2013

**To:** Angela Calvillo, Clerk of the Board

**From:** Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser 

**Subject:** Resolution Designating Official Newspaper for FY 13-14

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all advertising for Fiscal Year 13-14.

The attached table, "Summary of Official Advertising Bids for FY 13-14," shows that *The Examiner* submitted the only responsive bid for official advertising. The *San Francisco Chronicle's* bid was non-responsive because the *San Francisco Chronicle* is not printed in San Francisco. OCA regulations require that we officially recommend only responsive 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. Last year, the Board of Supervisors recommended award of the Official Advertising contract to both newspapers in 6 month increments.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the official newspaper. The clearinghouse transmits the City's ads to the newspapers and handles invoicing and payment. OCA received one (1) responsive bid from The Daily Journal who has been providing clearinghouse services to the City for several years

The total estimated contract value for FY 13-14 is \$48,000. Contract value has decreased over the last two fiscal years due to an increase in information being published on City department websites per legislative ordinance 318-10 (December 14, 2010) amending Chapter 2 of the San Francisco Administrative Code by adding Article XII, Sections 2.96 through 2.100.

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 Deirdre Darley on my team at 415-554-6751.

Enclosures: Summary of Official Advertising Bids for FY 13-14  
Resolution designating *The 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)

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
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Minimum Qualifications	Bidder 1 The Examiner	Bidder 2 SF Chronicle
Frequency of Publication: ability to place ads for at least 2 consecutive days	yes	yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court	yes	yes
Circulation: at least 50K copies per calendar week. Declaration re: Home Deliveries (form P-17)	yes	yes
Print Location: Printed in City and County on 3 or more days in a calendar week	yes	no (printed in Fremont, CA)

Estimated Contract Value for FY13-14: \$48,000

San Francisco Chronicle is deemed non-responsive to minimum requirements according to Admin Code Section 2.81 because it is not printed locally.

In FY13-14 Bid Evaluation, The Examiner received 26.4 points out of 32 possible evaluation points. The SF Chronicle received 20.4 points.

The apparent high scorer is The Examiner.

In FY12-13, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. The Examiner was awarded the business for the first half of the year. SF Chronicle was awarded the business for the back half of the year.

Evaluation Points	Total Available Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points
<i>Evaluation factors per Admin. Code Sec. 2.81</i>					
Advertising Price	15	\$ 4.99	9.8	\$ 3.26	15
Circulation	10	1,651,957	10	680,484	4.1
Newsstand Price	5	\$1.00 - \$3.00	0	Free	5
Locally Owned and operated	2	No	0	Local	2
<b>Total Evaluation Points</b>	<b>32</b>		<b>19.8</b>		<b>26.1</b>
LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>20.4</b>		<b>26.4</b>

TC95439 Summary of Official Advertising and Clearinghouse Bids for FY13-14  
Version Date: May 30, 2013

Minimum Qualifications	Bidder 1 The Examiner	Bidder 2 SF Chronicle
Frequency of Publication: ability to place ads for at least 2 consecutive days	yes	yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court	yes	yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17)	yes	yes
Print Location: Printed in City and County on 3 or more days in a calendar week	yes	no (printed in Fremont, CA)

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**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, Board of Supervisors	City elective office(s) held: Members, Board of Supervisors
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: <b>The Examiner</b>	
<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> David Black, CEO Todd Vogt, President and CEO Patrick Brown, EVP and CFO	
Contractor address:	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contract: Based on formula
Describe the nature of the contract that was approved: Newspaper Advertising contract	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) 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