

File No. 180498

Committee Item No. 7

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date June 14, 2018

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)

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Completed by: Linda Wong

Date June 8, 2018

Completed by: Linda Wong

Date _____

1 [Official Advertising - San Francisco Print Media Co., dba San Francisco Examiner -
2 FY2018-2019]

3 **Resolution designating San Francisco Print Media Co., dba San Francisco Examiner, to**
4 **be the official newspaper of the City and County of San Francisco for all official**
5 **advertising for FY2018-2019.**

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 San Francisco 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 FY2018-2019; 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 San Francisco*
18 *Examiner*, and said contract(s) must be in accordance with all the contracting requirements of
19 the City and County of San Francisco.

TC 95444 Official Advertising Services FY18-19
Bid Comparison

ADVERTISING	1	2
Minimum Qualifications (must establish has met them for at least 4 weeks prior to bid opening of 4/13/2018)	San Francisco Chronicle	San Francisco Print Media Co (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
Newspaper					
1 San Francisco Chronicle	NO/NO	\$4.25	\$682.77 (189 lines)	-4%	2.00%
2 San Francisco Print Media Co. (DBA SF Examiner)	YES/YES	\$3.75	\$710.99 (193 lines)		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	SF Examiner Points
Advertising Price (per 76.A.1)	15	\$682.77	15.0	\$710.99	14.4
Circulation (per 76.A.2)	10	1,229,131	10	475,723	4
Newsstand Price (per 76.A.3)	5	\$1.50 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (76.A.4)	2	NO	0	NO	0
Total Evaluation Points	32		25.0		23

		SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	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%
Total Points with Bid Discounts Applied			25.81		23.57

City and County of San Francisco

Office of Contract Administration



Mark E. Farrell
Mayor

Jaci Fong
Director and Purchaser
Purchasing

April 25, 2018

To: Angela Calvillo, Clerk of the Board

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

Subject: Resolution Designating Official Newspaper for Fiscal Year 2018 - 2019

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all Advertising for Fiscal Year 18-19.

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 a multiple awards bid 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 meets all the bid requirements, including submitting, by the due date and time as specified in a solicitation. As seen in the attached table, "Summary of Official Advertising Bids for Fiscal Year 2018 - 2019," the *San Francisco Examiner* submitted the only responsive and responsible bid for official advertising. The *Francisco Chronicle's* bid was deemed not responsive because it is not printed in San Francisco, a qualification set forth in San Francisco Administrative Code 2.80. 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 2018 - 2019 is \$300,000.

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 2018-2019

Resolution designating the *San Francisco 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)

2018 MAY - 8 AM 10:28
BOARD OF SUPERVISORS
SAN FRANCISCO, CA 94102

**FORM SFEC-126: NOTIFICATION OF
CONTRACT APPROVAL**

(S.F. Campaign and Governmental Conduct Code § 1.126)

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

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Chronicle	
<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>	
Jeff Johnson, Publisher Christina Howell, VP of Finance & CFO	
Contractor address: 901 Mission Street, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Official Advertising Services	
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 _____

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

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

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

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

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

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Media Co (San Francisco Examiner)	
<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 Jay Curran, Publisher	
Contractor address: 835 Market St., Ste 550 San Francisco, CA 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Official Advertising Services	
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
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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

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

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