



1 [Official Advertising - FY2015-2016]  
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3 **Resolution designating *San Francisco Print Media Co.*, commonly known as *The***  
4 ***Examiner*, to be the official newspaper of the City and County of San Francisco for all**  
5 **official advertising for FY2015-2016.**  
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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.*, commonly known as *The Examiner*,  
11 a 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 FY2015-2016; 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.*, commonly known as  
18 *The Examiner*, and said contract(s) must be in accordance with all the contracting  
19 requirements of the City and County of San Francisco.  
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**MEMORANDUM**

Date: June 17, 2015  
 To: Honorable Members, Board of Supervisors  
 From: *ACE* Angela Calvillo, Clerk of the Board  
       Jaci Fong, Purchaser, Office of Contract Administration *CF*  
 Subject: Official Advertising Award: Timing Allocated to Each Awarded Newspaper

The Board of Supervisors will consider the FY2015-2016 Official Advertising term contract for our public notices. The Office of Contract Administration has determined, through its competitive process, that the responsible bidder is the Examiner, (San Francisco Print Media Co.,).

In years past, the Board has requested that the Clerk of the Board and the Office of Contract Administration work together to recommend a fair and equitable split between the two newspapers. Historically, the Board has amended this designation to divide it between The Examiner and The San Francisco Chronicle; each receiving half of a fiscal year in one form or fashion. The intent has been to award official advertising business in 6 month increments and while there have been more frequent transitions at times, the total number of months each vendor has had the City's official advertising business during fiscal years over the past 8 years has been on par (see chart below).<sup>1</sup>

**Calendar of Official Advertising Newspaper Assignments**

	FY08-09			FY09-10			FY10-11			FY11-12		FY12-13		FY13-14		FY14-15	
	Jul-Aug	Sep-Feb	Mar-Jun	Jul-Sep	Oct-Mar	Apr-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jul	Aug-Dec	Jan-Jun	
Chronicle		6 mo			6 mo			6 mo		6 mo		6 mo		7 mo	5 mo		
Examiner	2 mo		4 mo	3 mo		3 mo	6 mo		6 mo		6 mo		6 mo				6 mo

Schedule was revised as of 9/1/08 due to Examiner failing to publish Board agenda

Schedule was extended for Chronicle as of 6/30/14 due to anticipated date of approval of Resolution of FY 14-15 at the time and to prevent interruption of services

<sup>1</sup> The exception has been FY2014-2015, where The Chronicle received less than half of the fiscal year after receiving more than half of the previous fiscal year, due to a one month extension of the previous fiscal year as noted in the table above.

Should the Board determine to split between the two newspapers for FY2015-2016, due to the fact that The Chronicle received the entire calendar year of 2014, **our recommendation is to continue publishing official notices with The Examiner for July through December 2015 period and to transition to the Chronicle for the January through June 2016 period.**

Further, the option of keeping with an official newspaper for a full calendar year, thereby offering half of each fiscal year to each of the respective papers, provides continuity for the City and County of San Francisco departments and an equitable financial split for annual noticing requirements.

## City and County of San Francisco

## Office of Contract Administration



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser

Purchasing

May 28, 2015

**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 15-16

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OFFICE OF SUPERVISORS  
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Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all Advertising for Fiscal Year 15-16.

The attached table, "Summary of Official Advertising Bids for FY 15-16," 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.

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 many years.

The total estimated contract value for FY 15-16 that falls under the Clerk of the Board is \$36,000. Contract value has decreased over the last several 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 Kofo Domingo on my team at 415-554-6714.

Enclosures: Summary of Official Advertising Bids for FY 15-16

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)

**TC95441 Summary of Official Advertising and Clearinghouse Bids for FY15-16**  
**CREATED May 27, 2015**

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 FY15-16: \$36,000**

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

Advertising Price is sum of Sample Ad A and Sample Ad B pricing for each newspaper.

**In FY15-16 Bid Evaluation, The Examiner received 29.6 points out of 32 possible evaluation points. The SF Chronicle received 25.0 points .**

**The apparent high scorer is The Examiner.**

**In FY14-15, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. SF Chronicle was awarded the business for the remaining first half of the year after their contract for FY 13-14 was extended by one month, through July 31, 2014, in order to prevent interruption of service. The Examiner was awarded the business for the back half of the year.**

Evaluation Points					
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	The Examiner Bid	The Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$885.00	15	\$933.13	14.2
Circulation	10	162,448	9.3	175,324	10
Newsstand Price	5	Free	5	\$1.00 - \$3.00	0
Locally Owned and operated	2	No	0	No	0
<b>Total Evaluation Points</b>	<b>32</b>		<b>29.3</b>		<b>24.2</b>
<b>LBE Preference</b>					
	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	2% Net 30	2%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>29.6</b>		<b>25.0</b>

**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	Name of City elective officer(s): Members, San Francisco 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> <b>(1) N/A (2) David Black, CEO; Glenn Zuehls, Publisher; Patrick Brown, General Manager, CFO (3) David Black, CEO (4) N/A (5) N/A</b>	
Contractor address: <b>835 Market St., Ste. 550, San Francisco, CA 94103</b>	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: <b>Official Advertising and Clearinghouse Services</b>	
Comments: <b>Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701</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 \_\_\_\_\_  
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: Clerk of the Board, Angela Calvillo	Contact telephone number: (415) 554-5184
Address: City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244 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

