



To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser^{SK}
Date: June 12, 2023
Subject: **Resolution Designating Official Newspaper for Fiscal Year 2023-2024**

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 2023-2024, 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 contract 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; the Board of Supervisors need not follow

the recommendation made by OCA, and has in the past added Outreach Periodicals not recommended by OCA.

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 2023-2024,” 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 2023–2024 Official Advertising contract to the sole responsive proposer, San Francisco Examiner.

The total estimated contract value for official advertising for Fiscal Year 2023–2024 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 2023-2024 - 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