

1 [Official Advertising - San Francisco Print Media Co., dba San Francisco Examiner -
2 FY2017-2018]

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 FY2017-2018.**

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 FY2017-2018; 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 95443 Official Advertising and Clearinghouse Services FY17-18
Advertising and Clearinghouse Bid Comparison

ADVERTISING	1	3
Minimum Qualifications (must establish has met them for at least 4 weeks prior to bid opening of 3/11)	San Francisco Chronicle	San Francisco Print Media Co (SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 67.A.2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 67.A.5)	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 67.A.6 and Attachment D)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 69.A.7)	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	\$4.99	\$793.16 (187 lines)		2.00%
3 San Francisco Print Media Co. (DBA SF Examiner)	YES/YES	\$3.75	\$757.50 (202 lines)	-5%	0.00%

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

ADVERTISING	Total Available Points	SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
Evaluation Scores					
Evaluation factors per Admin. Code Sec. 2.81					
Advertising Price (per 79.A.1)	15	\$793.16	14.3	\$757.50	15
Circulation (per 79.A.2)	10	1,332,677	10	670,346	5
Newsstand Price (per 79.A.3)	5	\$1.50 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (79.A.4)	2	NO	0	NO	0
Total Evaluation Points	32		24.3		25

		SF Chronicle Bid	SF Chronicle Points	SF Examiner Bid	SF Examiner Points
LBE Preference (per 79.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			25.12		25.34

CLEARINGHOUSE*	Bidder	Commission	Responsive?	Responsible?
2	Daily Journal Corporation	15%	YES	YES
4	Ad Club Advertising	10%	YES	YES

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 23, 2017

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 Fiscal Year 2017 - 2018

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2017 MAY 25 AM 11:55

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for advertising for Fiscal Year 17-18.

The Office of Contract Administration (OCA) received and evaluated two (2) bids for its formal and competitive solicitation for official advertising. Upon its evaluation, OCA is recommending award to the only responsive and responsible bids. A "responsive" bid meets with all requirements by the due date and time as specified in a solicitation. Additionally, a "responsible" bid refers to a bidder being capable and qualified as specified in a solicitation. As seen in the attached table, "Summary of Official Advertising Bids for Fiscal Year 2017 - 2018," 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 requirement set forth in San Francisco Administrative Code 2.80. 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.

OCA also formally solicited competitive bids for the services of a clearinghouse in addition to the bids for the official newspaper. The clearinghouse transmits the City's ads to the newspapers and handles invoicing and payment. OCA received two (2) responsive and responsible bids from the Daily Journal Corporation and Ad Club Advertising. Daily Journal's commission bid is 15% and Ad Club Advertising's commission bid is 10%. As seen in the attached table, "Summary of Official Advertising Bids for Fiscal Year 2017 - 2018," the *Ad Club* submitted the lowest bid and is being recommended by OCA for the clearinghouse services. OCA policy dictates that we officially recommend the responsive and responsible lowest bidder 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.

OCA officially recommends only responsive and responsible bidders for contract awards but the Board of Supervisors has used its discretion to award contracts to multiple bidders to best serve the City's official advertising needs.

CLEARINGHOUSE/BIDDER	RESPONSIVE AND RESPONSIBLE	COMMISSION BID
Ad Club Advertising	YES	10%
Daily Journal	YES	15%

The total estimated contract value for official advertising for Fiscal Year 2017 - 2018 is \$500,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2017-2018 is \$75,000.00. The contract values have seen an increase over the last year due to an increase in City activities that require the advertising of public notices.

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 2017-2018

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)

**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	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Daily Journal Corporation	
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. (1) Charles T. Munge, J.P. Guerin, Peter D. Kaufman, Gary L. Wilcox, Gerald L. Salzman	
Contractor address: 915 E 1 st Street, Los Angeles, CA 90012	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contracts:
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser	

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

Filer Information <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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Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Ad Club Advertising	
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. Danial Walsh, President & Secretary Elizabeth Walsh, Executive Vice President Alvin Harrison, Chief Financial Officer Jeremiah Bach, Director of Advertising	
Contractor address: 1304 W. Roseburg Ave, Modesto CA 95350	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contracts:
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser	

This contract was approved by (check applicable):

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Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Print 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 Glenn Zuehls, The Publisher Jay Curran, CRO	
Contractor address: 835 Market St., Suite 550, San Francisco, CA 94103	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contracts:
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser	

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
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