

File No. 110485

Committee Item No. 3

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date: May 26, 2011

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 Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input 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 (Approved as to Form)     |
| <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)

- |                                     |                          |                               |
|-------------------------------------|--------------------------|-------------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Form 126 - Various Newspapers |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Summary of Bids               |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                         |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                         |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                         |

Completed by: Andrea S. Ausberry

Date May 20, 2011

Completed by: \_\_\_\_\_

Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

1 [Official Advertising, FY2011-2012]

2  
3 **Resolution designating the *Examiner* to be the official newspaper of the City and**  
4 **County of San Francisco for all official advertising (Type 1 and Type 2) for FY2011-**  
5 **2012.**

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 Section 2.80-1 and 2.81 of  
9 the San Francisco Administrative Code; now therefore, be it

10  
11 RESOLVED, that the *Examiner*, a newspaper of general circulation published in the  
12 City and County of San Francisco for the dissemination of local or telegraphic news and  
13 intelligence of a general character, having a bona fide circulation of at least 50,000 copies  
14 per calendar week, printed in the City, is hereby designated as an official newspaper of the  
15 City and County of San Francisco for the publication of all official advertising (Type 1 and  
16 Type 2) of the City and County for Fiscal Year 11-12; and be it

17  
18 FURTHER RESOLVED, that the Office of Contract Administration is hereby  
19 authorized to enter into a contract with the *Examiner* and said contracts must be in  
20 accordance with all the contracting requirements of the City and County of San Francisco.



Edwin M. Lee  
Mayor

Jaci Fong  
Acting Director

Purchasing

May 2, 2011

File 110485

To: Angela Calvillo  
Clerk of the Board

From: Jaci Fong  
Acting Director of OCA

Subject: Resolution designating Official Newspaper for FY 11-12

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2011 MAY -2 AM 11:10  
BT

I am enclosing the resolution that would designate the *Examiner* as the City's official newspaper for all official advertising for Fiscal Year 11-12.

The attached table, "Summary of Official Advertising Bids for FY 11-12," shows that the *Examiner* submitted the only responsive bid for official advertising. The *San Francisco Chronicle's* bid was non-responsive because the *Chronicle* is not printed in San Francisco. OCA has advised both papers of their status.

This year, OCA 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 newspaper and handles invoicing and payment. We thus asked the papers to submit two bids, one where the City and papers would use the clearinghouse as usual, and a second where ad placement, invoicing and payment would occur directly between the City and the paper. The *Chronicle* offered a lower bid price if a clearinghouse was not used. The *Examiner* bid the same price whether or not a clearinghouse would be used. As a result, there are two bid comparisons on the table. In both situations, the *Examiner* is the recommended paper because it was the only responsive bidder.

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 I can provide any additional information, please let me know.

Enclosures: Summary of Official Advertising Bids for FY 11-12

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)

# Summary of Official Advertising Bdis for FY 11-12

Item	Possible points	Item 1: Consecutive-day advertising				Item 2: Nonconsecutive-day advertising			
		Ads placed through clearinghouse		Ads placed directly with newspaper		Ads placed through clearinghouse		Ads placed directly with newspaper	
		Chronicle	Examiner	Chronicle	Examiner	Chronicle	Examiner	Chronicle	Examiner
Evaluation factors, per Admin. Code Sec. 2.81									
Advertising price	15	14.3	15	15	13.6	14.3	15	15	13.6
Circulation	10	10	6.2	10	6.2	9.0	10	9	10
Newsstand price: free	5	0	5	0	5	0	5	0	5
Locally owned and operated	2	0	0	0	0	0	0	0	0
Chapter 14B LBE preference	10%	0	0	0	0	0	0	0	0
Score		24.3	26.2	25	24.8	23.3	30	24	28.6
Ranking		2	1	1	2	2	1	2	1
Recommended vendor (responsive)			Examiner		Examiner		Examiner		Examiner
Bid price, sample ad		\$968	\$923	\$834	\$923	\$968	\$923	\$834	\$923
Bid status		non-responsive	Responsive	non-responsive	Responsive	non-responsive	Responsive	non-responsive	Responsive
Reason for non-responsiveness		Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)	Not printed in S.F. (printed in Union City)

Board's designated papers for FY 10-11: The Board designated both papers as official newspapers, and each received a six-month contract

**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):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor:      The 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>	
(1)      Cannon Y. Harvey, Steven A. Cohen	
(2)      John P. Wilcox, CEO; Pat Brown, CFO	
(3)      Anschutz Print Media Company	
(4)      None	
(5)      None	
Contractor address:      71 Stevenson Street, Ste 200, San Francisco, CA, 94105	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved:      Official Advertising	
Comments:      Jaci Fong, Acting Director of the Office of Contract Administration 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, 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:	Contact telephone number: ( 415 )
Address:	E-mail:

\_\_\_\_\_  
Signature of City Elective Officer (if submitted by City elective officer)

\_\_\_\_\_  
Date Signed

File No.

**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	City elective office(s) held: Members, San Francisco Board of Supervisors

<b>Contractor Information</b> <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>
(1) None
(2) Frank J. Vega, Chairman and Publisher; Mark Adkins, President; Elizabeth A. Cain, CFO
(3) None
(4) None
(5) None
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
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 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, 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:	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