File No. 250249 **Committee Item No.** 12
Board Item No. 14

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee **Date** April 23 2025
Board of Supervisors Meeting **Date** April 29, 2025

Cmte Board

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)**

☒	☒	OCA Presentation 4/23/2025
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Completed by: Brent Jalipa **Date** April 17, 2025
Completed by: Brent Jalipa **Date** April 24, 2025

FILE NO. 250249 RESOLUTION NO.

[Official Advertising - Clinton Reilly Communications, dba The San Francisco Examiner - FY2025-2026]

Resolution designating Clinton Reilly Communications, dba The San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for Fiscal Year (FY) 2025-2026.

WHEREAS, In each year, the Board of Supervisors shall designate the official newspaper of the City and County of San Francisco, pursuant to Administrative Code, Sections 2.80-1 and 2.81; now, therefore, be it

RESOLVED, That *The San Francisco Examiner,* a newspaper of general circulation published in the City and County of San Francisco for the dissemination of local or telegraphic news and intelligence of a general character, having a bona fide circulation of at least 50,000 copies per calendar week, and printed in the City, is hereby designated as an official newspaper of the City and County of San Francisco for the publication of all official advertising of the City and County for Fiscal Year (FY) 2025-2026; and, be it

FURTHER RESOLVED, That the Office of Contract Administration is hereby authorized to award *Clinton Reilly Communications,* dba *The San Francisco Examiner* as a sub-award to the Daily Journal, the City's official Clearinghouse contractor, in accordance with all the contracting requirements of the City and County of San Francisco; and, be it

FURTHER RESOLVED, That within thirty (30) days of the Clearinghouse contract being fully-executed by all parties, the Office of Contract Administration shall provide the final contract to the Clerk of the Board for inclusion in the official file.

San Francisco Office of the City Administrator
City Administrator Carmen Chu

FY25-26 Official Newspaper and Outreach Periodicals

Files 240363 and 240364

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee

April 23, 2025

Official & Outreach Advertising: Background

- In 1994, voters passed Proposition J which mandates the Board of Supervisors to designate, each Fiscal Year, for the purpose of publishing official City notices:
  - Up to one *daily* "Official" newspaper (SF Administrative Code Sec. 2.81 and Sec. 2.81-1);
  - Up to one *weekly* "Community-Based" outreach periodical for each San Francisco community (SF Administrative Code Sec. 2.81-3); and
  - Where the Board of Supervisors finds that certain neighborhoods are not being adequately served by the Official newspaper and the Community-Based outreach periodicals, up to one *monthly* "Neighborhood-Based" outreach periodical for each San Francisco Neighborhood. (SF Administrative Code Sec. 2.81-4).

Selection Process

- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
  - Each fiscal year, the Office of Contract Administration (OCA) must issue solicitations for the selection of an Official Newspaper, Community-Based outreach periodicals, and Neighborhood-Based outreach periodicals.
  - Upon receiving and reviewing the proposals, OCA makes a recommendation for award to the Board of Supervisors who, by resolution, designates an Official Newspaper, Community-Based" outreach periodicals, and Neighborhood-Based outreach periodicals for that fiscal year.

The Clearinghouse Process

- Historically, the City has used a competitively selected clearinghouse to act as the central point of contact between the City and the various publications through which advertisements are placed. In this role, the clearinghouse receives and coordinates the placement of advertisement through the selected publications, timely processes payments to each publication, and then bills City on their behalf. This ensures publications, particularly small ones, are paid in a timely and efficient manner. It also reduces the administrative burden on City staff.

- Consistent with the historical practice described above, each awardee will be added as a subcontractor to the clearinghouse's contract with City, rather than signing a direct agreement with the City. This will reduce the current administrative burden on OCA, as well as the publications, almost all of whom are small operations.

Definitions and Minimum Requirements

- **Daily Official Newspaper**:
  - ✓ Printed in San Francisco on three or more days in a calendar week.
  - ✓ Circulation of at least 50,000 copies per calendar week.
- **Weekly Community-Based Outreach Periodicals:**
  - ✓ Periodicals that target a specific community, defined as the Lesbian/Gay/Bisexual, African American, Hispanic and Chinese communities and other communities as determined by the Board of Supervisors.
  - ✓ Printed in San Francisco and published one or more days per week.
- **Monthly Neighborhood-Based Outreach Periodicals:**
  - ✓ Periodicals that target a specific San Francisco neighborhood, as determined by the Board of Supervisors.
  - ✓ Published one or more days per month.

Evaluation Criteria as per Admin Code

- **Daily Official Newspaper**:
  - ✓ **Advertisement Price:** 15 points
  - ✓ **Circulation based on "Circulation Calculation":** 10 points
  - ✓ **Newspaper Cost:** 5 points if free
  - ✓ **Local Ownership:** 2 points if local ownership > 50%
- **Weekly Community-Based Outreach Periodicals:**
  - ✓ **Advertisement Price:** 15 points
  - ✓ **Circulation based on "Circulation Calculation":** 10 points
  - ✓ **Newspaper Cost:** 5 points if free
  - ✓ **Local Ownership:** 2 points if local ownership > 50%
  - ✓ **Foreign Language Publications:** 5 points if published in native language of community
- **Monthly Neighborhood-Based Outreach Periodicals:**
  - ✓ **Advertisement Price:** 15 points
  - ✓ **Circulation based on "Circulation Calculation":** 10 points
  - ✓ **Newspaper Cost:** 5 points if free
  - ✓ **Local Ownership:** 2 points if local ownership > 50%

Proposals Summary & Recommendation:
Official Newspaper

NEWSPAPER	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)	OCA RECOMMENDATION FOR DESIGNATION & AWARD
San Francisco Examiner	YES	**YES**
San Francisco Chronicle	NO Not printed in San Francisco	**No** Non-Responsive

Proposals Summary & Recommendation:
Weekly Community-Based Outreach Periodicals

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bay Area Reporter	YES	1	YES
All San Francisco Communities	San Francisco Chronicle	NO Did not submit a complete proposal on time	N/A	NO Non-Responsive
Chinese	Wind Newspaper	NO Ranked 2 for Chinese Community	N/A	NO Ranked 2 for the Chinese community.
Chinese	World Journal	YES	N/A	NO Withdrew Proposal to be awarded in Neighborhood Outreach

Proposals Summary & Recommendation:
Monthly Neighborhood-Based Outreach Periodicals

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Castro, Duboce Triangle, Noe Valley	Bay Area Reporter	YES	2	**NO** Ranked 2 for Castro, Duboce Triangle, Noe Valley
Bayview, Bernal Heights, Mission	El Reportero	YES	1	**YES**
Mission	El Tecolote	YES	1	**YES**
Bayview, Hunters Point, Visitacion Valley	Henry Society Journal	YES	1	**YES**
Noe Valley	Noe Valley Voice	YES	1	**YES**
Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill	Potrero View	YES	1	**YES**
Castro, Duboce Triangle, Noe Valley	SF Bay Times	YES	1	**YES**

Proposals Summary & Recommendation:
Neighborhood-Based Outreach Periodicals (continued)

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
All of San Francisco	SF Chronicle	YES	2	NO Ranked 2 for All of San Francisco
Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin	Sing Tao	YES	1	YES
All of San Francisco	Small Business Exchange	YES	1	YES
Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	Wind Newspaper	YES	1	YES
Bayview, Chinatown, Hunters Point, Mission, South of Market, Tenderloin, Visitation Valley, Western Addition	World Journal	YES	1	YES

Thank You

Historical Reference Material

Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Community Outreach Periodicals

Recommended Awards for Outreach Advertising 2025-2026				
	Community Periodical			
	African American	LGBT Community	Chinese Community	Hispanic Community
Recommended Awardee	None - No Proposers	Bay Area Reporter	None - 2 Proposers, 1 Proposer Non-Responsive and 1 Withdrew Proposal	None - Proposer Non-Responsive

Recommended Awards for Outreach Advertising 2024-2025				
	Community Periodical			
	African American	LGBT Community	Chinese Community	Hispanic Community
Recommended Awardee	None - Proposer Non-Responsive	Bay Area Reporter	Wind Newspaper	None - Proposer Non-Responsive

Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Neighborhood Outreach Periodicals

	Recommended Awards for Outreach Advertising 2025-2026				
	Neighborhood Periodical				
	Bayview, Bernal Heights, Mission	Mission	Bayview, Hunters Point, Visitacion Valley	Noe Valley	Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill
Recommended Awardee	El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Portrero View

	Recommended Awards for Outreach Advertising 2024-2025				
	Neighborhood Periodical				
	Mission, Bernal Heights, Bay View/Hunters Point	Mission, Excelsior, Potrero Hill	Bayview Hunters Point & Visitacion Valley	Noe Valley, Diamond Heights	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market
Recommended Awardee	El Reportero	El Tecolote	Hennry Society Journal	Noe Valley Voice	Potrero View

(Continued)
Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Neighborhood Outreach Periodicals

	Recommended Awards for Outreach Advertising 2025-2026				
	Neighborhood Periodical				
	Castro, Duboce Triangle, Noe Valley	Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin	All of San Francisco	Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	Bayview, Chinatown, Hunters Point, Mission, South of Market, Tenderloin, Visitation Valley, Western Addition
Recommended Awardee	San Francisco Bay Times	Sing Tao	Small Business Exchange	Wind	World Journal

	Recommended Awards for Outreach Advertising 2024-2025					
	Neighborhood Periodical					
	Castro, Noe Valley, Duboce Triangle	Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial Dist, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights	All San Francisco	Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition
Recommended Awardee	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal

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Incomplete - Pending Signature

San Francisco Ethics Commission
25 Van Ness Avenue, Suite 220, San Francisco, CA 94102
Phone: 415.252.3100 . Fax: 415.252.3112
ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 250249

Bid/RFP #: 000010374

Notification of Contract Approval

SFEC Form 126(f)4
(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)
A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of $100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: https://sfethics.org/compliance/city-officers/contract-approval-city-officers

1. FILING INFORMATION

TYPE OF FILING	DATE OF ORIGINAL FILING (*for amendment only*)
Original	
AMENDMENT DESCRIPTION – Explain reason for amendment	

2. CITY ELECTIVE OFFICE OR BOARD

OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	**EMAIL**
Office of the Clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Wil Alderman	628-652-1647
FULL DEPARTMENT NAME	**DEPARTMENT CONTACT EMAIL**
OCA Office of Contract Administration	wil.alderman@sfgov.org

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5. CONTRACTOR	
NAME OF CONTRACTOR Clinton Reilly Communications dba SF Examiner	**TELEPHONE NUMBER** 415-591-1821
STREET ADDRESS (including City, State and Zip Code) 465 California St	**EMAIL**

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	**ORIGINAL BID/RFP NUMBER** 000010374	**FILE NUMBER (*If applicable*)** 250249
DESCRIPTION OF AMOUNT OF CONTRACT $300,000		
NATURE OF THE CONTRACT *(Please describe)* Per the San Francisco Administrative Code 2.80-2.81-1, the purpose of this award is to provide a hardcopy publication of official notices section of the advertising section of the office newspaper for the city.		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
☐	**THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM**
☒	**A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES** Board of Supervisors
☐	**THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS**

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Incomplete - pending signature

9. AFFILIATES AND SUBCONTRACTORS			
List the names of (A) members of the contractor's board of directors; (B) the contractor's principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.			
#	**LAST NAME/ENTITY/SUBCONTRACTOR**	**FIRST NAME**	**TYPE**
1	Reilly	Clinton	CEO
2	McDermott	Sean	Other Principal Officer
3	Heist	Brandon	CFO
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Incomplete - pending signature

9. AFFILIATES AND SUBCONTRACTORS			
List the names of (A) members of the contractor's board of directors; (B) the contractor's principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.			
#	**LAST NAME/ENTITY/SUBCONTRACTOR**	**FIRST NAME**	**TYPE**
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Docusign Envelope ID: ECE2538A-D4F0-4F5B-BA10-6EE5F33898B0

Incomplete - pending signature

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#	**LAST NAME/ENTITY/SUBCONTRACTOR**	**FIRST NAME**	**TYPE**
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☐	Check this box if you need to include additional names. Please submit a separate form with complete information. Select "Supplemental" for filing type.		

10. VERIFICATION	
I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete. **I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.**	
SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK BOS Clerk of the Board	**DATE SIGNED**

City and County of San Francisco
Daniel Lurie, Mayor

Office of the City Administrator
Carmen Chu, City Administrator
Sailaja Kurella, Director
Office of Contract Administration/Purchasing

Date: March 27, 2025

To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser

Subject: **Resolution Designating Official Newspaper for Fiscal Year 2025-2026**

Enclosed is the resolution recommending that Clinton Reilly Communications dba San Francisco Examiner ("San Francisco Examiner") be designated as the City and County of San Francisco's ("City") official newspaper for all official advertising for Fiscal Year 2025-2026, based on the formal and competitive solicitation results evaluated according to the requirements set forth in San Francisco Administrative Code Sections 2.80 and 2.81.

Background

Administrative Code Sections 2.80 and 2.81 (the "Code"), adopted via ballot measure in 1994, require the City to utilize locally-published newspapers to provide official public notices of governmental proceedings. Pursuant to the Code, the City's Board of Supervisors, each fiscal year, must designate the "Official Newspaper(s)" and one or more "Outreach Newspapers" that serve the diverse communities comprising the City's population.

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 Newspaper must be a newspaper 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 additional Neighborhood Outreach Newspapers which serve specific neighborhoods within the City.

Solicitation Process

The solicitation and recommendation process to select the Official Newspaper and Outreach Newspapers 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 Newspapers. The selection process for the designation of these newspapers and the resulting 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 selection requirements, OCA provides a recommendation to the Board of Supervisors. The Board of Supervisors then designates both an Official Newspaper and Outreach Newspapers by resolution.

Summary of Solicitation Results

The OCA received and evaluated two (2) proposals for its formal and competitive Official Advertising solicitation. As shown below and in the attached table, titled "Summary of Official Advertising Bids for Fiscal Year 2025-2026," 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 the Code. The San Francisco Chronicle's proposal was deemed non-responsive because it is not printed in San Francisco, a qualification requirement set forth in San Francisco Administrative Code 2.80-1(a).

OFFICIAL NEWSPAPER	**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 that the Board of Supervisors, by resolution, choose and designate the San Francisco Examiner as the City's Official Newspaper for the Fiscal Year 2025–2026.

The total estimated award value for official advertising for Fiscal Year 2025–2026 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 2025-2026 - 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