

File No. 130565

Committee Item No. 1
Board Item No. 18

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: 06/19/2013

Board of Supervisors Meeting

Date: JUNE 25, 2013

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
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| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" 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 |
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| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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OTHER

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Completed by: Victor Young Date June 14, 2013

Completed by: Victor Young Date 6/19/13

AMENDED IN COMMITTEE

6/19/13

FILE NO. 130565

RESOLUTION NO.

1 [Official Advertising - The Examiner and The San Francisco Chronicle - FY2013-2014]

2 **Resolution designating the Examiner and the San Francisco Chronicle to be the official**
3 **newspapers of the City and County of San Francisco for all official advertising for**
4 **FY2013-2014.**

5
6 **SIGS TO SEAL**
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 RESOLVED, That the Examiner and the San Francisco Chronicle, a newspapers of
11 general circulation published in the City and County of San Francisco for the dissemination of
12 local or telegraphic news and intelligence of a general character, having a bona fide
13 circulation of at least 50,000 copies per calendar week, ~~printed in the City,~~ is are hereby
14 designated as an official newspapers of the City and County of San Francisco for the
15 publication of all official advertising of the City and County for FY2013-2014; and, be it

16 FURTHER RESOLVED, That the Office of Contract Administration is hereby
17 authorized to enter into a contract with the Examiner for the period of July 1, 2013, through
18 December 31, 2013, and the San Francisco Chronicle for the period of January 1, 2014,
19 through June 30, 2014, and said contract(s) must be in accordance with all the contracting
20 requirements of the City and County of San Francisco.

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

June 18, 2013

To: Angela Calvillo, Clerk of the Board.
From: Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser
Subject: Revised Summary of Official Advertising Bids for FY13-14
Revision 1 dated June 18, 2013

On May 30, 2013, OCA submitted a resolution package designating *The Examiner* as the City's official newspaper for Fiscal Year 13-14. That resolution package included a spreadsheet Summary of Official Advertising Bids for FY13-14.

There is no change to OCA's recommendation to designate *The Examiner* as the City's official newspaper for Fiscal Year 13-14. However, OCA did revise some calculations in the Summary that was provided on May 30, 2013. The changes result in the following amended scores:

Newspaper	May 30 Point Total	June 18 Point Total
Examiner	26.4	32.2
SF Chronicle	20.4	22.4

Please include the enclosed updated Summary of Official Advertising Bids for FY13-14 Revision 1 dated June 18, 2013 for your files.

If you have any questions or require additional information, please contact Deirdre Darley on my team at 415-554-6751.

Enclosure: Summary of Official Advertising Bids for FY13-14 Rev. 1 dated June 18, 2013

TC95439 Summary of Official Advertising and Clearinghouse Bids for FY13-14 Rev. 1
 REVISED June 18, 2013

Estimated Contract Value for FY13-14: \$48,000

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 FY13-14 Bid Evaluation, The Examiner received 32.2 (max points plus 1.25% sales tax discount) points out of 32 possible evaluation points. The SF Chronicle received 22.4 points.

The apparent high scorer is The Examiner.

In FY12-13, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. The Examiner was awarded the business for the first half of the year. SF Chronicle was awarded the business for the back half of the year.

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)

Evaluation Points	Total Available Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points
<i>Evaluation factors per Admin. Code Sec. 2.81</i>					
Advertising Price	15	\$359,28	14.4	\$345.56	15
Circulation	10	216,892	7.5	289,305	10
Newsstand Price	5	\$1.00 - \$3.00	0	Free	5
Locally Owned and operated	2	No	0	Local	2
Total Evaluation Points	32		21.9		32.0

LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			22.4		32.2

City and County of San Francisco

Office of Contract Administration




Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 30, 2013

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 13-14

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all advertising for Fiscal Year 13-14.

The attached table, "Summary of Official Advertising Bids for FY 13-14," 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 in 6 month increments.

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 several years

The total estimated contract value for FY 13-14 is \$48,000. Contract value has decreased over the last two 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 Deirdre Darley on my team at 415-554-6751.

- Enclosures: Summary of Official Advertising Bids for FY 13-14
- 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)

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
MAY 31 AM 9:58

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 FY13-14: \$48,000

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

In FY13-14 Bid Evaluation, The Examiner received 26.4 points out of 32 possible evaluation points. The SF Chronicle received 20.4 points.

The apparent high scorer is The Examiner.

In FY12-13, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. The Examiner was awarded the business for the first half of the year. SF Chronicle was awarded the business for the back half of the year.

Evaluation Points	Total Available Points	SF Chronicle Bid	SF Chronicle Points	The Examiner Bid	The Examiner Points
<i>Evaluation factors per Admin. Code Sec. 2.81</i>					
Advertising Price	15	\$ 4.99	9.8	\$ 3.26	15
Circulation	10	1,651,957	10	680,484	4.1
Newsstand Price	5	\$1.00 - \$3.00	0	Free	5
Locally Owned and operated	2	No	0	Local	2
Total Evaluation Points	32		19.8		26.1

I&B Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			20.4		26.4

Estimated Contract Value for FY13-14: \$48,000

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Total Evaluation Points					

LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	2% Net 30	2%	1% Net 10	0%
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Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			20.4		26.4

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Sales Tax Discount	1.25%	local office.	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			20.4		26.4

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

Contractor Information <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> David Black, CEO Todd Vogt, President and CEO Patrick Brown, EVP and CFO	
Contractor address:	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contract: Based on formula
Describe the nature of the contract that was approved: Newspaper Advertising contract	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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: 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