

File No. 140731

Committee Item No. 6
Board Item No. 52

COMMITTEE/BOARD OF SUPERVISORS AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date July 9, 2014

Board of Supervisors Meeting

Date July 15, 2014

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"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and 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 |
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| <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 (Use back side if additional space is needed)

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Completed by: Linda Wong

Date July 3, 2014

Completed by: L.W.

Date July 16, 2014

1 [Official Advertising - The Examiner and The San Francisco Chronicle - FY2014-2015]

2
3 **Resolution designating the Examiner and the San Francisco Chronicle to be the official**
4 **newspapers of the City and County of San Francisco for all official advertising for**
5 **FY2014-2015 and ratifying the Office of Contract Administration's extension of the**
6 **previous advertising contract with the San Francisco Chronicle for July 2014.**

7
8 WHEREAS, In each year, the Board of Supervisors shall designate the official
9 newspaper of the City and County of San Francisco, pursuant to Administrative Code,
10 Sections 2.80-1 and 2.81; and

11 WHEREAS, Based on the anticipated date of approval of this Resolution, and to
12 prevent the interruption of services to City Departments, the Office of Contract Administration
13 has executed a modification to the existing San Francisco Chronicle Agreement. The San
14 Francisco Chronicle Agreement dated July 1, 2013, has been extended by one month, or until
15 this Resolution has been adopted and signed, subject to ratification by the Board; now,
16 therefore, be it

17 RESOLVED, That the Examiner and the San Francisco Chronicle, newspapers of
18 general circulation published in the City and County of San Francisco for the dissemination of
19 local or telegraphic news and intelligence of a general character, having a bona fide
20 circulation of at least 50,000 copies per calendar week, printed in the City, are hereby
21 designated as official newspapers of the City and County of San Francisco for the publication
22 of all official advertising of the City and County for FY2014-2015 starting on the effective date
23 of this Resolution through June 30, 2015; and, be it

24 FURTHER RESOLVED, That the Office of Contract Administration is hereby
25 authorized to enter into contracts with the Examiner and the San Francisco Chronicle and said

1 contract(s) must be in accordance with all the contracting requirements of the City and County
2 of San Francisco; and, be it

3 FURTHER RESOLVED, That the Board hereby approves and ratifies the modification
4 extending the term of the previous contract with San Francisco Chronicle as executed by the
5 Office of Contract Administration, copies of which are contained in Board of Supervisor's File
6 No. 140731.

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City and County of San Francisco

Office of Contract Administration




Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

June 30, 2014

To: Angela Calvillo, Clerk of the Board

From: Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser 

Subject: Revised Resolution Official Advertising for FY14-15 dated June 30, 2014

On June 17, 2014, OCA submitted a resolution package designating *The Examiner* as the City's official newspaper for Fiscal Year 14-15.

There is no change to OCA's recommendation to designate *The Examiner* as the City's official newspaper for Fiscal Year 14-15. However, based on the anticipated date of approval of this Resolution and to prevent the interruption of services to City Departments, OCA executed a modification extending the previous contract term with the San Francisco Chronicle by one month (through July 31, 2014) or until this Resolution has been adopted and signed. The enclosed revised Resolution dated June 30, 2014 reflects these developments.

Please include the enclosed revised Resolution dated June 30, 2014 designating *The Examiner* as the City's official newspaper for all Advertising for Fiscal Year 14-15.

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

Enclosure: Revised Resolution dated June 30, 2014 designating *The Examiner* as the official newspaper

City and County of San Francisco
 Office of Contract Administration
 Purchasing Department
 City Hall, Room 430
 1 Dr. Carlton B. Goodlett Place
 San Francisco, CA 94102-4685



Contract Modification 1

Official Advertising & Clearinghouse Service

San Francisco Chronicle
 ATTN: Diane Fitzgibbon
 901 Mission St.
 San Francisco, CA 94103
 E-mail: DFitzgibbon@sfcchronicle.com

Date: 06-27-14
 Buyer Name: Deirdre Darley
 Term contract: 95439
 City Blanket No. n/a
 Type: Indefinite quantity
 Not-to-exceed amount: \$ 50,000

The history of this contract and its modifications is as follows:

Modification	Start date	End date	Amount	Other changes
Original contract	01-01-14	06-30-14	\$ 50,000	
1	No Change	07-31-14	No Change	Replace Condition; Extend Term

This modification 1 changes the contract as follows:

General Condition 29 "Contract Term" is hereby deleted and replaced. See Attachment A.

All other terms and conditions remain the same.

Approved by the City*:

Jaci Fong, Director of OCA and Purchaser

6/30/2014
Date

Approved by Contractor:

Kiana Fitzgibbon
Signature

6/30/2014
Date

Name and title

Multimedia Supervisor

*Approval is subject to ratification by the Board by resolution.

General Condition 29 "Contract Term" is hereby deleted in its entirety and replaced with the following:

29. Contract Term. The contract period shall be from January 1, 2014 through July 31, 2014 or until such date as Resolution designating official newspapers for FY14-15 is adopted by Board of Supervisors and signed by the Mayor.

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

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BOARD OF SUPERVISORS
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Jaci Fong
Director and Purchaser

Purchasing

June 16, 2014

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 14-15

Enclosed is the resolution that would designate *The Examiner* as the City's official newspaper for all Advertising for Fiscal Year 14-15.

The attached table, "Summary of Official Advertising Bids for FY 14-15," 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 many years.

The total estimated contract value for FY 14-15 is \$48,000. Contract value has decreased over the last several 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 14-15
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)

TC95440 Summary of Official Advertising and Clearinghouse Bids for FY14-15

CREATED May 28, 2014

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 FY14-15: \$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 FY14-15 Bid Evaluation, The Examiner received 30.4 points out of 32 possible evaluation points. The SF Chronicle received 21.4 points.

The apparent high scorer is The Examiner.

In FY13-14, 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					
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	The Examiner Bid	The Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$1,061.25	13.3	\$938.12	15
Circulation	10	294,227	10	175,324	6
Newsstand Price	5	Free	5	\$1.00 - \$3.00	0
Locally Owned and operated	2	Yes	2	No	0
Total Evaluation Points	32		30.3		21.0

LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	1% Net 10	0%	2% Net 30	2%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			30.4		21.4

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Received in
Committee
7/9/14
File 140731



Office of Contract Administration

Official Advertising Contract FY14/15

July 9, 2014

Official Advertising

- This is a resolution requesting your approval for the contract for Official Newspaper Advertising. Its estimated annual value is \$250,000, of which approximately \$48,000 is for the Clerk of the Board.

[Annual spending on this contract has declined significantly in recent years due to an increase in public notices posted on the City's Departmental websites. 2010's Board resolution changing the Admin Code to allow for advertising of agenda summary and website address information further reduced spending on Official Advertising. With the current legislative requirements we expect current spending estimates to hold steady in the coming years.]

- This contract is for Fiscal Year 2014/15, beginning August 1, 2014 and expiring June 30, 2015. Based on the anticipated date of approval of this Resolution and to prevent the interruption of services to City Departments, OCA executed a modification extending the previous contract term with the SF Chronicle by one month through July 31, 2014 or until this Resolution has been adopted and signed.
- Per the Admin Code requirements, OCA is required to conduct a competitive solicitation, evaluate bidder responses and recommend the highest scoring responsive bidder for contract award. This year, OCA received bids from The Examiner and SF Chronicle. The highest scoring bidder was The Examiner, scoring 30.4 out of 32 points. SF Chronicle scored 21.4 points and is non-responsive because it does not meet the requirement of being printed within City limits.
- As in prior years, the Board has the discretion to award the contract as you see fit to serve the City's needs for public noticing. Historically, the Board has awarded this contract in 6 month increments to both bidders. The Examiner has received the award for 6 months of the fiscal year and SF Chronicle has received the award for 6 months.
- I have included the bid evaluation and point scores per Admin Code requirements in this presentation for your review. I'm joined today by members of my team and the Departmental end user's team and we're here to answer any questions you have about this contract.

Contract Details

- Purpose: Posting of public notices
- Estimated Spend: \$250,000 (\$48,000 Clerk of Board)
- Contract Timing: August 1, 2014 – June 30, 2015
- Purpose: posting of public notices pursuant to Admin Codes 2.8 – 2.10
- Bidders: The Examiner and SF Chronicle
- Examiner had highest point total and is the only responsive bidder

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Official Advertising Bid Evaluation FY14-15

Scoring Criteria per Admin. Code 2.81	Total Available Points	Examiner Bid	Examiner Points	Chronicle Bid	Chronicle Points
Advertising Price Per Line		\$3.75		\$4.99	
Sample Price	15	\$1,061.25	13.3	\$938.12	15
Circulation		655,702		1,606,127	
Circulation SF	10	294,227	10	175,324	6
Newsstand Price	5	Free	5	\$1.00-3.00	0
Locally Owned and Operated	2	Local	2	No	0
Total Evaluation Points	32		30.3		21.0
Total Points with Bid Discounts Applied			30.4		21.4

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Bid Evaluation

<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	The Examiner Bid	The Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$3.75	13.3	\$4.99	15
Circulation	10	294,227	10	175,324	6
Newsstand Price	5	Free	5	\$1.00- \$3.00	0
Locally Owned and operated	2	Local	2	No	0
<i>Total Evaluation Points</i>	32		30.3		21
<i>Total Points with Bid Discounts Applied</i>			30.4		21.4

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Official Advertising Spend by FY

	FY11-12	FY12-13	FY13-14	FY14-15 (Estimated)
Official Advertising	\$30,688	\$23,860	\$47,187	\$48,000

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: The Examiner	
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) N/A (2) David Black, CEO ; Todd Vogt, President & CEO ; Patrick Brown, Executive VP & CFO (3) N/A ; (4) N/A ; (5) N/A	
Contractor address: 225 Bush Street, 17th Floor, San Francisco, CA 94104	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Official Advertising and Clearinghouse Services	
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 _____

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:	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

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: San Francisco Chronicle	
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. Jeff Johnson, Publisher Kristine Shine, President Joe Podulka, Chief Financial Officer	
Contractor address: 901 Mission Street, San Francisco, CA 94103	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contract: \$250,000
Describe the nature of the contract that was approved: Official Advertising and Clearinghouse Services FY14-15	
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 _____

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.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