

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 17, 2016

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 2016 - 2017

Enclosed is the resolution that would designate San Francisco Print Media Co., doing business as the *San Francisco Examiner* as the City's official newspaper for all advertising for Fiscal Year 2016 - 2017.

The Office of Contract Administration (OCA) received and evaluated two (2) bids for its formal and competitive solicitation, also known as a request for proposal or invitation to bid, for official advertising services. Upon its evaluation, OCA is recommending award to the only responsive and responsible bidder. A "responsive" bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. Additionally, a "responsible" bidder is one who meets all the qualifications and requirements as specified in a solicitation. As seen in the attached table, "Summary of Official Advertising Bids for Fiscal Year 2016 - 2017," the *San Francisco Examiner* submitted the only responsive and responsible bid for official advertising. The *San Francisco Chronicle's* bid was non-responsive because the *San Francisco Chronicle* submitted their bid well past the due date and time. Additionally *San Francisco Chronicle's* bid was deemed not responsible because it is not printed in San Francisco, a qualification 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. Last year, the Board of Supervisors recommended award of the Official Advertising contract to both newspapers, the *San Francisco Examiner* and the *San Francisco Chronicle* in 6 month increments.

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 one (1) responsive and responsible bid from the Daily Journal Corporation who has been providing clearinghouse services to the City for many years.

The total estimated contract value for official advertising for Fiscal Year 2016 - 2017 is \$420,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2016 - 2017 is \$63,000.00.

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 Kofo Domingo on my team, at 415-554-6714.

Enclosures: Summary of Official Advertising Bids for Fiscal Year 2016-2017

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)