

BOARD of SUPERVISORS



City Hall
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Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

BUDGET AND FINANCE COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Mark Farrell, Chair
Budget and Finance Committee

FROM: Linda Wong, Assistant Clerk

DATE: June 20, 2016

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, June 21, 2016

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, June 21, 2016. This item was acted upon at the Committee Meeting on Thursday, June 16, 2016, at 10:00 a.m., by the votes indicated.

Item No. 19 **File No. 160579**

Resolution designating San Francisco Print Media Co., dba San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for FY2016-2017.

AMENDED, NEW TITLE, to include the San Francisco Chronicle to be one of the official newspapers of the City and County of San Francisco.

Vote: Supervisor Mark Farrell - Aye
Supervisor Katy Tang - Aye
Supervisor Norman Yee - Aye
Supervisor Jane Kim - Aye
Supervisor Scott Wiener - Aye

Resolution designating San Francisco Print Media Co., commonly known as The Examiner, for the period of July 1, 2016, through December 31, 2016, and The San Francisco Chronicle for the period of January 1, 2017, through June 30, 2017, to be the official newspapers of the City and County of San Francisco for all official advertising for FY2016-2017.

RECOMMENDED AS AMENDED AS A COMMITTEE REPORT

Vote: Supervisor Mark Farrell - Aye
Supervisor Katy Tang - Aye
Supervisor Norman Yee - Aye
Supervisor Jane Kim - Aye
Supervisor Scott Wiener - Aye

c: Board of Supervisors
Angela Calvillo, Clerk of the Board
Jon Givner, Deputy City Attorney

File No. 160579

Committee Item No. 2

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance

Date June 16, 2016

Board of Supervisors Meeting

Date June 21, 2016

Cmte Board

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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 |
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| <input 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 |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

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Completed by: Victor Young Date June 10, 2016

Completed by: Linda Wong Date June 20, 2016

AMENDED IN COMMITTEE

6/16/16

FILE NO. 160579

RESOLUTION NO.

1 [Official Advertising - San Francisco Print Media Co., dba San Francisco Examiner, and The
2 San Francisco Chronicle - FY2016-2017]

3 **Resolution designating San Francisco Print Media Co., commonly known as The**
4 **Examiner, for the period of July 1, 2016, through December 31, 2016, and The San**
5 **Francisco Chronicle for the period of January 1, 2017, through June 30, 2017, to be the**
6 **official newspapers of the City and County of San Francisco for all official advertising**
7 **for FY2016-2017.**

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

12 RESOLVED, That San Francisco Print Media Co., commonly known as The Examiner,
13 and the San Francisco Chronicle, newspapers of general circulation published in the City and
14 County of San Francisco for the dissemination of local or telegraphic news and intelligence of
15 a general character, having a bona fide circulation of at least 50,000 copies per calendar
16 week are hereby designated as official newspapers of the City and County of San Francisco
17 for the publication of all official advertising of the City and County for FY2016-2017; and, be it

18 FURTHER RESOLVED, That the Office of Contract Administration is hereby
19 authorized to enter into a contract with San Francisco Print Media Co., commonly known as
20 The Examiner, for the period of July 1, 2016, through December 31, 2016, and The San
21 Francisco Chronicle for the period of January 1, 2017, through June 30, 2017, and said
22 contract(s) must be in accordance with all the contracting requirements of the City and County
23 of San Francisco.
24
25

Summary of Official Advertising Bids for Fiscal Year 2016-2017 (TC95442)

CREATED May 17, 2015

ADVERTISING		
Minimum Qualifications (Meeting all minimum qualifications certifies that they are "responsible")	SF Examiner	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 50,000 copies per calendar week. Declaration re: Home Deliveries (form P-17)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week	Yes	NO (printed in Fremont, CA)
Responsive (All required bid documents submitted on/before the specified deadline)	Yes	NO (20 days late)

Estimated Contract Value for FY15-16: \$420,000.00 (Advertising Only)

San Francisco Chronicle is deemed non-responsive as it was submitted past the deadline and not responsible as it does not minimum requirements according to San Francisco Administrative Code Section 2.80 because it is not printed in the City and County of San Francisco.

Advertising Price is sum of Sample Ad A and Sample Ad B pricing for each newspaper.

In the Fiscal Year 2015-2016 Bid Evaluation, SF Examiner received 29.6 points as their evaluation score. The SF Chronicle received 25.0 points as their evaluation score.

The apparent highest score belongs to SF Examiner, with an evaluation score of 29.4 points.

In Fiscal Years 2015-2016 and 2014-2015, the contract was awarded to both the SF Chronicle and The Examiner in 6 month increments. SF Chronicle was awarded the business for the remaining first half of the year after their contract for FY 13-14 was extended by one month, through July 31, 2014, in order to prevent interruption of service. The Examiner was awarded the business for the back half of the year.

Evaluation Scores					
Evaluation factors per Admin. Code Sec. 2.81	Total Available Points	SF Examiner Bid	SF Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price	15	\$885.00	15	\$973.05	13.6
Circulation	10	146,965	9	162,725	10
Newsstand Price	5	\$0.00 (FREE)	5	\$1.50 - \$3.00	0
Locally Owned and operated	2	NO	0	NO	0
Total Evaluation Points	32		29		23.6

LBE Preference	10%	n/a	0%	n/a	0%
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	2% Net 30	2%
Sales Tax Discount	1.25%	local office	1.25%	local office	1.25%
Total Points with Bid Discounts Applied			29.4		24.4

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

BOARD OF SUPERVISORS
SAN FRANCISCO

2016 MAY 20 PM 2:36

BY

B

May 17, 2016

Jaci Fong
Director and Purchaser
Purchasing

To: Angela Calvillo, Clerk of the Board

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

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)



File # 1403 17
Received in Committee
6/16/16

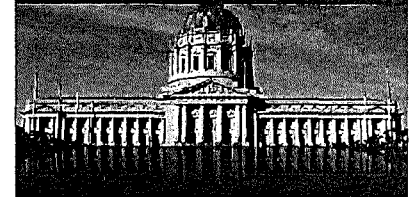
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Official Advertising and
Outreach Advertising
Contracts
Fiscal Year 2016-2017
June 16, 2016



Official Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$420,000 (Advertising only)
- Contract duration: July 1, 2016 – June 30, 2017
- Bidders: San Francisco Examiner and SF Chronicle
- San Francisco Examiner had highest evaluation score and is the only responsive bidder who met all qualifications as set forth in the Administrative Code



Official Advertising Bid Evaluation Fiscal Year 2016 - 2017

Scoring Criteria per Admin. Code 2.81	Total Available Points	San Francisco Examiner Bid	San Francisco Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price Per Line		\$3.75		\$4.99	
Price for Sample Ads	15	\$885.00	15	\$973.05	13.6
Circulation SF	10	146,965	9	162,725	10
Newsstand Price	5	\$0.00 (Free)	5	\$1.50-3.00	0
Locally Owned and Operated	2	No	0	No	0
Total Evaluation Points	32		29.0		23.6
Total Points with Bid Discounts Applied			29.4		24.4

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Outreach Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$20,000 (Advertising Only)
- Contract duration: July 1, 2016 – June 30, 2017
- OCA reached out to 49 local periodicals with the bid opportunity and received a total of 10 bids. 1 bid was withdrawn at the request of the bidder.

O f f i c e o f
C o n t r a c t
A d m i n i s t r a t i o n



Outreach Advertising Fiscal Year 2016 – 2017 Bid Evaluation Overview

Bidder	Communities Served	Circulation	Distribution (Hard Copy)	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
San Francisco Print Media Co. DBA SF Weekly	African-American (AA)	64,100	Weekly	\$409.00	\$0.01	22.6	YES
San Francisco Bay View	African-American (AA)	7,700	Monthly	\$200.00	\$0.03	22.6	NO*
Small Business Exchange	African-American (AA)	1,000	Weekly	\$200.00	\$0.20	19.3	YES
Sing Tao Daily	Chinese (Ch)	14,300	Daily	\$330.00	\$0.02	30	NO*
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	64,100	Weekly	\$409.00	\$0.01	23.8	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	64,100	Weekly	\$409.00	\$0.01	30.4	YES
El Reportero	Hispanic (H)	10,000	Weekly	\$500.00	\$0.05	26.2	YES
San Francisco Print Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	64,100	Weekly	\$409.00	\$0.01	29.3	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	23,600	Weekly	\$380.00	\$0.02	26	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) - Marina/Cow Hollow	25,000	Monthly	\$470.00	\$0.02	27.7	YES
Central City Extra	Neighborhood (N) - Tenderloin / Central Market	8,000	Monthly	\$325.00	\$0.04	25.8	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	13,000	Monthly	\$600.00	\$0.05	20.6	YES

*Periodical is printed outside of the City limits and/or not printed frequently enough per Administrative Code 2.80-1 (C)

Member, Board of Supervisor
District 2



City and County of San Francisco

MARK FARRELL

DATE: June 9, 2016

TO: Angela Calvillo
Clerk of the Board of Supervisors

FROM: Supervisor Farrell
Chairperson

RE: Budget and Finance Committee
COMMITTEE REPORT

RECEIVED
COMMISSIONER
STAFF DEVELOPMENT
2016 JUN -9 PM 4:14

Pursuant to Board Rule 4.20, as Chair of the Budget and Finance Committee, I have deemed the following matters are of an urgent nature and request they be considered by the full Board on June 21, 2016, as Committee Reports:

160579 Official Advertising – San Francisco Print Media Co., dba San Francisco Examiner – FY2016-2017

Resolution designating San Francisco Print Media Co., dba San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for FY2016-2017.

160580 Outreach Community Advertising and Neighborhood Outreach Advertising – San Francisco Print Media Co., dba SF Weekly; Central City Extra; Jasmine Blue Media, dba Marina Times; The Potrero View – FY2016-2017

Resolution designating San Francisco Print Media Co., dba SF weekly, to be the outreach periodical of the City and County of San Francisco for the African American, Chinese, Hispanic and Lesbian, Gay, Bisexual and Transgender communities; Central City Extra to be the neighborhood outreach periodical of the City and County of San Francisco for the Central Market and Tenderloin neighborhoods; Jasmine Blue Media, dba Marina Times, to be the neighborhood outreach periodical of the City and County of San Francisco for the Marina and Cow Hollow neighborhoods; and The Potrero View to be the neighborhood outreach periodical of the City and County of San Francisco for the Potrero Hill, Bayview, Mission Bay and SoMa neighborhoods; to provide outreach advertising for FY2016-2017.

This matter will be heard in the Budget and Finance Committee on June 16, 2016, at 10:00 a.m.

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	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <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) N/A (2) David Black, CEO; Glenn Zuehls, Publisher; Patrick Brown, General Manager, CFO (3) David Black, CEO (4) N/A (5) N/A	
Contractor address: 901 Mission Street, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$165,000.00
Describe the nature of the contract that was approved: Outreach 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, Relocation Appeals Board, and Local Workforce Investment Board) 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 Print Media Co. (San Francisco 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; (5) any political committee sponsored or controlled by the contractor.</i>	
David Black, CEO Glenn Zuehls, The Publisher Jay Curran, CRO	
Contractor address: 835 Market St., Suite 550, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$165,000.00
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

