



London N. Breed
Mayor

Alaric Degrafinried
Director and Purchaser
Purchasing

May 6, 2019

To: Angela Calvillo, Clerk of the Board
From: Alaric Degrafinried, Director of Office of Contract Administration (OCA) and Purchaser
Subject: Resolution Designating Official Newspaper for Fiscal Year 2019 - 2020

Enclosed is the resolution that would designate *San Francisco Print Media Co. (DBA The SF Examiner)* as the City's official newspaper for all Advertising for Fiscal Year 19-20.

The Office of Contract Administration (OCA) received and evaluated two (2) bids for its formal and competitive solicitation for Official Advertising. This year's competitive solicitation was advertised as multiple-award bids for a Primary and Secondary Contractor, to ensure the City's need for continuous Official Advertising. Upon 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 2019 - 2020," *San Francisco Print Media Co. (DBA The SF Examiner)* submitted the only responsive and responsible bid, and also submitted the lowest advertising price. The *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. In addition, the *San Francisco Chronicle's* bid price is higher than, " *San Francisco Print Media Co. (DBA The SF Examiner)*'s bid. The proprietors of printing services have been increasingly moving their facilities out of the City. 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.

The total estimated contract value for official advertising for Fiscal Year 2019 - 2020 is \$400,000.

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 Florence Kyaun on my team at (415) 554-6263.

Enclosures: Summary of Official Advertising Bids for Fiscal Year 2019-2020
Resolution designating *San Francisco Print Media Co. (DBA The SF 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)