



London N. Breed
Mayor

Sailaja Kurella
Acting Director and Purchaser
Purchasing

May 28, 2020

To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Acting Director of Office of Contract Administration (OCA) and Purchaser

Subject: Resolution Designating Official Newspaper for Fiscal Year 2020 - 2021

Enclosed is the resolution that would designate *The San Francisco Examiner* as the City's official newspaper for all Advertising for Fiscal Year 20-21.

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 a multiple-awards bid 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 2020 - 2021," *The San Francisco Examiner* submitted the only responsive and responsible bid, which is also the lowest bid for official advertising. 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 *The San Francisco 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 2020 - 2021 is \$400,000.

The third attachment is the San Francisco Ethics Commission "Notification of Submission Proposal."

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 2020-2021
Resolution designating *The San Francisco Examiner* as the official newspaper
S.F. Ethics Commission form 126f2, Notification of Submission Proposal