

File No. 200563

Committee Item No. 2

Board Item No. 13

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date June 24, 2020

Board of Supervisors Meeting

Date June 30, 2020

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <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 |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <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 |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Bid Comparison FY2020-2021 |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PowerPoint Presentation - June 24, 2020 |
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Completed by: Linda Wong Date June 19, 2020

Completed by: Linda Wong Date June 25, 2020

1 [Official Advertising - San Francisco Print Media Co. (dba The San Francisco Examiner) -
2 FY2020-2021]

3 **Resolution designating San Francisco Print Media Co. (dba The San Francisco**
4 **Examiner) to be the official newspaper of the City and County of San Francisco for all**
5 **official advertising for FY2020-2021.**

6
7 WHEREAS, In each year, the Board of Supervisors shall designate the official
8 newspaper of the City and County of San Francisco, pursuant to Administrative Code,
9 Sections 2.80-1 and 2.81; now, therefore, be it

10 RESOLVED, That *San Francisco Print Media Co., dba The San Francisco Examiner*, a
11 newspaper of general circulation published in the City and County of San Francisco for the
12 dissemination of local or telegraphic news and intelligence of a general character, having a
13 bona fide circulation of at least 391,410 copies per calendar week, printed in the City, is
14 hereby designated as an official newspaper of the City and County of San Francisco for the
15 publication of all official advertising of the City and County for FY2020-2021; and, be it

16 FURTHER RESOLVED, That the Office of Contract Administration is hereby
17 authorized to enter into a contract with *San Francisco Print Media Co., dba The San*
18 *Francisco Examiner*, and said contract(s) must be in accordance with all the contracting
19 requirements of the City and County of San Francisco.

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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

TC 95446 Official Advertising Services FY20-21
 Bid Comparison

ADVERTISING	1	2
Minimum Qualifications (<i>must establish has met them for at least 4 weeks prior to bid opening of 2/21/2020</i>)	San Francisco Chronicle	San Francisco Print Media Co. (DBA The SF Examiner)
Frequency of Publication: ability to place ads for at least 2 consecutive days (from 69.I.MQ2)	Yes	Yes
General Circulation and Adjudication: copy of decree of adjudication by SF Superior Court (from 69.I.MQ5)	Yes	Yes
Circulation: at least 50k copies per calendar week. Declaration re: Home Deliveries (form P-17), from 69.I.MQ6 and Attachment B)	Yes	Yes
Print Location: Printed in the City and County on 3 or more days in a calendar week (per 69.I.MQ7)	NO (printed in Fremont, CA)	Yes
Responsive (All required bid documents submitted on/before deadline)	NO (printed in Fremont, CA)	Yes

ADVERTISING	Responsive? / Responsible?	Price/Line	Sample Ad Price*	Difference	Prompt Payment Discount
1 San Francisco Chronicle	YES/NO	\$6.25	\$1,175 (188 lines)		0.00%
2 San Francisco Print Media Co. (DBA The SF Examiner)	YES/YES	\$3.75	\$888.75 (237 lines)	-24%	0.00%

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

ADVERTISING	Evaluation Scores				
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Available Points	SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
Advertising Price (per 78.A.1)	15	\$1,175.00	11.3	\$888.75	15.0
Circulation (per 78.A.2)	10	221,724	5.7	391,410	10
Newsstand Price (per 78.A.3)	5	\$2.00 - \$3.00	0	\$0.00 (FREE)	5
Locally Owned and operated (78.A.4)	2	NO	0	NO	0
Total Evaluation Points	32		17.0		30

		SF Chronicle Bid	SF Chronicle Points	San Francisco Print Media Co. (DBA The SF Examiner) Bid	San Francisco Print Media Co. (DBA The SF Examiner) Points
LBE Preference (per 78.A.5)	10%	NO	0%	NO	0%
Prompt Payment Discount	max 2% Net 30	0% Net 30	0%	0% Net 30	0%
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			17.22		30.38



San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 200563

Bid/RFP #: 95446

Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of \$100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: <https://sfethics.org/compliance/city-officers/contract-approval-city-officers>

1. FILING INFORMATION

TYPE OF FILING	DATE OF ORIGINAL FILING (for amendment only)
Original	
AMENDMENT DESCRIPTION – Explain reason for amendment	

2. CITY ELECTIVE OFFICE OR BOARD

OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	415-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR San Francisco Print Media dba San Francisco Examiner	TELEPHONE NUMBER 415-359-2704
STREET ADDRESS (including City, State and Zip Code) 835 Market Street, Suite 550, San Francisco, CA 94103	EMAIL jcurran@sfmediaco.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95446	FILE NUMBER (If applicable) 200563
DESCRIPTION OF AMOUNT OF CONTRACT \$400,000		
NATURE OF THE CONTRACT (Please describe) Per the San Francisco Administrative Code 2.80 to 2.81-1, the purpose of this contract is to provide the hardcopy publication of official notices and other notices for the City, which shall be published in the Official Notices section of the advertising section of the newspaper for the city		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Black	David	Shareholder
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9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.

10. VERIFICATION

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
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From: [Quetone, Tal \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Kurella, Sailaja \(ADM\)](#); [Kyaun, Florence \(ADM\)](#); [Alberto, Romeo \(ADM\)](#); [Barnes, Bill \(ADM\)](#)
Subject: ADM -- [Resolution] -- [Resolution designating official newspaper for Fiscal Year 2020-2021]
Date: Friday, May 29, 2020 12:50:45 PM
Attachments: [95446 Resolution-Official Advertising FY 20-21.doc](#)
[95446 Resolution-Official Advertising FY 20-21.pdf](#)
[95446, Resolution Memo-Official Advertising FY 20-21.pdf](#)
[Summary of Official Advertising Bids for Fiscal Year 2020-2021.pdf](#)
[Form 126f2 Notification of Submission Proposal.pdf](#)

Hello,

Attached for introduction to the Board of Supervisors is a **resolution designating San Francisco Print Media Co., dba The San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for FY 2020-2021**. Additionally, please find attached an Office of Contract Administration (OCA) memo, Summary of Official Advertising Bids document, and Form 126.

Please do not hesitate to reach out with questions or concerns.

Thank you,

Tal Quetone
Office of the City Administrator
City and County of San Francisco
City Hall, Room 362
(415) 554-4928

Office of Contract Administration

Term Contracts for Official and Outreach Advertising Services Overview & Proposed Contract Award (*File 200563 and 200562*)

Florence Kyaun
Office of Contract Administration
June 24, 2020



Agenda

1. Background
2. Minimum Requirements, pursuant to Administrative Code 2.81 through 2.81-4
3. Official Advertising Bid Evaluation and Recommendation
4. Outreach Advertising Bid Evaluation and Recommendation

Background: Official & Outreach Advertising

- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out advertising services annually, per Administrative Code 2.81 through 2.81-4
- The City is required to publicly post notices of government business, in newspapers that are locally published and printed
- Every year OCA conducts the bids and presents award recommendations based on Administrative Code mandated evaluation guidelines.
- OCA processes the bidding and contracts on the behalf of the Clerk of the Board.
- The Board of Supervisors makes the official awards by designating contracts for the Official and Outreach Advertising

Minimum Requirements, per Administrative Code 2.81- 2.81-4

■ Official Newspaper

- ✓ Print in San Francisco on three or more days in a calendar week
- ✓ Circulation of at least 50,000 copies per calendar week

■ Outreach Newspapers

- ✓ Print in San Francisco on one or more days in a calendar week
- ✓ Circulates primarily in one of the following outreach communities:
 - Lesbian/Gay/Bisexual/Transgender
 - African American
 - Hispanic
 - Chinese

Official Advertising Bid Evaluation

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		\$6.25	
Price for Sample Ads	15	\$888.75	15	\$1,175	11.3
Circulation SF	10	391,410	10	221,724	5.7
Newsstand Price	5	\$0.00 (Free)	5	\$2.00-3.00	0
Locally Owned and Operated	2	No	0	No	0
Print in SF		Yes		NO	
Total Evaluation Points	32	30		17	
Total Points with Bid Discounts Applied		30.38		17.22	

Official Advertising Recommendation

San Francisco Examiner

- Highest evaluation score and is the only responsive bidder meeting all qualifications set forth in the Administrative Code
- OCA Recommendation based upon highest rated bidder who met all qualifications as set forth in San Francisco Administrative Codes 2.80 through 2.81.
- Contract for Fiscal Year 2020 – 2021, requesting \$400,000 based on current usage.

Outreach Advertising Bid Evaluation

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,724	\$200.00	\$0.07	25.4	NO
San Francisco Bay View	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	23.3	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	17.8	NO
El Reportero	Hispanic (H)	1,429	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,143	\$465.00	\$0.15	14.3	YES
San Francisco Bay Times	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	NO
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina/Cow Hollow/ North Beach/Chinatown	333	\$500.00	\$1.50	13.2	YES
The Potrero View	Neighborhood (N) - Potrero Hill/Dogpatch/ Mission Bay/Eastern South of Market	367	\$625.00	\$1.70	12.0	YES

Outreach Advertising Recommendations

OUTREACH		NEIGHBORHOOD	
Community	Newspaper	Community	Newspaper
Hispanic	El Reportero	Marina	Jasmine Blue Media LLC (DBA Marina Times)
LGBT	Bay Area Reporter	Potrero Hill/Bayview/ Mission Bay/SOMA	The Potrero View
Chinese	World Journal SF LLC		

- Contract for Fiscal Year 2020 – 2021, requesting \$40,000 based on current usage.

Thank you