AGREEMENT FOR SERVICES BETWEEN
THE CITY OF MENLO PARK AND EXAMINER – REDWOOD CITY TRIBUNE, C/O DAILY
JOURNAL CORPORATION

THIS AGREEMENT made and entered into at Menlo Park, California, this 12/23/2019, by and between the CITY OF MENLO PARK, a Municipal Corporation, hereinafter referred to as "CITY," and Examiner – Redwood City Tribune, C/O Daily Journal Corporation, hereinafter referred to as “FIRST PARTY.”

WITNESSETH:

WHEREAS, CITY desires to retain FIRST PARTY to provide certain professional services for CITY in connection with that certain project called: Legal advertising services

WHEREAS, FIRST PARTY is licensed to perform said services and desires to and does hereby undertake to perform said services.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS, PROMISES AND CONDITIONS of each of the parties hereto, it is hereby agreed as follows:

1. SCOPE OF WORK

In consideration of the payment by CITY to FIRST PARTY, as hereinafter provided, FIRST PARTY agrees to perform all the services as set forth in Exhibit "A," Scope of Services.

2. SCHEDULE FOR WORK

FIRST PARTY’s proposed schedule for the various services required pursuant to this agreement will be as set forth in Exhibit "A," Scope of Services. CITY will be kept informed as to the progress of work by written reports, to be submitted monthly or as otherwise required in Exhibit "A." Neither party shall hold the other responsible for damages or delay in performance caused by acts of God, strikes, lockouts, accidents or other events beyond the control of the other, or the other's employees and agents.

FIRST PARTY shall commence work immediately upon receipt of a "Notice to Proceed" from CITY. The "Notice to Proceed" date shall be considered the "effective date" of the agreement, as used herein, except as otherwise specifically defined. FIRST PARTY shall complete all the work and deliver to CITY all project related files, records, and materials within one month after completion of all of FIRST PARTY's activities required under this agreement.

3. PROSECUTION OF WORK

FIRST PARTY will employ a sufficient staff to prosecute the work diligently and continuously and will complete the work in accordance with the schedule of work approved by the CITY. (See Exhibit "A," Scope of Services).
4. COMPENSATION AND PAYMENT

A. CITY shall pay FIRST PARTY an all-inclusive fee that shall not exceed $20,000 as described in Exhibit "A," Scope of Services. All payments shall be inclusive of all indirect and direct charges to the Project incurred by FIRST PARTY. The CITY reserves the right to withhold payment if the City determines that the quantity or quality of the work performed is unacceptable.

B. FIRST PARTY's fee for the services as set forth herein shall be considered as full compensation for all indirect and direct personnel, materials, supplies and equipment, and services incurred by FIRST PARTY and used in carrying out or completing the work.

C. Payments shall be monthly for the invoice amount or such other amount as approved by CITY. As each payment is due, the FIRST PARTY shall submit a statement describing the services performed to CITY. This statement shall include, at a minimum, the project title, agreement number, the title(s) of personnel performing work, hours spent, payment rate, and a listing of all reimbursable costs. CITY shall have the discretion to approve the invoice and the work completed statement. Payment shall be for the invoice amount or such other amount as approved by CITY.

D. Payments are due upon receipt of written invoices. CITY shall have the right to receive, upon request, documentation substantiating charges billed to CITY. CITY shall have the right to perform an audit of the FIRST PARTY's relevant records pertaining to the charges.

5. EQUAL EMPLOYMENT OPPORTUNITY

A. FIRST PARTY, with regard to the work performed by it under this agreement shall not discriminate on the grounds of race, religion, color, national origin, sex, handicap, marital status or age in the retention of sub-consultants, including procurement of materials and leases of equipment.

B. FIRST PARTY shall take affirmative action to insure that employees and applicants for employment are treated without regard to their race, color, religion, sex, national origin, marital status or handicap. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment advertising; layoff or termination; rates of pay or other forms of compensation and selection for training including apprenticeship.

C. FIRST PARTY shall post in prominent places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.

D. FIRST PARTY shall state that all qualified applications will receive consideration for employment without regard to race, color, religion, sex, national origin, marital status or handicap.

E. FIRST PARTY shall comply with Title VI of the Civil Rights Act of 1964 and shall provide such reports as may be required to carry out the intent of this section.

F. FIRST PARTY shall incorporate the foregoing requirements of this section in FIRST PARTY’s agreement with all sub-consultants.

6. ASSIGNMENT OF AGREEMENT AND TRANSFER OF INTEREST

A. FIRST PARTY shall not assign this agreement, and shall not transfer any interest in the same (whether by assignment or novation), without prior written consent of the CITY thereto, provided, however, that claims for money due or to become due to the FIRST PARTY from the CITY under this agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of an intended assignment or transfer shall be furnished promptly to the CITY.

B. In the event there is a change of more than 30 percent of the stock ownership or ownership in FIRST PARTY from the date of this agreement is executed, then CITY shall be notified before the date of said change of stock ownership or interest and CITY shall have the right, in event of such change in stock ownership or interest, to terminate this agreement upon notice to FIRST PARTY. In the event CITY is not notified of any such change in stock ownership or interest, then upon knowledge of same, it shall be deemed that CITY has terminated this agreement.
## 7. INDEPENDENT WORK CONTROL

It is expressly agreed that in the performance of the service necessary for compliance with this agreement, FIRST PARTY shall be and is an independent contractor and is not an agent or employee of CITY. FIRST PARTY has and shall retain the right to exercise full control and supervision of the services and full control over the employment, direction, compensation and discharge of all persons assisting FIRST PARTY in the performance of FIRST PARTY’s services hereunder. FIRST PARTY shall be solely responsible for its own acts and those of its subordinates and employees.

## 8. CONSULTANT QUALIFICATIONS

It is expressly understood that FIRST PARTY is licensed and skilled in the professional calling necessary to perform the work agreed to be done by it under this agreement and CITY relies upon the skill of FIRST PARTY to do and perform said work in a skillful manner usual to the profession. The acceptance of FIRST PARTY’s work by CITY does not operate as a release of FIRST PARTY from said understanding.

## 9. NOTICES

All notices hereby required under this agreement shall be in writing and delivered in person or sent by certified mail, postage prepaid or by overnight courier service. Notices required to be given to CITY shall be addressed as follows:

Starla Jerome-Robinson  
City Manager Office  
City of Menlo Park  
701 Laurel St.  
Menlo Park, CA 94025  
650-330-6610  
jaherren@menlopark.org

Notices required to be given to FIRST PARTY shall be addressed as follows:

Ari Gutierrez Arambula  
 Examiner – Redwood City Tribune  
915 E 1st St.  
Los Angeles, CA 90012  
800-788-7840 ext. 5530  
Ari_Gutierrez@DailyJournal.com

Provided that any party may change such address by notice, in writing, to the other party and thereafter notices shall be addressed and transmitted to the new address.

## 10. HOLD HARMLESS

The FIRST PARTY shall defend, indemnify and hold harmless the CITY, its subsidiary agencies, their officers, agents, employees and servants from all claims, suits or actions that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the FIRST PARTY brought for, or on account of, injuries to or death of any person or damage to property resulting from the performance of any work required by this agreement by FIRST PARTY, its officers, agents, employees and servants. Nothing herein shall be construed to require the FIRST PARTY to defend, indemnify or hold harmless the CITY, its subsidiary agencies, their officers, agents, employees and servants against any responsibility to liability in contravention of Section 2782.8 of the California Civil Code.
11. INSURANCE

A. FIRST PARTY shall not commence work under this agreement until all insurance required under this Section has been obtained and such insurance has been approved by the City, with certificates of insurance evidencing the required coverage.

B. There shall be a contractual liability endorsement extending the FIRST PARTY's coverage to include the contractual liability assumed by the FIRST PARTY pursuant to this agreement. These certificates shall specify or be endorsed to provide that thirty (30) days' notice must be given, in writing, to the CITY, at the address shown in Section 9, of any pending cancellation of the policy. FIRST PARTY shall notify CITY of any pending change to the policy. All certificates shall be filed with the City.

1. Workers' compensation and employer's liability insurance:
   The FIRST PARTY shall have in effect during the entire life of this agreement workers' compensation and Employer's Liability Insurance providing full statutory coverage. In signing this agreement, the FIRST PARTY makes the following certification, required by Section 18161 of the California Labor Code: "I am aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of the Code, and I will comply with such provisions before commencing the performance of the work of this agreement" (not required if the FIRST PARTY is a Sole Proprietor).

2. Liability insurance:
   The FIRST PARTY shall take out and maintain during the life of this agreement such Bodily Injury Liability and Property Damage Liability Insurance (Commercial General Liability Insurance) on an occurrence basis as shall protect it while performing work covered by this agreement from any and all claims for damages for bodily injury, including accidental death, as well as claims for property damage which may arise from the FIRST PARTY's operations under this agreement, whether such operations be by FIRST PARTY or by any sub-consultant or by anyone directly or indirectly employed by either of them. The amounts of such insurance shall be not less than one million dollars ($1,000,000) per occurrence and one million dollars ($1,000,000) in aggregate, or one million dollars ($1,000,000) combined single limit bodily injury and property damage for each occurrence. FIRST PARTY shall provide the CITY with acceptable evidence of coverage, including a copy of all declarations of coverage exclusions. FIRST PARTY shall maintain Automobile Liability Insurance pursuant to this agreement in an amount of not less than one million dollars ($1,000,000) for each accident combined single limit or not less than one million dollars ($1,000,000) for any one (1) person, and one million dollars ($1,000,000) for any one (1) accident, and Three Hundred Thousand Dollars, ($300,000) property damage.

3. Professional liability insurance:
   FIRST PARTY shall maintain a policy of professional liability insurance, protecting it against claims arising out of the negligent acts, errors, or omissions of FIRST PARTY pursuant to this agreement, in the amount of not less than one million dollars ($1,000,000) per claim and in the aggregate. Said professional liability insurance is to be kept in force for not less than one (1) year after completion of services described herein.

C. CITY and its subsidiary agencies, and their officers, agents, employees and servants shall be named as additional insured on any such policies of Commercial General Liability and Automobile Liability Insurance, (but not for the Professional Liability and workers' compensation), which shall also contain a provision that the insurance afforded thereby to the CITY, its subsidiary agencies, and their officers, agents, employees, and servants shall be primary insurance to the full limits of liability of the policy, and that if the CITY, its subsidiary agencies and their officers and employees have other insurance against a loss covered by a policy, such other insurance shall be excess insurance only.

D. In the event of the breach of any provision of this Section, or in the event any notice is received which indicates any required insurance coverage will be diminished or canceled, CITY, at its option, may, notwithstanding any other provision of this agreement to the contrary, immediately declare a material breach of this agreement and suspend all further work pursuant to this agreement.

E. Before the execution of this agreement, any deductibles or self-insured retentions must be declared to and approved by CITY.
12. PAYMENT OF PERMITS/LICENSES

Contractor shall obtain any license, permit, or approval if necessary from any agency whatsoever for the work/services to be performed, at his/her own expense, before commencement of said work/services or forfeit any right to compensation under this agreement.

13. RESPONSIBILITY AND LIABILITY FOR SUB-CONSULTANTS AND/OR SUBCONTRACTORS

Approval of or by CITY shall not constitute nor be deemed a release of responsibility and liability of FIRST PARTY or its sub-consultants and/or subcontractors for the accuracy and competency of the designs, working drawings, specifications or other documents and work, nor shall its approval be deemed to be an assumption of such responsibility by CITY for any defect in the designs, working drawings, specifications or other documents prepared by FIRST PARTY or its sub-consultants and/or subcontractors.

14. OWNERSHIP OF WORK PRODUCT

Work products of FIRST PARTY for this project, which are delivered under this agreement or which are developed, produced and paid for under this agreement, shall become the property of CITY. The reuse of FIRST PARTY’s work products by City for purposes other than intended by this agreement shall be at no risk to FIRST PARTY.

15. REPRESENTATION OF WORK

Any and all representations of FIRST PARTY, in connection with the work performed or the information supplied, shall not apply to any other project or site, except the project described in Exhibit "A" or as otherwise specified in Exhibit "A."

16. TERMINATION OF AGREEMENT

A. CITY may give thirty (30) days written notice to FIRST PARTY, terminating this agreement in whole or in part at any time, either for CITY's convenience or because of the failure of FIRST PARTY to fulfill its contractual obligations or because of FIRST PARTY's change of its assigned personnel on the project without prior CITY approval. Upon receipt of such notice, FIRST PARTY shall:
   1. Immediately discontinue all services affected (unless the notice directs otherwise); and
   2. Deliver to the CITY all data, drawings, specifications, reports, estimates, summaries, and such other information and materials as may have been accumulated or produced by FIRST PARTY in performing work under this agreement, whether completed or in process.

B. If termination is for the convenience of CITY, an equitable adjustment in the contract price shall be made, but no amount shall be allowed for anticipated profit on unperformed services.

C. If the termination is due to the failure of FIRST PARTY to fulfill its agreement, CITY may take over the work and prosecute the same to completion by agreement or otherwise. In such case, FIRST PARTY shall be liable to CITY for any reasonable additional cost occasioned to the CITY thereby.

D. If, after notice of termination for failure to fulfill agreement obligations, it is determined that FIRST PARTY had not so failed, the termination shall be deemed to have been effected for the convenience of the CITY. In such event, adjustment in the contract price shall be made as provided in Paragraph B of this Section.

E. The rights and remedies of the CITY provided in this Section are in addition to any other rights and remedies provided by law or under this agreement.

F. Subject to the foregoing provisions, the CITY shall pay FIRST PARTY for services performed and expenses incurred through the termination date.
17. INSPECTION OF WORK

It is FIRST PARTY's obligation to make the work product available for CITY's inspections and periodic reviews upon request by CITY.

18. COMPLIANCE WITH LAWS

It shall be the responsibility of FIRST PARTY to comply with all State and Federal Laws applicable to the work and services provided pursuant to this agreement, including but not limited to compliance with prevailing wage laws, if applicable.

19. BREACH OF AGREEMENT

A. This agreement is governed by applicable federal and state statutes and regulations. Any material deviation by FIRST PARTY for any reason from the requirements thereof, or from any other provision of this agreement, shall constitute a breach of this agreement and may be cause for termination at the election of the CITY.

B. The CITY reserves the right to waive any and all breaches of this agreement, and any such waiver shall not be deemed a waiver of any previous or subsequent breaches. In the event the CITY chooses to waive a particular breach of this agreement, it may condition same on payment by FIRST PARTY of actual damages occasioned by such breach of agreement.

20. SEVERABILITY

The provisions of this agreement are severable. If any portion of this agreement is held invalid by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect unless amended or modified by the mutual consent of the parties.

21. CAPTIONS

The captions of this agreement are for convenience and reference only and shall not define, explain, modify, limit, exemplify, or aid in the interpretation, construction, or meaning of any provisions of this agreement.

22. LITIGATION OR ARBITRATION

In the event that suit or arbitration is brought to enforce the terms of this agreement, the prevailing party shall be entitled to litigation costs and reasonable attorneys' fees. The Dispute Resolution provisions are set forth on Exhibit "B," 'Dispute Resolution' attached hereto and by this reference incorporated herein.

23. RETENTION OF RECORDS

Contractor shall maintain all required records for three years after the City makes final payment and all other pending matters are closed, and shall be subject to the examination and/or audit of the City, a federal agency, and the state of California.

24. TERM OF AGREEMENT

This agreement shall remain in effect for the period of December 1, 2019 through December 31, 2022 unless extended, amended, or terminated in writing by CITY.
25. ENTIRE AGREEMENT

This document constitutes the sole agreement of the parties hereto relating to said project and states the rights, duties, and obligations of each party as of the document's date. Any prior agreement, promises, negotiations, or representations between parties not expressly stated in this document are not binding. All modifications, amendments, or waivers of the terms of this agreement must be in writing and signed by the appropriate representatives of the parties to this agreement.

26. STATEMENT OF ECONOMIC INTEREST

Consultants, as defined by Section 18701 of the Regulations of the Fair Political Practices Commission, Title 2, Division 6 of the California Code of Regulations, are required to file a Statement of Economic Interests with 30 days of approval of a contract services agreement with the City of its subdivisions, on an annual basis thereafter during the term of the contract, and within 30 days of completion of the contract.

Based upon review of the Consultant's Scope of Work and determination by the City Manager, it is determined that Consultant IS NOT required to file a Statement of Economic Interest. A statement of Economic Interest shall be filed with the City Clerk's office no later than 30 days after the execution of the agreement.

IN WITNESS WHEREOF, the parties hereto have executed this agreement on the day and year first above written.

FOR FIRST PARTY:

Signature
Ari Gutierrez Arambula
Printed name
Tax ID 95-4133299
Tax ID#

APPROVED AS TO FORM:

William L. McClure, City Attorney

FOR CITY OF MENLO PARK:

Signature
Starla Jerome-Robinson, City Manager

ATTEST:

Signature
Judi A. Herren, City Clerk
EXHIBIT “A” – SCOPE OF SERVICES

A1. SCOPE OF WORK

FIRST PARTY agrees to provide consultant services for CITY’s Department. In the event of any discrepancy between any of the terms of the FIRST PARTY’s proposal and those of this agreement, the version most favorable to the CITY shall prevail. FIRST PARTY shall provide the following services:

Provide general consultant services for projects as determined by the CITY. The detailed scope of work for each task the CITY assigns the consultant shall be referred to as Exhibit A-1, which will become part of this agreement. A notice to proceed will be issued separately for each separate scope of work agreed to between the CITY and FIRST PARTY.

FIRST PARTY agrees to perform these services as directed by the CITY in accordance with the standards of its profession and CITY’s satisfaction.

A2. COMPENSATION

CITY hereby agrees to pay FIRST PARTY at the rates to be negotiated between FIRST PARTY and CITY as detailed in Exhibit A-1. The actual charges shall be based upon (a) FIRST PARTY’s standard hourly rate for various classifications of personnel; (b) all fees, salaries and expenses to be paid to engineers, consultants, independent contractors, or agents employed by FIRST PARTY; and shall (c) include reimbursement for mileage, courier and plan reproduction. The total fee for each separate Scope of Work agreed to between the CITY and FIRST PARTY shall not exceed the amount shown in Exhibit A-1.

FIRST PARTY shall be paid within thirty (30) days after approval of billing for work completed and approved by the CITY. Invoices shall be submitted containing all information contained in Section A5 below. In no event shall FIRST PARTY be entitled to compensation for extra work unless an approved change order, or other written authorization describing the extra work and payment terms, has been executed by CITY before the commencement of the work.

A3. SCHEDULE OF WORK

FIRST PARTY’S proposed schedule for the various services required will be set forth in Exhibit A-1.

A4. CHANGES IN WORK -- EXTRA WORK

In addition to services described in Section A1, the parties may from time to time agree in writing that FIRST PARTY, for additional compensation, shall perform additional services including but not limited to:

- Change in the services because of changes in scope of the work.
- Additional tasks not specified herein as required by the CITY.

The CITY and FIRST PARTY shall agree in writing to any changes in compensation and/or changes in FIRST PARTY’s services before the commencement of any work. If FIRST PARTY deems work he/she has been directed to perform is beyond the scope of this agreement and constitutes extra work, FIRST PARTY shall immediately inform the CITY in writing of the fact. The CITY shall make a determination as to whether such work is in fact beyond the scope of this agreement and constitutes extra work. In the event that the CITY determines that such work does constitute extra work, it shall provide compensation to the FIRST PARTY in accordance with an agreed cost that is fair and equitable. This cost will be mutually agreed upon by the CITY and FIRST PARTY. A supplemental agreement providing for such compensation for extra work shall be negotiated between the CITY and the FIRST PARTY. Such supplemental agreement shall be executed by the FIRST PARTY and may be approved by the City Manager upon recommendation of the city clerk.
<table>
<thead>
<tr>
<th>A5. BILLINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST PARTY’s bills shall include the following information: A brief description of services performed, project title and the agreement number; the date the services were performed; the number of hours spent and by whom; the current contract amount; the current invoice amount; Except as specifically authorized by CITY, FIRST PARTY shall not bill CITY for duplicate services performed by more than one person. In no event shall FIRST PARTY submit any billing for an amount in excess of the maximum amount of compensation provided in Section A2.</td>
</tr>
<tr>
<td>The expenses of any office, including furniture and equipment rental, supplies, salaries of employees, telephone calls, postage, advertising, and all other expenses incurred by FIRST PARTY in the performances of this agreement shall be incurred at the FIRST PARTY’s discretion. Such expenses shall be FIRST PARTY’s sole financial responsibility.</td>
</tr>
</tbody>
</table>
EXHIBIT “B” - DISPUTE RESOLUTION

B1.0 All claims, disputes and other matters in question between the FIRST PARTY and CITY arising out of, or relating to, the contract documents or the breach thereof, shall be resolved as follows:

B2.0 Mediation
B2.1 The parties shall attempt in good faith first to mediate such dispute and use their best efforts to reach agreement on the matters in dispute. After a written demand for non-binding mediation, which shall specify in detail the facts of the dispute, and within ten (10) days from the date of delivery of the demand, the matter shall be submitted to a mutually agreeable mediator. The Mediator shall hear the matter and provide an informal opinion and advice, none of which shall be binding upon the parties, but is expected by the parties to help resolve the dispute. Said informal opinion and advice shall be submitted to the parties within twenty (20) days following written demand for mediation. The Mediator’s fee shall be shared equally by the parties. If the dispute has not been resolved, the matter shall be submitted to arbitration in accordance with Paragraph B3.1.

B3.0 Arbitration
B3.1 Any dispute between the parties that is to be resolved by arbitration as provided in Paragraph B2.1 shall be settled and decided by arbitration conducted by the American Arbitration Association in accordance with the Construction Industry Arbitration Rules of the American Arbitration Association, as then in effect, except as provided below. Any such arbitration shall be held before three arbitrators who shall be selected by mutual agreement of the parties; if agreement is not reached on the selection of the arbitrators within fifteen (15) days, then such arbitrator(s) shall be appointed by the presiding Judge of the court of jurisdiction of the agreement.
B3.2 The provisions of the Construction Industry Arbitration Rules of the American Arbitration Association shall apply and govern such arbitration, subject, however to the following:
B3.3 Any demand for arbitration shall be writing and must be made within a reasonable time after the claim, dispute or other matter in question as arisen. In no event shall the demand for arbitration be made after the date that institution of legal or equitable proceedings based on such claim, dispute or other matter would be barred by the applicable statute of limitations.
B3.4 The arbitrator or arbitrators appointed must be former or retired judges, or attorneys at law with last ten (10) years’ experience in construction litigation.
B3.5 All proceedings involving the parties shall be reported by a certified shorthand court reporter, and written transcripts of the proceedings shall be prepared and made available to the parties.
B3.6 The arbitrator or arbitrators must be made within and provide to the parties factual findings and the reasons on which the decisions of the arbitrator or arbitrators is based.
B3.7 Final decision by the arbitrator or arbitrators must be made within ninety (90) days from the date of the arbitration proceedings are initiated.
B3.8 The prevailing party shall be awarded reasonable attorneys’ fees, expert and non-expert witness costs and expenses, and other costs and expenses incurred in connection with the arbitration, unless the arbitrator or arbitrators for good cause determine otherwise.
B3.9 Costs and fees of the arbitrator or arbitrators shall be borne by the non-prevailing party, unless the arbitrator or arbitrators for good cause determine otherwise.
B3.10 The award or decision of the arbitrator or arbitrators, which may include equitable relief, shall be final, and judgment may be entered on it in accordance with applicable law in any court having jurisdiction over the matter.
REQUEST FOR PROPOSALS
RESPONSE

LEGAL ADVERTISING SERVICES

Due:
November 18, 2019 by 2:00 PM

Submitted To:
City of Menlo Park
City Clerk’s Office
701 Laurel St.
Menlo Park, CA 94025

ATTN: Judi A. Herren, City Clerk
jaherren@menopark.org

Submitted on Behalf of:
Examiner – Redwood City Tribune
San Francisco and Peninsula Examiner Newspapers

By Its Legal Advertising Services Agent:
Daily Journal Corporation
915 E 1st St
Los Angeles, CA 90012

Contact:
Ari Gutierrez Arambula
Ari_Gutierrez@DailyJournal.com
800-788-7840 ext. 5530
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VI. Insurance & Errors and Omissions

Exhibits:

November 14, 2019

Judi A. Herren, City Clerk
City of Menlo Park
701 Laurel St.
Menlo Park, CA 94025

Re: Legal Advertising Services for Publication of Official Notices in Qualified Newspaper(s)

Dear Ms. Herren:

The publisher of the San Francisco and Peninsula Examiner Newspapers “The Examiner” appreciates the opportunity to provide legal advertising publishing services as the official newspaper for the City of Menlo Park in its newspaper, the Examner-Redwood City Tribune, which is published on Sunday, Wednesday, Thursday and Friday. The adjudication decree confirming it has met all required criteria for adjudication in Section 6000 of the California Government Code is enclosed. (See enclosed adjudication decree 352650, County of San Mateo issued to the Peninsula Newspapers, Inc., now owned by San Francisco Print Media Co. (dba The Examiner))

Through its Peninsula Edition, The Examiner serves Menlo Park with an estimate 16,074 weekly readership and an overall readership of 1,249,230 in both San Mateo and San Francisco Counties. Daily circulation for the San Francisco and Peninsula Examiner is: Sunday 255,000, Wednesday 60,000, Thursday 76,410, and Friday 25,000. The Examiner has a local office at 303 Twin Dolphin Dr. #600, Redwood City, CA 94065 through which we support legal advertising submittals.

Additionally, through a long standing agreement, on behalf of The Examiner, the Daily Journal Corporation (“Daily Journal”) provides free ad placement services to government agencies. As The Examiner’s designated legal advertising administrator, the Daily Journal coordinates ad placement, pagination and billing services on behalf of its legal notice advertisers. The Daily Journal provides these services to the County of San Mateo, various incorporated cities in San Mateo County, and the City and County of San Francisco, County of Santa Clara and others.

The Daily Journal’s professional and reliable service includes the use of its online placing and tracking software, AdTech. This is proprietary software designed specifically to place and track legal notices to assure accuracy in content and scheduling – a tool designed specifically for placing and tracking legal notices that is much more reliable than regular e-mail. As needed user trainings and an unlimited number of user accounts are provided at no charge upon your request.

The legal advertising discount rate offered to the City of Menlo Park is $11 per column inch and no charge per ad to post online. This is the lowest price offered to government agencies under contract for legal advertising. There is no charge for rush, late or canceled orders. The Examiner also offers print and web-based classified employment and display ads for promotion of community engagement campaigns. Advance costs for non-legal ads will be provided upon request.
Legal notices are set nonpareil or 6-point type with 6-point bold headings yielding an average word count of 55 per column inch inclusive of spaces and punctuation. This is the minimum allowable point size for legal notices (Section 6000 of the California Government Code). This is also the most cost-efficient for the advertiser since pricing is based on the amount of space occupied by the ad copy. Instant advance proofs are provided through the Daily Journal’s AdTech software. The AdTech software, training and support is provided at no charge. (See enclosed sample typeset notice.)

The standard deadline is 1 PM the date prior to publication or on Friday for Sunday. As an added convenience to the City of Menlo Park, legal notices may be drafted via AdTech in advance of the City Council’s Tuesday night meetings and submitted after by 1 PM the following day, Wednesday, to publish on Friday of the same week. The speed and frequency of publication and the convenience of submitting the ads online increases the speed through which the city’s legal notification of meetings may be processed through the City’s protocols thus expediting the business of the City. A designated Ad Coordinator, melinda_vasquez@dailyjournal.com, will process advertising requests. She may be reached at 800-788-7840 ext. 5536.

The process for submitting legal notices is streamlined through the AdTech software. The steps are: 1) provide ad description and notice type, 2) select newspaper and publication dates, 3) upload or copy and paste ad copy, 4) Review/Approve the instant advance proof and price and send for publication. As easy as e-mail but much more secure, AdTech provides a number of features for submitting, tracking the ad placement, accounting and archival of legal notices. All actions taken on the order or record in the history files. By contrast, there are no secure tracking features for emails.

Separate accounts for user departments will be established. Advertising is billed in arrears and the account balances for each department are managed separately. Each advertisement is itemized (rate x length x columns x frequency) and identified as separate line items on the monthly invoice per user department. Each advertisement is submitted to the user department with two legally sufficient proof of publication originals and the itemized invoice in triplicate. Invoices and proof of publication are archived electronically and searchable via AdTech.

Ms. Fay Locsin is assigned as the Account Manager for your agency. She will coordinate set-up of AdTech accounts, user log-on and training. She will also respond to any service inquires including ad placement procedures, invoices, payments and proofs of publication. She may be reached at 650-556-1556 or by email: fay_locsin@dailyjournal.com.

Please let us know if more information is required and/or if we may provide an in-person presentation to your team. We look forward to meeting with you and department representatives and reviewing their legal advertising requirements and procedures to assure we meet their needs. Should you have any questions or concerns please contact me directly at 800-788-7840 ext. 5530 or ari_gutierrez@dailyjournal.com.

Sincerely,

Ari Gutierrez Arambula, MBA
Director of Government Advertising

CC: Jay Curran, Publisher, San Francisco and Peninsula Examiner Newspapers

Enclosures
BID COVER SHEET TO THE CITY OF MENLO PARK:

The bidder is adjudicated as a newspaper of general circulation in either the City of Menlo Park or County of San Mateo, and submits the following bid:

1. **This bid is submitted by:**

<table>
<thead>
<tr>
<th>Name of adjudicated newspaper</th>
<th>Examiner - Redwood City Tribune</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact individual</td>
<td>Ari Gutierrez Arambula</td>
</tr>
<tr>
<td>Telephone number</td>
<td>1800-788-7840 ext. 5530</td>
</tr>
<tr>
<td>E-mail address</td>
<td><a href="mailto:ari_gutierrez@dailyjournal.com">ari_gutierrez@dailyjournal.com</a></td>
</tr>
<tr>
<td>Mailing address</td>
<td>Daily Journal Corporation, c/o Government Ad, 915 E 1ST ST., LOS ANGELES, CA 90012</td>
</tr>
<tr>
<td>Location of business (if different from mailing address)</td>
<td>Examiner/Redwood City Times, 303 Twin Dolphin Dr #600, Redwood City, CA 94065</td>
</tr>
<tr>
<td>Remittance address (if different from mailing address)</td>
<td>Daily Journal Corp. Accts. Receivable, 915 E 1ST ST., LOS ANGELES, CA 90012</td>
</tr>
</tbody>
</table>

Attach adjudication order stating that the bidder is an adjudicated newspaper of general circulation for City of Menlo Park or County of San Mateo.


2. **Rates**

   Rates to be charged to the City are:
   
   $ 11.0¢ per column inch for single notice for first publication
   
   $ 11.0¢ per column inch for single notice for second publication
   
   $ 11.0¢ per column inch for single notice for additional publications
   
   # 12 _____ lines per column inch average # 55 _____ words per column inch

Specify any fees for rush orders or late submittals, if applicable:

   There is not additional fee for rush, late or canceled orders.

Explicitly describe any volume or other discounts. The City's expected volume of notices would be at least 90 legal notices per year.

(continued on next page)
EXHIBIT “B” - DISPUTE RESOLUTION

B1.0 All claims, disputes and other matters in question between the FIRST PARTY and CITY arising out of, or relating to, the contract documents or the breach thereof, shall be resolved as follows:

B2.0 Mediation
B2.1 The parties shall attempt in good faith first to mediate such dispute and use their best efforts to reach agreement on the matters in dispute. After a written demand for non-binding mediation, which shall specify in detail the facts of the dispute, and within ten (10) days from the date of delivery of the demand, the matter shall be submitted to a mutually agreeable mediator. The Mediator shall hear the matter and provide an informal opinion and advice, none of which shall be binding upon the parties, but is expected by the parties to help resolve the dispute. Said informal opinion and advice shall be submitted to the parties within twenty (20) days following written demand for mediation. The Mediator’s fee shall be shared equally by the parties. If the dispute has not been resolved, the matter shall be submitted to arbitration in accordance with Paragraph B3.1.

B3.0 Arbitration
B3.1 Any dispute between the parties that is to be resolved by arbitration as provided in Paragraph B2.1 shall be settled and decided by arbitration conducted by the American Arbitration Association in accordance with the Construction Industry Arbitration Rules of the American Arbitration Association, as then in effect, except as provided below. Any such arbitration shall be held before three arbitrators who shall be selected by mutual agreement of the parties; if agreement is not reached on the selection of the arbitrators within fifteen (15) days, then such arbitrator(s) shall be appointed by the presiding Judge of the court of jurisdiction of the agreement.

B3.2 The provisions of the Construction Industry Arbitration Rules of the American Arbitration Association shall apply and govern such arbitration, subject, however to the following:

B3.3 Any demand for arbitration shall be writing and must be made within a reasonable time after the claim, dispute or other matter in question as arisen. In no event shall the demand for arbitration be made after the date that institution of legal or equitable proceedings based on such claim, dispute or other matter would be barred by the applicable statute of limitations.

B3.4 The arbitrator or arbitrators appointed must be former or retired judges, or attorneys at law with last ten (10) years' experience in construction litigation.

B3.5 All proceedings involving the parties shall be reported by a certified shorthand court reporter, and written transcripts of the proceedings shall be prepared and made available to the parties.

B3.6 The arbitrator or arbitrators must be made within and provide to the parties factual findings and the reasons on which the decisions of the arbitrator or arbitrators is based.

B3.7 Final decision by the arbitrator or arbitrators must be made within ninety (90) days from the date of the arbitration proceedings are initiated.

B3.8 The prevailing party shall be awarded reasonable attorneys' fees, expert and non-expert witness costs and expenses, and other costs and expenses incurred in connection with the arbitration, unless the arbitrator or arbitrators for good cause determine otherwise.

B3.9 Costs and fees of the arbitrator or arbitrators shall be borne by the non-prevailing party, unless the arbitrator or arbitrators for good cause determine otherwise.

B3.10 The award or decision of the arbitrator or arbitrators, which may include equitable relief, shall be final, and judgment may be entered on it in accordance with applicable law in any court having jurisdiction over the matter.
3. Circulation
The [Newspaper name] is an adjudicated newspaper of general circulation in the City of Menlo Park or County of San Mateo.

Our paper is published # [number] days per week.

on the following days:

Sunday, Wednesday, Thursday and Friday.

The paper's average daily circulation in the City of Menlo Park is: ________________________.

Weekend Edition (Sunday) home delivery 4,928 and Weekday (Wednesday, Thursday, Friday) 430 each day.

4. Publication deadlines
Deadline for dates/times for receiving in newspaper office:

<table>
<thead>
<tr>
<th>Publication day</th>
<th>Day advertisement is due</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday issue</td>
<td>At</td>
<td></td>
</tr>
<tr>
<td>Tuesday issue</td>
<td>At</td>
<td></td>
</tr>
<tr>
<td>Wednesday issue</td>
<td>MONDAY</td>
<td>At 1:00 PM</td>
</tr>
<tr>
<td>Thursday issue</td>
<td>TUESDAY</td>
<td>At 1:00 PM</td>
</tr>
<tr>
<td>Friday issue</td>
<td>WEDNESDAY</td>
<td>At 1:00 PM</td>
</tr>
<tr>
<td>Saturday issue</td>
<td>At</td>
<td></td>
</tr>
<tr>
<td>Sunday issue</td>
<td>THURSDAY</td>
<td>At 1:00 PM</td>
</tr>
</tbody>
</table>
CALIFORNIA NEWSPAPER SERVICE BUREAU

DAILY JOURNAL CORPORATION

Mailing Address: 915 E FIRST ST, LOS ANGELES, CA 90012
Telephone (800) 788-7840 / Fax (800) 464-2839
Visit us @ www.LegalAdstore.com

JUDI HERREN
MENLO PARK CITY CLERK
701 LAUREL ST
MENLO PARK, CA 94025

COPY OF NOTICE

Notice Type: HRG NOTICE OF HEARING

Ad Description
SAMPLE AD

To the right is a copy of the notice you sent to us for publication in the REDWOOD CITY TRIBUNE. Please read this notice carefully and call us with any corrections. The Proof of Publication will be filed with the County Clerk, if required, and mailed to you after the last date below. Publication date(s) for this notice is (are):

11/15/2019

The charge(s) for this order is as follows. An invoice will be sent after the last date of publication. If you prepaid this order in full, you will not receive an invoice.

Publication $47.30
Total $47.30

SPEN# 3314671
BELOW MARKET RATE HOUSING ORDINANCE AMENDMENT
NOTICE IS HEREBY GIVEN that the City Council of the City of Menlo Park, California, will hold a public hearing to adopt an ordinance amending Chapter 16.95 [Below Market Rate Housing Program] and Chapter 16.97 [State Density Bonus Law] of Title 16 [Zoning] of the Menlo Park Municipal Code and related updated to the City’s Below Market Rate Housing Guidelines. This ordinance reinstates inclusionary housing requirements for new rental housing projects developed in the City. The Planning and Housing Commissions reviewed the ordinance and recommended adoption.
NOTICE IS HEREBY FURTHER GIVEN that the City Council of the City of Menlo Park will hold this public hearing on Tuesday, March 27, 2019, at 7:00 p.m., or as near as possible thereafter, in the Menlo Park City Council Chambers located at 701 Laurel St., Menlo Park, California, at which time and place interested persons may appear and be heard on this matter.
Visit the City’s website at menlopark.org/agenda for the City Council meeting agenda and links to the public hearing staff report.
DATED: March 14, 2018
BY: Clay J. Curlin, Interim City Clerk

11/15/19
SPEN-3314671# EXAMINER - REDWOOD CITY TRIBUNE
MAREK, MAREK & SCHUCK
ATTORNEYS AT LAW
250 CAMBRIDGE AVENUE, SUITE 104
PALO ALTO, CALIF. 94306
(415) 203-6752

Attorneys for Petitioner
PENINSULA NEWSPAPERS, INC.

SUPERIOR COURT OF CALIFORNIA
COUNTY OF SAN MATEO

In the Matter of the Petition of PENINSULA NEWSPAPERS, INC., No. 352650
To Have the Standing of the Redwood City Tribune as a Newspaper of General Circulation ascertained and established

The verified petition of PENINSULA NEWSPAPERS, INC. to have the standing of the Redwood City Tribune ascertained and established as a newspaper of general circulation, as defined in Section 6023 of the Government Code, came on regularly for hearing by the Court this date. Petitioner appeared by counsel John F. Schuck.

Evidence, both oral and documentary, was introduced and the matter was submitted for decision. The Court finds from proof made to the satisfaction of the Court as follows:

1. The Petition and Notice of Intention of petitioner to apply to the Court on a named day for an order declaring the newspaper to be a newspaper of general circulation was
duly published pursuant to Section 6062 of the Government Code and Santa Ana Independent v. California Newspaper Publishers (1946) 75 Cal.App.2d 764, 171 P.2d 548 in (a) the petitioning newspaper and in (b) the Redwood City Almanac, a newspaper of general circulation published in the same city and county as the petitioning newspaper as directed by order of the Court; proof of such publication was duly made and the Court set the petition for hearing.

2. The Redwood City Tribune is a newspaper of general circulation, published for the dissemination of local and telegraphic news and intelligence of a general character in Redwood City, County of San Mateo, California.

3. Said petitioning newspaper has a bona fide subscription list of paying subscribers, numbering 212 in the County of San Mateo, California and has an average daily circulation of 16,713.

4. For more than three years next preceding the filing of the petition herein, the petitioning newspaper has been established under the name of the Redwood City Tribune, published weekly in Redwood City, San Mateo County, California.

5. During the whole of said three year period, the Redwood City Tribune has been published as a weekly newspaper on Tuesdays.

6. During the whole of said three year period, the Redwood City Tribune has maintained a minimum coverage of
local or telegraphic news and intelligence of general character of not less than 25 percent of its total inches.

7. During the whole of said three year period, the Redwood City Tribune has had only one principal office of publication and that office is located at 2317 Broadway, Redwood City, California 94063, which is in the judicial district for which it is seeking adjudication.

WHEREFORE, IT IS ORDERED AND ADJUDGED that the Redwood City Tribune is a newspaper of general circulation, as defined in Section 6008 of the Government Code, for the City of Redwood City and the County of San Mateo, State of California.

Dated: AUG 22 1990

JOHN G. SCHWARTZ
Judge of the Superior Court
November 14, 2019

Judi A. Herren
City of Menlo Park, Office of the City Clerk
701 Laurel St.
Menlo Park, CA 94025

Re: City of Menlo Park Insurance Requirements

Dear Ms. Herren:

The Daily Journal Corporation welcomes the opportunity to provide Legal Advertising Services.

As required, a certificate of insurance with the City of Menlo Park as named insured and confirmation we have reviewed the insurance stipulations will be provided upon award. However, we request a waiver for Professional Liability/ Errors and Omissions insurance for the following reason:

As a publisher, the Daily Journal Corporation does not insure for professional liability. Instead, it provides retractions and make-goods to advertisers that publish in its owned newspapers and those it represents as an agent. Additionally, for its clearinghouse services as a media buyer, it negotiates make goods with media outlets based on industry standard guidelines that may include full or percentage discounts depending on the error and its effect on the effectiveness of the advertising. It self–insures for other professional liability.

Again, thank you for the opportunity to serve the City of Menlo Park with its legal publication needs. Should you require additional information please contact me by email at Ari_Gutierrez@DailyJournal.com or directly at 1-800-788-7840 ext. 5530.

Sincerely,

[Signature]

Ari Gutierrez Arambula, MBA
Director of Government Advertising