

File No. 160580

Committee Item No. 3

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance

Date June 16, 2016

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input checked="" type="checkbox"/> | <input 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 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 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)

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Victor Young Date June 10, 2016

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

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

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

14  
15 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach  
16 advertising to those communities which may not be adequately served by the official  
17 newspaper, pursuant to Administrative Code, Section 2.80 and 2.80-1; and

18 WHEREAS, In each year, the Board of Supervisors shall designate the outreach  
19 periodical for each outreach community, pursuant to Administrative Code, Section 2.81-3;  
20 and,

21 WHEREAS, The Board of Supervisors may designate neighborhood outreach  
22 periodical, pursuant to Administrative Code, Section 2.81-4; now therefore, be it

23 RESOLVED, That the Board designates the following periodicals, which circulate  
24 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
25 periodicals for the indicated communities for FY2016-2017:

1 African American *San Francisco Print Media Co., doing business as*  
2 *SF Weekly*  
3 Chinese *San Francisco Print Media Co., doing business as*  
4 *SF Weekly*  
5 Hispanic *San Francisco Media Co., doing business as*  
6 *SF Weekly*  
7 Lesbian, Gay, Bisexual, *San Francisco Media Co. doing business as*  
8 Transgender *SF Weekly*

9 FURTHER RESOLVED, That the Board designates the following neighborhood  
10 outreach periodicals for the indicated neighborhood(s) for FY2016-2017:

11 Central Market and *Central City Extra*  
12 Tenderloin  
13 Marina and Cow Hollow *Jasmine Blue Media, doing business as Marina*  
14 *Times*  
15 Potrero Hill, Bayview, Mission *The Potrero View; and be it*  
16 Bay and SoMa

17 FURTHER RESOLVED, That the Office of Contract Administration is hereby  
18 authorized to enter into contracts with these designated outreach periodicals and said  
19 contracts must be in accordance with all the contracting requirements of the City and County  
20 of San Francisco.

21  
22  
23  
24  
25

Summary of Outreach Advertising and Clearinghouse Services Bids For Fiscal Year 2016-2017 (TC95320)

**Outreach Advertising**

Evaluation Points	San Francisco Bay View	San Francisco Print Media Co. (DBA SF Weekly)		Small Business Exchange	Sing Tao Daily	San Francisco Print Media Co. (DBA SF Weekly)		San Francisco Print Media Co. (DBA SF Weekly)	El Reportero	San Francisco Print Media Co. (DBA SF Weekly)		Bay Area Reporter	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)	African American (AA)	African American (AA)		African American (AA)	Chinese (Ch)	Chinese (Ch)		Hispanic (H)	Hispanic (H)	Hispanic (H)		Hispanic (H)	
Ad Price Per Circulated Copy (\$)	\$0.03	\$0.01		\$0.20	\$0.02	\$0.01		\$0.01	\$0.05	\$0.01		\$0.01	
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$409.00	7.3	\$200.00	15	\$200.00	15	\$500.00	12.3	\$200.00	15
Circulation as submitted		7,700/mo		64,100/wk		1,000/wk		64,100/wk		10,000/wk		64,100/wk	
Daily Circulation (Avg)	10.0	257	0.3	9,157	10	143	0.2	9,157	10	1,428	1.6	9,157	10
Periodical Cost	5.0	\$0.00	5	\$0.00	5	\$250.00/yr	0	\$0.00	5	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	NO	0	NO	0	YES	2	NO	0	YES	2	NO	0
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	YES	3	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>20.3</b>		<b>22.3</b>		<b>17.2</b>		<b>30</b>		<b>25.9</b>		<b>26.2</b>
LBE Preference	10%	Yes	10%	NO	0	YES	10%	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	1% 10 NET 30	1%	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>22.6</b>		<b>22.6</b>		<b>19.3</b>		<b>30.4</b>		<b>26.2</b>		<b>29.3</b>

**Outreach Advertising**

Evaluation Points	Jasmine Blue Media (DBA Marina Times)	Central City Extra (Study Center)		The Potrero View			
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)	Neighborhood (N) - Marina/Cow Hollow	Neighborhood(N) - Tenderloin/Central Market		Neighborhood (N) - Potrero Hill/ Bayview/ Mission Bay/ SOMA			
Ad Price Per Circulated Copy (\$)	\$0.02	\$0.04		\$0.05			
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$470.00	10.4	\$325.00	15	\$600.00	8.1
Circulation as submitted		25,000/mo		8,000/mo		13,000/mo	
Daily Circulation (Avg)	10.0	833	10	267	3.2	433	5.2
Periodical Cost	5.0	\$0.00	5	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>27.4</b>		<b>25.2</b>		<b>20.3</b>
LBE Preference	10%	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	1% Net 30	1%	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	Yes	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>27.7</b>		<b>25.8</b>		<b>20.6</b>

**Clearinghouse Services (Award to Lowest and Responsive and Responsible [meets MQs] Bidder)**

Minimum Qualifications (MQs)	Imprenta Communications	Daily Journal
Provide service for 3 years prior to state, county or government agency	NO	YES
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order - online status tracking	YES	YES
Responsive (Submitted all required documents by Bid Due Date)	NO	YES
Commission Rate (%)	5.50%	15%

Outreach Advertising for Fiscal Year 2016-2017 Bid  
Evaluation Overview

Bidder	Communities Served	Language Published	Evaluation Score	Rank (In Outreach Community / Neighborhood)	Responsible - Meets all Minimum Qualifications (Yes/No)	Reason (Not Responsible)	Fiscal Year 2016-2017 OCA Award Recommendation	Fiscal Year 2015-2016 Board of Supervisors Award
San Francisco Print Media Co. DBA SF Weekly	African American (AA)	English	22.6	1 - tied	YES		YES	YES
Small Business Exchange	African American (AA)	English	19.3	2	YES		NO	YES
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	English	23.8	2	YES		YES	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	English	30.4	1	YES		YES	YES
El Reportero	Hispanic (H)	Spanish	26.2	2	YES		NO	NO
San Francisco Print Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	29.3	1	YES		YES	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	26	2	YES		NO	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) - Marina/Cow Hollow	English	27.7	1	YES		YES	YES
Central City Extra	Neighborhood (N) - Tenderloin / Central Market	English	25.8	2	YES		YES	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	English	20.6	3	YES		YES	YES

San Francisco Bay View	African American (AA)	English	22.6	1 - tied	NO	Printed Outside SF & Not Printed Frequently enough	NO	NO
Sing Tao Daily	Chinese (Ch)	Chinese	27	1	NO	Printed Outside SF	NO	YES

**Outreach Advertising and Clearinghouse Services for Fiscal Year  
2016-2017 - Evaluation of Responsiveness and Responsibility**

Outreach Advertising										
Minimum Qualifications (MQs)	El Reportero (1)	Small Business Exchange (2)	San Francisco Media Co. (SF Weekly) (3)	Sing Tao Daily (4)	San Francisco Bay Times (6) - BID WITHDRAWN	Central City Extra (Study Center) (7)	Jasmine Blue Media (Marina Times) (8)	San Francisco Bay View (9)	The Potrero View (11)	Bay Area Reporter (12)
Locally Owned? (NOT MQ)	Yes	Yes	NO	NO	NA	Yes	Yes	Yes	Yes	Yes
Printed in San Francisco?	Yes	Yes	Yes	NO	NA	Yes	Yes	NO	Yes	Yes
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	Weekly	Weekly	Weekly	Daily	NA	Monthly	Monthly	Monthly	Monthly	Weekly
Sample Ad	Yes	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes
Circulation (NOT MQ)	10,000/wk	1,000/wk	64,000/wk	14,300/wk	NA	8,000/month	25,000/month	7,700/month	13,000/month	23,600/ wk
Verification of Circulation	Printer Invoice	Printer invoice	Audit Report	statement (notorized)	NA	Printer Invoice	Printer Invoice	Printer Invoice	Printer Letter	Audit Report
Map/locations/Zip Codes Included? (NOT MQ)	Yes	Yes	Yes	Yes	NA	Yes	Yes	Yes	No	Yes
Outreach Community Served	Hispanic	African American	LGBT/ Chinese / African American / Hispanic	Chinese	NA	Neighborhood (Tenderloin/ Central Market)	Neighborhood (Marina/Cow Hollow)	African American	(Potrero/ Bayview/ Mission Bay, SOMA)	LGBT
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Responsible (Meets all MQs)	YES	YES	YES	NO	NO	YES	YES	NO	YES	YES

<b>Clearinghouse Services</b>		
<u>Minimum Qualifications</u>	Imprenta Communications	Daily Journal
Provide service for 3 years prior to state, county or government agency	NO	YES
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order - online status tracking	YES	YES
<b>Responsive (submitted all required documents by Bid Due Date)</b>	NO	YES
<b>Commision Rate (%)</b>	<b>5.50%</b>	<b>15%</b>

City and County of San Francisco

Office of Contract Administration




Edwin M. Lee  
Mayor

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO


Jaci Fong  
Director and Purchaser

2016 MAY 20 PM 2:36

Purchasing

BY   
May 18, 2016

**To:** Angela Calvillo, Clerk of the Board

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

**Subject:** Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2016 - 2017

Enclosed is the resolution recommending the designation of the following bidders as the City's outreach advertising periodicals for Fiscal Year 2016 – 2017, based on the formal and competitive solicitation results evaluated according to requirements specified in the solicitation and set forth in San Francisco Administrative Code sections 2.80 and 2.81:

PERIODICAL/BIDDER	OUTREACH NEIGHBORHOOD / OUTREACH COMMUNITY	REONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Jasmine Blue Media doing business as Marina Times	Marina and Cow Hollow Neighborhoods	YES
Central City Extra	Tenderloin and Central Market Neighborhoods	YES
The Potrero View	Potrero Hill, Bayview, Mission Bay, and SOMA Neighborhoods	YES
San Francisco Print Media Co. doing business as SF Weekly	African American	YES
San Francisco Print Media Co. doing business as SF Weekly	Chinese	YES
San Francisco Print Media Co. doing business as SF Weekly	Hispanic	YES
San Francisco Print Media Co. doing business as SF Weekly	Lesbian, Gay, Bisexual, Transgender (LGBT)	YES

This year, the Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal or invitation to bid, for outreach advertising services to approximately forty-nine (49) local periodicals. In addition to the solicitation being posted on the City's bid Webpage for approximately three weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of nine (9) eligible bids for outreach advertising.

OCA regulations require 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 outreach advertising service contracts to a broader range of bidders to best serve the City's outreach advertising needs. A "responsive" bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. All nine (9) eligible bids were submitted in a timely manner but were missing some required documentation as specified in the competitive solicitation. Late bids and incomplete bids are procedurally deemed non-responsive. Thus, zero (0) of the nine (9) eligible bids were



responsive. However, those nine (9) eligible bidders have submitted all required documentation within several weeks after the specified solicitation due date and time. A “responsible” bidder is one that meets all of the minimum qualifications and requirements as specified in a solicitation. Seven (7) of the nine (9) eligible bidders were deemed responsible as their submitted bids were evaluated and met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement, OCA is recommending awards only to responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

In order for an *outreach neighborhood* (not community) periodical to be considered responsible, it must be printed at least once per month. However, there is no requirement regarding where the outreach neighborhood periodicals are printed. All bidding outreach neighborhood newspapers are printed at least once per month and are therefore, responsible. Additionally, all neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

Bids deemed not responsible were submitted by the following periodicals:

PERIODICAL / BIDDER	OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	REASON?
San Francisco Bay View	African American	NO	1, 2
Sing Tao Daily	Chinese	NO	1

**Reason? (Not Responsible Vendor) Key:**

**1 = Printed Outside the City and County of San Francisco**

**2 = Not Printed One or More Days in Calendar Week**

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c), “outreach communities” shall reflect the diversity in race and sexual orientation of the population of the City and County. They shall include: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. The Board of Supervisors may determine different outreach communities from time to time.

In order to be considered responsible, *outreach community* (not neighborhood) periodicals must be printed in San Francisco on one or more days in a calendar week. San Francisco Bay View was the only eligible *outreach community* bidder who does not print their periodicals at least once each week. Additionally, another qualification established by San Francisco Administrative Codes 2.80 is that *outreach community* (not neighborhood) periodicals must be printed in the City and County of San Francisco. Sing Tao Daily and San Francisco Bay View are the only eligible bidders who do not print their periodicals in the City and County of San Francisco. Thus Sing Tao Daily and San Francisco Bay View are not responsible bidders given that they both do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.80.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach periodicals. The clearinghouse receives the Clerk of the Board’s ads and transmits them to the outreach periodicals, handles translation, invoicing and payment. OCA received one (1) responsive and responsible bid from The Daily Journal who has been providing clearinghouse services to the City for several years.

The total estimated contract value for outreach advertising for Fiscal Year 2016 - 2017 is \$20,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2016 - 2017 is \$3,000.00.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2016-2017 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Kofo Domingo on my team, at 415-554-6714.

Enclosures:        Outreach Advertising for Fiscal Year 2016-2017 Bid Evaluation Overview

                         Summary of Outreach Advertising and Clearinghouse Services Bids for Fiscal Year 2016-2017

                         Outreach Advertising and Clearinghouse Services for Fiscal Year 2016-2017 - Evaluation of Responsiveness and Responsibility

                         Resolution designating OCA's recommended outreach newspapers

                         S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)

                         S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

**FORM SFEC-126:**  
**NOTIFICATION OF CONTRACT APPROVAL**  
(S.F. Campaign and Governmental Conduct Code § 1.126)

<b>City Elective Officer Information</b> <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisor	City elective office(s) held: Members, San Francisco Board of Supervisors
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Print Media Co. (SF Weekly)	
<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:
Describe the nature of the contract that was approved: Outreach and 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: San Francisco Board of Supervisors  
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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: ( 415 ) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

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)

<b>City Elective Officer Information</b> <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
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Jasmine Blue Media LLC. DBA Marina Times	
<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>	
Earl Adkins, Managing Partner Susan Dyer Reynolds, Partner No Board Members or Executive Titles	
Contractor address: 3053 Fillmore St., #104 San Francisco, CA 94123	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach and 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: San Francisco Board of Supervisors  
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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: ( 415 ) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

\_\_\_\_\_  
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)

<b>City Elective Officer Information</b> <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
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Study Center	
<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>	
1. Board Roster: John Banks, Richard Livingston, Reiko True, Stas Margaronis, James, McWilliams, Ben Fong Torres, Tina Tong Yee, Haz Elbgal 2. Geoff Kink, CEO; James Bangura, CFO 3. N/A – Public Charity 4. N/A 5. N/A	
Contractor address: 1663 Mission St., Suite 310 San Francisco, CA 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach and 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: San Francisco Board of Supervisors  
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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: ( 415 ) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

\_\_\_\_\_  
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)

<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: The Potrero View	
<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>	
Steven J. Moss, Owner Hillary Savage, Production Manager (sub-contractor) Lara Durback, Advertising (sub-contractor)	
Contractor address: 2325 Third St., #344, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: \$600 / ad
Describe the nature of the contract that was approved: Outreach and 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: San Francisco Board of Supervisors  
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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

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

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  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
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.

