File No. 120612 Committee Item No. 5
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight **Date** June 14, 2012

Board of Supervisors Meeting **Date** _____

Cmte	Board	
☐	☐	Motion
☒	☐	Resolution
☐	☐	Ordinance
☐	☐	Legislative Digest
☐	☐	Budget and Legislative Analyst Report
☐	☐	Legislative Analyst Report
☐	☐	Youth Commission Report
☐	☐	Introduction Form (for hearings)
☒	☐	Department/Agency Cover Letter and/or Report
☐	☐	MOU
☐	☐	Grant Information Form
☐	☐	Grant Budget
☐	☐	Subcontract Budget
☐	☐	Contract/Agreement
☒	☐	Form 126 – Ethics Commission
☐	☐	Award Letter
☐	☐	Application
☐	☐	Public Correspondence

OTHER **(Use back side if additional space is needed)**

☐	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	

Completed by: Alisa Miller **Date** June 8, 2012
Completed by: _____ **Date** _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.

FILE NO. 120612 RESOLUTION NO.

[Outreach Advertising and Neighborhood Outreach Advertising for FY2012-2013]

Resolution designating *San Francisco Bay View* and *Small Business Exchange* to be the outreach newspapers of the City and County for the African American community; *Sing Tao Daily, World Journal, and Small Business Exchange* to be the outreach newspapers of the City and County of San Francisco for the Chinese community; *El Reportero* and *Small Business Exchange* to be the outreach newspapers of the City and County for the Hispanic community; *Bay Area Reporter* to be the outreach newspaper of the City and County for the Lesbian, Gay, Bisexual and Transgender community; *Central City Extra* to be the neighborhood outreach newspaper of the City and County for the Central City neighborhood; *Marina Times/Northside Publications* to be the neighborhood outreach newspaper of the City and County for the Northern San Francisco neighborhood; *Potrero View* to be the neighborhood outreach newspaper of the City and County for the Potrero Hill, Bayview, Mission Bay and South of Market neighborhoods; *West Portal Monthly* to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and *The Western Edition* to be the neighborhood outreach newspaper for the City and County for the Western Addition neighborhood; to provide outreach advertising for FY2012-2013.

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

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

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

RESOLVED, That the Board designates the following newspapers, which circulate primarily in the indicated communities and are printed in San Francisco, to be the outreach newspapers for the indicated communities for FY 12-13:

African American	*San Francisco Bay View, Small Business Exchange*
Chinese	*Sing Tao Daily, World Journal, Small Business Exchange*
Hispanic	*El Reportero, Small Business Exchange*
Lesbian, Gay, Bisexual	*Bay Area Reporter*

FURTHER RESOLVED, That the Board designates the following neighborhood outreach newspapers for the indicated neighborhood for FY 12-13:

Central City	*Central City Extra*,
Northern San Francisco	*Marina Times/Northside San Francisco*
Potrero Hill	*Potrero View*
West Portal	*West Portal Monthly*
Western Edition	*The Western Edition Newspaper;* and, be it

FURTHER RESOLVED, That the Office of Contract Administration is authorized to execute contracts with these designated outreach newspapers and said contracts must fully comply with all the contracting requirements of the City and County of San Francisco.

TC95316 Summary of Outreach Advertising and Clearinghouse Bids for FY12-13
Version Date: 5/31/12
DRAFT

Minimum Qualifications	Bidder 1 West Portal Monthly	Bidder 2 San Francisco Bay View	Bidder 3 Potrero View	Bidder 5 Northside Publications (Marina Times)	Bidder 6 Small Business Exchange	Bidder 7 Sing Tao Daily	Bidder 8 World Journal	Bidder 10 Bay Area Reporter	Bidder 11 Central City Extra	Bidder 13 El Reporte (LATE)	Bidder 14 The Western Edition Newspaper (LATE)
Locally Owned?	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Printed In San Francisco?	No (Marin County)	No (Union City)	Yes	Yes	Yes	No (South SF)	No (Millbrae)	Yes	Yes	Yes	Yes
Frequency of Publication?	Monthly	Monthly	Monthly	Monthly	Weekly	Daily	Daily	Weekly	Monthly	Weekly	Monthly
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Sample Newspapers Indicating Continuous Publication?	No*	No*	No*	No*	Yes	No*	No*	No*	Yes	No*	No*
Circulation	21000	15000	9000	25000	2491	115261/week	12000/day	29000	8000	10000	25000
Verification of Circulation	Self	Printer Invoice	Printer Letter	Printer Letter	Self	Self	Self (Notarized)	Publisher's Statement	Printer Invoice	Self	Printer Invoice
Map/Zip Codes Included?	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)		Yes (Zip)	Yes (Zip)	Yes (Zip)	lation Route (Addre	Yes (Zip)
Outreach Community Served	Neighborhood	African-American	Neighborhood	Neighborhood	merican/Hispanic	Chinese	Chinese	LGBT	Neighborhood	Hispanic	Neighborhood

* All newspapers submitted one sample newspaper. Only Bidders 6 and 11 submitted back issues to indicate continuous printing.

Evaluation Points	Total Points Available	Bidder 1: West Portal Monthly		Bidder 2: San Francisco Bay View		Bidder 3: Potrero View		Bidder 5: Northside Publications (Marina Times)		Bidder 6: Small Business Exchange	
Evaluation factors per Admin. Code Sec. 2.81		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price	15.0	$ 265.00	9.0	$ 200.00	11.9	$ 355.00	6.7	$ 455.00	5.3	$ 159.32	15.0
Circulation as submitted		*21,000*	*per month*	*15,000*	*per month*	*9,000*	*per month*	*25,000*	*per month*	*2,491*	*per week*
Circulation	10.0	700	0.4	500	0.3	300	0.2	833	0.5	356	0.2
Periodical Cost	5.0	Free	5	Free	5	Free	5	Free	5	$ 2.50	0
Locally Owned & Operated	2.0	No	0	Yes	2	Yes	2	Yes	2	Yes	2
Published In Foreign Language	5.0	No	0	No	0	No	0	No	0	No	0
Total Evaluation Points	37.0		14.4		19.3		13.9		12.8		17.2
LBE Preference	10%	No	0%	Yes	10%	No	0%	No	0%	Yes	10%
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	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%
Total Points with Bid Discounts Applied			14.6		21.4		14.1		12.9		19.2
Ad Price Per Circulated Copy		*$ 0.01*		*$ 0.01*		*$ 0.04*		*$ 0.02*		*$ 0.06*	
Communities Served		*Neighborhood*		*African-American*		*Neighborhood*		*Neighborhood*		*African-American/Chinese/Hispanic*	

TC95316 Summary of Outreach Advertising and Clearinghouse Bids for FY12-13
Version Date: 5/31/12
DRAFT

Evaluation Points

Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bidder 7: Sing Tao Daily Bid	Bidder 7: Sing Tao Daily Points	Bidder 8: World Journal Bid	Bidder 8: World Journal Points	Bidder 10: Bay Area Reporter Bid	Bidder 10: Bay Area Reporter Points	Bidder 11: Central City Extra Bid	Bidder 11: Central City Extra Points	Bidder 13: El Reportero (LATE) Bid	Bidder 13: El Reportero (LATE) Points	Bidder 14: The Western Edition Bid	Bidder 14: The Western Edition Points
Advertising Price	15.0	$ 300.00	8.0	$ 263.43	9.1	$ 380.00	6.3	$ 225.00	10.6	$ 444.00	5.4	$ 500.00	4.8
Circulation as submitted		*16,466*	*per day*	*12000*	*per day*	*29,000*	*per week*	*8,000*	*per week*	*10,000*	*per week*	*25,000*	*per month*
Circulation	10.0	16466	10.0	12000	7.3	4143	2.5	1143	0.7	1429	0.9	833	0.5
Periodical Cost	5.0	.60 - $1.25	0	$ 0.50	0	Free	5	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	Yes	2	No	0	Yes	2	No	0	Yes	2	Yes	2
Published in Foreign Language	5.0	Yes	5	Yes	5	No	0	No	0	Yes	5	No	0
Total Evaluation Points	37.0		25.0		21.4		15.8		16.3		18.3		12.3
LBE Preference	10%	No	0%	No	0%	No	0%	No	0%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	No	0%	Net 2% 30 days	2%	No	0%	No	0%
Sales Tax Discount	1.25%	No	0%	No	0%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			25.0		21.4		16.0		16.8		18.5		12.4
Ad Price Per Circulated Copy		*$ 0.02*		*$ 0.02*		*$ 0.01*		*$ 0.03*		*$ 0.04*		*$ 0.02*	
Communities Served		*Chinese*		*Chinese*		*LGBT*		*Neighborhood*		*Hispanic*		*Neighborhood*	

Awarded Last Year but didn't bid this year ~ contact and ask why they didn't bid and if they'd like to submit bids

China Press	Chinese
El Mensajero	Hispanic
The Western Editior	Neighborhood

Clearinghouse Bids for FY12-13

Minimum Qualifications	Bidder 9: Daily Journal	Bidder 6: Small Business Exchange
Provide service for 3 years prior to state, county or government agency	Yes	No
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	Yes	Yes
Evaluation	15%	5%

City and County of Sa Francisco Office of ntract Administration

Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser

Purchasing

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2012 MAY 31 PM 1:04
BY

May 30, 2012

To: Angela Calvillo, Clerk of the Board

From: Jaci Fong, Director of OCA

Subject: **Resolution Designating Outreach Newspapers for FY 12-13**

Enclosed is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 12-13:

NEWSPAPER	COMMUNITY
San Francisco Bay View	African American
Small Business Exchange	African American, Chinese, Hispanic
Sing Tao Daily	Chinese
World Journal	Chinese
Bay Area Reporter	LGBT
Potrero View	Potrero Hill Neighborhood
Central City Extra	Central City Neighborhood
Marina Times/Northside Publications	Northern SF Neighborhood
West Portal Monthly	West Portal Neighborhood
El Reportero (non-responsive: bid received late)	*Hispanic*
The Western Edition (non-responsive: bid received late)	*Western Addition Neighborhood*

- OCA regulations require that we officially recommend only responsive bidders for contract awards but the Board of Supervisors has historically used its discretion to award the Outreach Advertising contract to a broader range of bidders to best serve the City's outreach advertising needs.

- For this year's term contract bid, OCA increased invitations to bid by 85% by conducting outreach to approximately 50 local vendors. In addition to the term contract bid proposal being posted on the City's bid database for two weeks, all outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA initially received 10 bids. After the initial bid due date, OCA noticed that three incumbent newspapers had not submitted a bid. Those vendors were contacted and invited to submit late bids. Only one did. OCA received a total of 11 bids. Two were deemed non-responsive due to late submission of bids.

Please find further detail in the attached spreadsheet regarding FY12-13 bids and recommended awards, bid prices, circulation, and bid evaluation criteria.

If you have any questions or require additional information, please contact Jennifer Browne on my team at 415-554-4751.

Enclosures: Summary of Outreach Advertising Bids for FY12-13

Resolution designating OCA's recommended outreach newspapers

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

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

City Elective Officer Information *(Please print clearly.)*	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors

Contractor Information *(Please print clearly.)*	
Name of contractor: The Western Edition Newspaper	
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; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary. (1)-(3) Cedric Moore (4) n/a (5) n/a	
Contractor address: 225 Bush St., 16th Floor, San Francisco, CA 94104	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising	
Comments: Jaci Fong, Director of the Office of Contract Administration 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 _____
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

Filer Information *(Please print clearly.)*	
Name of filer:	Contact telephone number: ( )
Address:	E-mail:

_____ _____
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