

File No. 210640

Committee Item No. 10

Board Item No. 13

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget & Appropriations Committee

Date June 14, 2021

Board of Supervisors Meeting

Date June 22, 2021

#### Cmte Board

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|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/>            | Motion                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Contract/Agreement                           |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

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

- |                                     |                                     |                                |
|-------------------------------------|-------------------------------------|--------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Bid Evaluation Overview</u> |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____                          |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____                          |
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| <input type="checkbox"/>            | <input type="checkbox"/>            | _____                          |

Completed by: Linda Wong

Date June 7, 2021

Completed by: Linda Wong

Date June 18, 2021

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - Bay Area  
2 Reporter; World Journal SF; El Reportero; San Francisco Bay View; Noe Valley Voice; Marina  
3 Times; El Tecolote Newspaper; Wind Newspaper - FY2021-2022]

4 **Resolution designating *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach  
5 community periodical of the City and County of San Francisco for the Lesbian, Gay,  
6 Bisexual and Transgender community; *World Journal SF, LLC.* to be the outreach  
7 community periodical of the City and County of San Francisco for the Chinese  
8 community; *El Reportero, LLC.* to be the outreach community periodical of the City and  
9 County of San Francisco for the Hispanic community; *SF Bay View, Inc. (dba San  
10 Francisco Bay View National Black Newspaper)* to be the outreach neighborhood  
11 periodical of the City and County of San Francisco for the Bayview and Hunter’s Point  
12 neighborhoods; *Bar Media, Inc. (dba Bay Area Reporter)* to be the outreach  
13 neighborhood periodical of the City and County of San Francisco for the Castro and  
14 Noe Valley neighborhoods; *The Noe Valley Voice* to be the outreach neighborhood  
15 periodical of the City and County of San Francisco for the Noe Valley neighborhood;  
16 *Street Media Media LLC (dba Marina Times)* to be the neighborhood outreach periodical  
17 of the City and County of San Francisco for the Marina, Cow Hollow, Russian Hill, Nob  
18 Hill, North Beach and Embarcadero neighborhoods; *Accion Latina (dba El Tecolote  
19 Newspaper)* to be the outreach neighborhood periodical of the City and County of San  
20 Francisco for the Mission neighborhood; *Wind Newspaper* to be the outreach  
21 neighborhood periodical of the City and County of San Francisco for the Chinatown  
22 neighborhood; and to provide outreach advertising for Fiscal Year (FY) 2021-2022.**

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

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

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

9           RESOLVED, That the Board designates the following periodicals, which circulate  
10 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
11 periodicals for the indicated communities for FY2021-2022:

- |  |                          |
|--|--------------------------|
| 12           Hispanic                            | <i>El Reportero</i>      |
| 13           Chinese                             | <i>World Journal SF</i>  |
| 14           Lesbian, Gay, Bisexual, Transgender | <i>Bay Area Reporter</i> |

15  
16           FURTHER RESOLVED, That the Board designates the following neighborhood  
17 outreach periodicals for the indicated neighborhood(s) for FY2021-2022:

- |   |                               |
|---|-------------------------------|
| 18           Bay View and Hunter's Point  | <i>San Francisco Bay View</i> |
| 19           Castro and Noe Valley  | <i>Bay Area Reporter</i>      |
| 20           Noe Valley   | <i>Noe Valley Voice</i>       |
| 21           Marina Cow, Cow Hollow,<br>22           Russian Hill, Nob Hill, North<br>23           Beach, and Embarcadero | <i>Marina Times</i>           |
| 24           Mission  | <i>El Tecolote Newspaper</i>  |
| 25           Chinatown  | <i>Wind Newspaper</i>         |

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

FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the Board for inclusion into the official file.

Outreach Advertising for Fiscal Year 2021-2022 Bid Evaluation Overview  
 OCA Contract Recommendations

Community or Neighborhood	Community Periodicals				Neighborhood Periodicals					
	African American	Chinese	Hispanic	LGBTQ	Bayview/Hunter's Point	Castro/Noe Valley	Noe Valley	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero	Mission	Chinatown
#1 Ranked	Small Business Exchange (NR- primary circulation is not in AA Community)	SF World Journal	El Tecolote (NR- Not printed in SF & not printed weekly)	Bay Area Reporter	SF Bayview	Bay Area Reporter	Noe Valley Voice	Marina Times	El Tecolote	Wind Newspaper
#2 Ranked		Wind Newspaper (ranked second)	El Reportero	SF Bay Times (NR- Not printed in SF & not printed weekly)						

 OCA Recommendation

Outreach Advertising for Fiscal Year 2021-2022  
 Bid Evaluation Overview

Communities or Neighborhoods Served	Bidder	Circulation	Price for Sample Ad (with Clearinghouse)	Evaluation Score	Rank in Community or Neighborhood Category	Meets All Qualifications Per The Admin Code	Fiscal Year 2021-2022 OCA Award Recommendation
African American	Small Business Exchange, Inc.	1525/wk	\$200.00	39.6	1 of 1	NO Primary Circulation is not in AA community	Board Discretion Deemed Not Responsive
Chinese	World Journal SF, LLC	210,000/wk	\$376.00	30.0	1 of 2	YES	YES
	Wind Newspaper	3,000/wk	\$390.00	29.89	2 of 2	YES	Board Discretion Ranked Second
Hispanic	Accion Latina (dba El Tecolote Newspaper)	10,000/2 wks	\$260.00	34.0	1 of 2	NO Printed outside of SF and does not circulate weekly	Board Discretion Deemed Not Responsive
	El Reportero, LLC	10,000/wk	\$875.00	28.5	2 of 2	YES	YES
Lesbian-Gay-Bisexual-Transgender-Queer	Bar Media, Inc. (dba Bay Area Reporter)	20,000/wk	\$465.00	34.0	1 of 2	YES	YES
	San Francisco Bay Times	10,000/2 wks	\$750.00	22.1	2 of 2	NO Printed outside of SF and does not circulate weekly	Board Discretion Deemed Not Responsive and Ranked Second
Bayview Hunter's Point Neighborhood	SF Bay View, Inc. (dba San Francisco Bay View National Black Newspaper)	20,000/mo	\$400.00	31.0	1 of 1	YES	YES
Castro/Noe Valley Neighborhoods	Bar Media, Inc. (dba Bay Area Reporter)	20,000/wk	\$465.00	34.0	1 of 1	YES	YES
Noe Valley Neighborhood	The Noe Valley Voice	4,000/mo	\$575.00	34.0	1 of 1	YES	YES
Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero	Street Media, LLC (dba Marina Times)	10,000/mo	\$220.00	30.0	1 of 1	YES	YES
Mission Neighborhood	Accion Latina (dba El Tecolote Newspaper)	10,000/2 wks	\$260.00	39.0	1 of 1	YES	YES
Chinatown Neighborhood	Wind Newspaper	3,000/wk	\$390.00	39.00	1 of 1	YES	YES

Summary of Outreach Advertising Services Bids For Fiscal Year 2021-2022 (TC 95325)

Outreach Advertising		1		2		3		4		5		6		7	
Evaluation Points		Small Business Exchange (NR)		World Journal SF LLC		Wind Newspaper		El Reportero		El Tecolote (NR)		Bay Area Reporter		San Francisco Bay Times (NR)	
Communities Served: African American / Chinese/ Hispanic / Lesbian-Gay/Bisexual-Transgender		Community - African American		Community - Chinese		Community - Chinese		Community - Hispanic		Community - Hispanic		Community - Lesbian-Gay-Bisexual-Transgender		Community - Lesbian-Gay-Bisexual-Transgender	
Ad Price Per Circulated Copy (\$)		\$0.92		\$0.01		\$0.91		\$0.61		\$0.36		\$0.16		\$1.05	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$376.00	15	\$390.00	14.46	\$875.00	4.46	\$260.00	15.00	\$465.00	15.00	\$750.00	9.30
Circulation as submitted		1525/wk		210,000/wk		3,000/wk		10,000/wk		10,000/2 wks		20,000/wk		10,000/2 wks	
Daily Circulation (Avg)	10.0	218	10.00	30000	10.00	429	1.43	1,429	10.00	714	5.00	2,857	10.00	714	3.84
Periodical Cost	5.0	Free	5	\$0.50	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned	2.0	YES	2	NO	0	NO	0	YES	2	YES	2	YES	2	YES	2
Minority Owned	2.0	YES	2	NO	0	YES	2	YES	2	YES	2	YES	0	NO	0
Woman Owned	2.0	NO	2	NO	0	YES	2	NO	0	NO	0	NO	2	YES	2
Published in Foreign Language	5.0	NO	0	YES	5	YES	5	YES	5	YES	5	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>41.0</b>		<b>36.0</b>		<b>30.0</b>		<b>29.89</b>		<b>28.5</b>		<b>34.0</b>		<b>34.0</b>		<b>22.1</b>
LBE Preference	10%	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
<b>Total Points with Bid Discounts Applied</b>			<b>39.6</b>		<b>30.0</b>		<b>29.89</b>		<b>28.5</b>		<b>34.0</b>		<b>34.0</b>		<b>22.1</b>

Outreach Advertising		8		9		10		11		12		13	
Evaluation Points		SF Bayview		Bay Area Reporter		Noe Valley Voice		Marina Times		El Tecolote		Wind Newspaper	
Neighborhoods Served: Bayview Hunter's Point, Castro, Noe Valley, Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero, Mission, Chinatown		Neighborhood - Bayview Hunter's Point		Neighborhood - Castro/Noe Valley		Neighborhood - Noe Valley		Neighborhood - Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero		Neighborhood - Mission		Neighborhood - Chinatown	
Ad Price Per Circulated Copy (\$)		\$0.56		\$0.16		\$4.03		\$0.62		\$0.36		\$0.91	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	<b>Total Points Available</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>	<b>Bid</b>	<b>Points</b>
Advertising Price (w/ clearinghouse)	15.0	\$400.00	15.00	\$465.00	15.00	\$575.00	15.00	\$220.00	15.00	\$260.00	15.00	\$390.00	15.00
Circulation as submitted		20,000/mo		20,000/wk		4,000/mo		10,000/mo		10,000/2 wks		3,000/wk	
Daily Circulation (Avg)	10.0	714.29	10.00	2857	10.00	143	10.00	357	10.00	714	10.00	429	10.00
Periodical Cost	5.0	\$24/year	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned	2.0	YES	2	YES	2	YES	2	NO	0	YES	2	NO	0
Minority Owned	2.0	YES	2	YES	0	NO	0	NO	0	YES	2	YES	2
Woman Owned	2.0	YES	2	NO	2	YES	2	NO	0	NO	0	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	YES	5	YES	5
<b>Total Evaluation Points</b>	<b>41.0</b>		<b>31.00</b>		<b>34.0</b>		<b>34.00</b>		<b>30.00</b>		<b>39.0</b>		<b>39.0</b>
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
<b>Total Points with Bid Discounts Applied</b>			<b>31.0</b>		<b>34.0</b>		<b>34.0</b>		<b>30.0</b>		<b>39.0</b>		<b>39.0</b>



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

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

**Date:** May 28, 2021

**Subject: Resolution Designating Outreach Newspaper for Fiscal Year 2021 - 2022**

Enclosed is the resolution recommending the designation of the following periodicals as the City’s outreach advertising periodicals for Fiscal Year 2021– 2022, 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.

**Summary of Solicitation Results**

The Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal, for outreach advertising services to approximately fifty (50) local periodicals. The solicitation was posted on the City’s bid webpage for approximately four weeks. All invited outreach periodicals were contacted several times via email and we hosted a pre-proposal conference. OCA received a total of thirteen (13) proposals for outreach advertising.

OCA is recommending contract awards to the highest scoring responsive proposals but the Board of Supervisors has historically used its discretion to award the outreach advertising service contracts to a broader range of proposals in order to best serve the City’s outreach advertising needs. A “responsive” proposal is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Nine (9) of the thirteen (13) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

<b>OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD</b>	<b>PERIODICAL</b>	<b>RESPONSIVE?</b> (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	<b>RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY</b>	<b>OCA RECOMMENDATION</b>
<b>Community:</b> African American Community	Small Business Exchange, Inc.	<b>NO</b> Primary circulation is not in African American community	<b>1</b>	<b>NO</b> Deemed not responsive
<b>Community:</b> Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	<b>YES</b>	<b>1</b>	<b>YES</b>
	San Francisco Bay Times	<b>NO</b> Not printed in SF Not printed weekly	<b>2</b>	<b>NO</b> Deemed not responsive And ranked second
<b>Community:</b> Chinese	World Journal SF, LLC	<b>YES</b>	<b>1</b>	<b>YES</b>
	Wind Newspaper	<b>YES</b>	<b>2</b>	<b>NO</b> Ranked second





<b>Community:</b> <b>Hispanic</b>	<b>Accion Latina dba El Tecolote Newspaper</b>	<b>NO</b> Not printed in SF Not printed weekly	<b>1</b>	<b>NO</b> Deemed not responsive
	<b>El Reportero, LLC</b>	<b>YES</b>	<b>2</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Bayview Hunter's Point</b>	<b>SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper</b>	<b>YES</b>	<b>1</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Castro/Noe Valley</b>	<b>Bar Media, Inc. dba Bay Area Reporter</b>	<b>YES</b>	<b>1</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Noe Valley</b>	<b>The Noe Valley Voice</b>	<b>YES</b>	<b>1</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Marina/Cow Hollow/Russian Hill/ Nob Hill/North Beach/Embarcadero</b>	<b>Street Media, LLC. dba Marina Times</b>	<b>YES</b>	<b>1</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Mission</b>	<b>Accion Latina dba El Tecolote Newspaper</b>	<b>YES</b>	<b>1</b>	<b>YES</b>
<b>Neighborhood:</b> <b>Chinatown</b>	<b>Wind Newspaper</b>	<b>YES</b>	<b>1</b>	<b>YES</b>

As shown in the table above, the following proposals are not being recommended for a contract award because they were either ranked second in their Community or Neighborhood category or were found to be non-responsive.

<b>OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD</b>	<b>PERIODICAL</b>	<b>OCA RECOMMENDATION</b>
<b>Community:</b> <b>African American Community</b>	<b>Small Business Exchange</b>	<b>NO</b> Deemed not responsive (Primary circulation is not in African American community)
<b>Community:</b> <b>Lesbian, Gay, Bisexual, Transgender</b>	<b>San Francisco Bay Times</b>	<b>NO</b> Deemed not responsive And ranked second (Not printed in SF Not printed weekly)



<b>Community:</b> <b>Chinese</b>	<b>Wind Newspaper</b>	<b>NO</b> Ranked second
<b>Community:</b> <b>Hispanic</b>	<b>Accion Latina dba El Tecolote Newspaper</b>	<b>NO</b> Deemed not responsive (Not printed in SF Not printed weekly)

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c) state that the represented 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/Transgender 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 for an outreach *community* (not neighborhood) periodical proposal to be considered responsive, it must have primary circulation in the community being proposed for, it must be printed in San Francisco on one or more days in a calendar week, and must be printed in the City and County of San Francisco.

- The community periodical proposal from the Small Business Exchange is not being recommended by OCA because their proposal is not responsive since they informed us that they do not have primary circulation in the African American community. While they do serve and target that community, it is not their primary target.
- The community periodical proposal from San Francisco Bay Times is not being recommended by OCA because (1) they are not responsive since they don't print their periodicals in the City and County of San Francisco and they don't print weekly; and (2) they are ranked second in their community category instead.
- The community periodical proposal from the Wind Newspaper is not being recommended by OCA because they are ranked second in their community category. Also, they are being recommended as a Neighborhood periodical so they would get a contract under that category.
- The community periodical proposal from Accion Latina is not being recommended by OCA because they are not responsive since they don't print their periodicals in the City and County of San Francisco and they don't print weekly. Also, they are being recommended as a Neighborhood periodical so they would get a contract under that category instead.

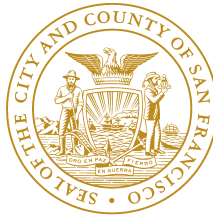
The total estimated value for outreach advertising contracts for Fiscal Year 2021 – 2022 is \$70,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2021– 2022 proposals and recommended awards.

If you have any questions or require additional information, please contact Daniel Sanchez on my team, at 415-554-6735.

Enclosures: Outreach Advertising for Fiscal Year 2021 – 2022 Bid Evaluation Overview

Resolution designating OCA's recommended outreach newspapers



## MEMORANDUM

To: Clerk of the Board of Supervisors

From: Nicole Agbayani  
Director of Community Affairs, Office of the City Administrator

Re: Legislative Introduction  
Community Outreach Advertising Contracts

CC: Sailaja Kurella  
Purchaser and Director, Office of Contract Administration

Date: May 28, 2021

Attached, please find a resolution authorizing OCA to enter into contracts for community outreach advertising with Bar Media, World Journal, El Reportero, SF Bay View, The Noe Valley Voice, Marina Times, Accion Latina, and Wind Newspaper.

Please contact Daniel Sanchez of OCA at [Daniel.j.sanchez@sfgov.org](mailto:Daniel.j.sanchez@sfgov.org) or 415-554-6735 with any questions.

We respectfully request that this matter be scheduled in the Budget and Finance Committee to ensure a contract is in place for the community outreach advertising at the beginning of the next fiscal year.



## San Francisco Ethics Commission

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

Phone: 415.252.3100 . Fax: 415.252.3112

[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 210640

Bid/RFP #: 95325

### Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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

#### 1. FILING INFORMATION

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

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Accion Latina	<b>TELEPHONE NUMBER</b> (415) 517-9431
<b>STREET ADDRESS (including City, State and Zip Code)</b> 2958 24th Street San Francisco, CA 94110	<b>EMAIL</b> fatima@accionlatina.org

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> <p>The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.</p>		

7. COMMENTS

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

**9. AFFILIATES AND SUBCONTRACTORS**

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

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Martinez	Katynka	Board of Directors
2	Weaver	Jonathan Scott	Board of Directors
3	Montes	Ana	Board of Directors
4	De La Torre	David	Board of Directors
5	Gonzalez	Juan	Board of Directors
6	Ramirez	Fatima	CEO
7	Morales	Abner	Shareholder
8	Terrazas	Alexis	Shareholder
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Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.

**10. VERIFICATION**

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

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

<p><b>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</b></p>  <p>BOS Clerk of the Board</p>	<p><b>DATE SIGNED</b></p>
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## San Francisco Ethics Commission

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

Phone: 415.252.3100 . Fax: 415.252.3112

[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 210640

Bid/RFP #: 95325

### Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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#### 1. FILING INFORMATION

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

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Bay Area Reporter	<b>TELEPHONE NUMBER</b> 415-861-5019
<b>STREET ADDRESS (including City, State and Zip Code)</b> 44 Gough St. #204, San Francisco, CA 94103	<b>EMAIL</b> m.yamashita@ebar.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Yamashita	Michael	CEO
2	wazłowski	Scott	Board of Directors
3	Horn	Thomas	Board of Directors
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Board of Supervisors	Members

#### 3. FILER'S CONTACT

<b>NAME OF FILER'S CONTACT</b>	<b>TELEPHONE NUMBER</b>
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<b>FULL DEPARTMENT NAME</b>	<b>EMAIL</b>
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

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<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> El Reportero	<b>TELEPHONE NUMBER</b> 415-648-3711
<b>STREET ADDRESS (including City, State and Zip Code)</b> 2601 Mission Street, Suite 105 San Francisco, CA 94110	<b>EMAIL</b> Lreportero@aol.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> <p>The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.</p>		

7. COMMENTS

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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Ramirez	Marvin	Shareholder
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Received On:

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Bid/RFP #: 95325

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Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Noe Valley Voice	<b>TELEPHONE NUMBER</b> 415-608-7634
<b>STREET ADDRESS (including City, State and Zip Code)</b> PO Box 460249, San Francisco, CA 94146	<b>EMAIL</b> editor@noevalleyvoice.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Tipple	Jack	CEO
2	Smith	sally	Other Principal Officer
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Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org



5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> SF Bay View Inc.	<b>TELEPHONE NUMBER</b> 415-671-0789
<b>STREET ADDRESS (including City, State and Zip Code)</b> 4917 Third Street, San Francisco, CA 94124	<b>EMAIL</b> editor@sfbayview.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
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1	Ratcliff	Mary	CEO
2	Ratcliff	Willie	Other Principal Officer
3	Corcoran	John	CFO
4	Brown	Nube	Shareholder
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<b>TYPE OF FILING</b>	<b>DATE OF ORIGINAL FILING (for amendment only)</b>
Original	
<b>AMENDMENT DESCRIPTION – Explain reason for amendment</b>	

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Street Media, LLC (DBA Marina Times)	<b>TELEPHONE NUMBER</b> 949-606-3557
<b>STREET ADDRESS (including City, State and Zip Code)</b> 2152 Dupont Drive, Suite 240, Irvine, CA 92612	<b>EMAIL</b> ryan@1aweekly.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

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

**9. AFFILIATES AND SUBCONTRACTORS**

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

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1	Calle	Brian	CEO
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**9. AFFILIATES AND SUBCONTRACTORS**

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Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.

**10. VERIFICATION**

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

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

<p><b>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</b></p>  <p>BOS Clerk of the Board</p>	<p><b>DATE SIGNED</b></p>
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## San Francisco Ethics Commission

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

Phone: 415.252.3100 . Fax: 415.252.3112

[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 210640

Bid/RFP #: 95325

### Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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

#### 1. FILING INFORMATION

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

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Wind Newspaper	<b>TELEPHONE NUMBER</b> 650-255-6485
<b>STREET ADDRESS (including City, State and Zip Code)</b> 229 Valencia Drive, Millbrae, CA 94030	<b>EMAIL</b> portia@windnewspaper.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95325	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> <p>The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.</p>		

7. COMMENTS

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

**9. AFFILIATES AND SUBCONTRACTORS**

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

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Li	Portia	Other Principal Officer
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Check this box if you need to include additional names. Please submit a separate form with complete information. Select "Supplemental" for filing type.

**10. VERIFICATION**

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

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

<p><b>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</b></p>  <p>BOS Clerk of the Board</p>	<p><b>DATE SIGNED</b></p>
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## San Francisco Ethics Commission

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[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 210640

Bid/RFP #: 95235

### Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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

#### 1. FILING INFORMATION

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

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Drake Herrador	415-554-6264
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
OCA Office of Contract Administration	drake.herrador@sfgov.org

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> World Journal SF LLC	<b>TELEPHONE NUMBER</b> 650-259-2003
<b>STREET ADDRESS (including City, State and Zip Code)</b> 231 Adrian Rd., Millbrae, CA 94030	<b>EMAIL</b> pollysuen@chinesenews.com

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 95235	<b>FILE NUMBER (If applicable)</b> 210640
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$8,750		
<b>NATURE OF THE CONTRACT (Please describe)</b> The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
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**9. AFFILIATES AND SUBCONTRACTORS**

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

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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