

File No. 220812

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date July 27, 2022

Board of Supervisors Meeting Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- 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)

- Evaluation Summary _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Brent Jalipa Date July 21, 2022

Completed by: Brent Jalipa Date _____

1 [Outreach Community Advertising; Wind Newspaper, Potrero View - FY2022-2023]

2

3 **Resolution designating Wind Newspaper to be the outreach community periodical of**
4 **the City and County of San Francisco for the Chinese Community; Potrero View Inc. to**
5 **be the outreach neighborhood periodical of the City and County of San Francisco for**
6 **the Potrero Hill, Dogpatch, Mission Bay, eastern South of Market, Mission, and Bayview**
7 **neighborhoods; and to provide outreach advertising for Fiscal Year (FY) 2022-2023.**

8

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

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

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

17 RESOLVED, That the Board designates the following periodicals, which circulate
18 primarily in the indicated communities and is printed in San Francisco, to be the outreach
19 periodical for the indicated community for FY2022-2023:

20

21 Chinese *Wind Newspaper*

22

23 FURTHER RESOLVED, That the Board designates the following neighborhood
24 outreach periodicals for the indicated neighborhood(s) for FY2022-2023:

25 Potrero View Inc. Potrero Hill, Dogpatch, Mission Bay,

1 eastern South of Market, Mission,
2 and Bayview neighborhoods
3

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

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

Contracts for Official and Outreach Advertising Services Overview & Proposed Contract Awards (Files 220658 & 220659)

Sailaja Kurella and Daniel Sanchez
Office of Contract Administration
June 22, 2022



Background: Official & Outreach Advertising

- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out outreach advertising services annually, per Administrative Code 2.81 through 2.81-4.
- The City is required to publicly post notices of government business, in newspapers that are locally published and printed.
- Every year OCA conducts the solicitations based on the Administrative Code mandated evaluation guidelines and then presents award recommendations to the Board of Supervisors.
- The Board of Supervisors makes the award determination by designating contract recipients.

Minimum Requirements, per Administrative Code 2.81- 2.81-4

- Official Newspaper
 - ✓ Print in San Francisco on three or more days in a calendar week
 - ✓ Circulation of at least 50,000 copies per calendar week
- Outreach Community Newspapers
 - ✓ Printed in San Francisco on one or more days in a week
 - ✓ Primary circulation in the Community
- Outreach Neighborhood Newspapers
 - ✓ Printed on one or more days in a month
 - ✓ Primary circulation in the Neighborhood

Official Advertising Recommendation FY 22-23

Summary

- Two proposals submitted.

| PERIODICAL | RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81) | OCA RECOMMENDATION |
|---|---|------------------------------------|
| Clint Reilly Communications dba San Francisco Examiner | YES | YES |
| San Francisco Chronicle | NO Not printed in San Francisco and did not submit other required documentations | NO Deemed not responsive |

Award Recommendation:

- San Francisco Examiner**. The only responsive proposer meeting all qualifications set forth in the Administrative Codes 2.80 through 2.81.
- Contract will cover period for Fiscal Year 2022 – 2023.

Outreach Advertising Recommendations FY22-23

Summary

- Sixteen (16) proposals submitted. Ten (10) of the sixteen (16) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

Award Recommendation:

- OCA Recommendation based upon highest rated proposer per category who met all qualifications as set forth in San Francisco Administrative Codes 2.80 through 2.81.

| | Chinese Community | Hispanic Community | LGBT Community & Castro/ Noe Valley/ Duboce Triangle Neighborhoods | Bayview Hunter's Point Neighborhood | Castro Neighborhood | Noe Valley Neighborhood | Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhoods | Mission Neighborhood | Chinatown Neighborhood |
|--------------------------------|-----------------------|--------------------|--|---|-------------------------|-------------------------|---|---|------------------------|
| OCA Recommended Awardee | World Journal SF, LLC | El Reportero | Bar Media, Inc. dba Bay Area Reporter | SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper | San Francisco Bay Times | The Noe Valley Voice | Street Media, LLC. dba Marina Times | Accion Latina dba El Tecolote Newspaper | Wind Newspaper |

Thank you

Reference Material

Outreach Advertising Bid Evaluation

| OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD | PERIODICAL | RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81) | RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY | OCA RECOMMENDATION |
|---|---|---|--|-----------------------------|
| Community: Black Community | SF Bay View National Black Newspaper | NO Not printed in SF | 1 | NO Deemed not responsive |
| Community: Lesbian, Gay, Bisexual, Transgender | Bar Media, Inc. dba Bay Area Reporter | YES | 1 | YES |
| Community: Chinese | World Journal SF, LLC | YES | 1 | YES |
| | Wind Newspaper | YES | 2 | NO Ranked Second |
| | Sing Tao Daily | NO Not printed in SF | N/A | NO Deemed non-responsive |
| | The China Press | NO Not printed in SF | N/A | NO Deemed non-responsive |
| Community: Hispanic | El Reportero | YES | 1 | YES |
| Community: Latinx | Accion Latina dba El Tecolote Newspaper | NO Not printed in SF Not printed weekly | N/A | NO Deemed non-responsive |
| Neighborhood: Bayview Hunter's Point | SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper | YES | 1 | YES |
| Neighborhood: Castro/ Noe Valley/ Duboce Triangle | Bar Media, Inc. dba Bay Area Reporter | YES | 1 | YES |
| Neighborhood: Castro | San Francisco Bay Times | YES | 1 | YES |
| Neighborhood: Noe Valley | The Noe Valley Voice | YES | 1 | YES |
| Neighborhood: Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero | Street Media, LLC. dba Marina Times | YES | 1 | YES |
| Neighborhood: Mission | Accion Latina dba El Tecolote Newspaper | YES | 1 | YES |
| Neighborhood: Chinatown | The China Press | NO | N/A | NO Deemed non-responsive |
| | Wind Newspaper | YES | 1 | YES |

Official Advertising Bid Evaluation

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

| Evaluation KEY | |
|---|---------------------------------------|
| Evaluation Categories | Total Points Available (per category) |
| Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>) | 15.00 |
| Circulation as submitted | |
| Daily Circulation | 10.00 |
| Periodical Cost | 5.00 |
| Locally Owned | 2.00 |
| Minority Owned | 2.00 |
| Woman-Owned | 2.00 |
| Total Evaluation Points | 36.00 |

| | SF Examiner | | San Francisco Chronicle | |
|---|---|----------------|--|----------------|
| | | | Non-Responsive (Not printed in San Francisco) | |
| | Bid | Awarded Points | Bid | Awarded Points |
| Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>) | \$4.00 per actual line | 15 | \$6.25 per actual line | 0 |
| Circulation as submitted | 24,220 circulation on Wednesday 24,200 circulation on Thursday 20,000 on Friday 87,213 on Sunday 155,653 weekly average | | 1,729,388 bona fide circulation per week | |
| Daily Circulation | 22236 | 10 | 247055 | 0 |
| Periodical Cost | Free | 5 | \$2.00 daily (price raises to \$3.00 daily on 5-23-22) \$3.00 on Sunday | 0 |
| Locally Owned | YES | 2 | YES | 0 |
| Minority Owned | NO | 0 | NO | 0 |
| Woman-Owned | NO | 0 | NO | 0 |
| Total Points Earned | 32 | | 0 | |

Recommended Awards for Outreach Advertising 2022-2023

| | Chinese Community | Hispanic Community | LGBT Community | Bayview Hunter's Point Neighborhood | Castro/ Noe Valley/ Duboce Triangle Neighborhood | Castro Neighborhood | Noe Valley Neighborhood | Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhood | Mission Neighborhood | Chinatown Neighborhood |
|---------------------|-----------------------|--------------------|---------------------------------------|---|--|-------------------------|-------------------------|--|---|------------------------|
| Recommended Awardee | World Journal SF, LLC | El Reportero | Bar Media, Inc. dba Bay Area Reporter | SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper | Bar Media, Inc. dba B | San Francisco Bay Times | The Noe Valley Voice | Street Media, LLC. dba Marina Times | Accion Latina dba El Tecolote Newspaper | Wind Newspaper |

| Compliance Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023 | | | | | | | | |
|---|----------------|-------------------|----------------|--------------------------------------|----------------|-----------------|----------------|----------------|
| Green fill= Responsive Red fill= Non-Responsive | Accion Latina | Bay Area Reporter | El Reportero | SF Bay View National Black Newspaper | Sing Tao Daily | The China Press | Wind Newspaper | World Journal |
| Target Community | Latinx | LGBT | Hispanic | Black | Chinese | Chinese | Chinese: Asian | Chinese |
| Did the bidder submit the following documentation? | No | Complete | Complete | No | No | Incomplete/NO | Complete | Complete |
| Responsive/ Non-Responsive | Non-Responsive | Responsive | Responsive | Non-Responsive | Non-Responsive | Non-Responsive | Responsive | Responsive |
| MQ EVALUATION | | | | | | | | |
| MQ1 (COMMUNITY NEWSPAPER): Printing in San Francisco - Proposer must print their newspaper in the City, and said newspaper must have been printed in the City for the last four weeks prior to the proposal | No | Yes | Yes | No | No | Yes | Yes | Yes |
| MQ2: (COMMUNITY NEWSPAPER): Circulation Days - Proposer's newspaper must have a circulation of one or more days in a calendar week, for at least four full weeks prior to proposal opening. | No | Yes | Yes | No | Yes | No | Yes | Yes |
| MQ3: (COMMUNITY NEWSPAPER): Primary Circulation - Proposer must have primary circulation in the community they are submitting proposals for. The newspaper must regularly circulate within and target that community. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| OTHER REQUIRED DOCUMENTS | | | | | | | | |
| RSD4 Non-Profit Entities- Compliance with Chapter 12L. | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable |
| RSD5 Photocopies of the newspaper's 4 most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient. | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes |
| Attachment 2: Proposer Questionnaire and References | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Attachment 3: CMD Form 3 | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes |
| Attachment 6: Price Proposal Template | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Attachment 10: City's Sample Ad | Yes | Yes | Yes | Yes | Yes | No | Yes | Yes |
| Signed Addendum 1 | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

KEY

| |
|---|
| Failed MQ/ did not submit Submitted; incomplete |
| Cured by bidder, OCA Compliant |
| Micro-LBE |
| Bidding as LBE; not on directory |

Evaluation Summary of COMMUNITY Outreach Advertising for Fiscal Year 2022-2023

| | Accion Latina (Non-Responsive) | | Bay Area Reporter | | El Reportero | | SF Bay View National Black Newspaper (Non Responsive) | | Sing Tao Daily (Non Responsive) | | The China Press (Non Responsive) | | Wind Newspaper | | World Journal | |
|---|--------------------------------|----------------|-------------------|----------------|--|----------------|---|----------------|----------------------------------|----------------|----------------------------------|----------------|--------------------|----------------|---------------|----------------|
| Community | Latinx | | LGBT | | Hispanic | | Black | | Chinese | | Chinese | | Chinese: Asian | | Chinese | |
| Recommend for Award (Y or N) | No | | Yes | | Yes | | No | | No | | No | | No | | Yes | |
| | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points |
| Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points) | \$299.00 | 0.00 | \$475.00 | 15.00 | \$875.00 | 15.00 | \$500.00 | 0.00 | \$401.00 | 0 | \$420.00 | 0 | \$485.00 | 10.77 | 348.25 | 15 |
| Circulation as submitted | 10,000/ bi-weekly | | 20,000/wk. | | 5,000-10,000/wk. approximately 7,500/wk. | | 20,000/month | | 10,000/day | | 40,000/wk. | | 1,450/ wk. | | 900 daily | |
| Daily Circulation (10 points) | | 0.00 | 2857 | 10.00 | 1071 | 10.00 | 667 | 0.00 | 10,000 | 0 | 5714 | 0 | 207 | 2.30 | 900 | 10 |
| Periodical Cost (5 points) | Free | 0.00 | Free | 5.00 | Free | 5.00 | \$3.00 per month | 0 | \$.60 (Mon-Sat) \$1.25 (Sun) | 0.00 | Free | 0.00 | Free | 5.00 | 0.75 | 0 |
| Locally Owned (2 points) | YES | 0.00 | YES | 2.00 | YES | 2.00 | YES | 0.00 | YES | 0.00 | NO | 0.00 | NO | 0.00 | NO | 0 |
| Minority Owned (2 points) | YES | 0.00 | YES | 2.00 | YES | 2.00 | YES | 0.00 | NO | 0.00 | YES | 0.00 | YES | 2.00 | NO | 0 |
| Woman-Owned (2 points) | NO | 0 | NO | 0.00 | NO | 0.00 | YES | 0.00 | NO | 0.00 | NO | 0.00 | YES | 2.00 | NO | 0 |
| Foreign- Language Publication (2 points) | YES | 0.00 | NO | 0.00 | YES | 2.00 | NO | 0.00 | YES | 0.00 | YES | 0.00 | YES | 2.00 | YES | 2 |
| Total Points Earned (38 points) | 0.00 | | 34.00 | | 36.00 | | 0.00 | | 0 | | 0 | | 24.07220586 | | 27.00 | |

Compliance Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023

| | San Francisco Bay Times | Wind Newspaper | Accion Latina | SF Bay View National Black Newspaper | Bay Area Reporter | The China Press | Marina Times | Noe Valley Voice | The Potrero View Inc. |
|---|------------------------------------|---|---|---|---|--|---|--|--|
| Did the bidder submit the following documentation? | Yes | Yes | Yes | Yes | Yes | Incomplete/No | Yes | Yes | Yes |
| Non Responsive or Responsive | Responsive | Responsive | Responsive | Responsive | Responsive | Non-Responsive | Responsive | Responsive | Responsive |
| Neighborhood | Castro | Chinatown | Mission | Bay View Hunters Point and District 10 | Castro/ Noe Valley/ Duboce Triangle | Chinatown | Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero | Noe Valley | Potrero Hill, Dogpatch, Mission Bay, eastern South of Market, Mission, Bayview (94103, 94107, 94110, 94124, 94158) |
| MQ EVALUATION | | | | | | | | | |
| MQ1: (NEIGHBORHOOD NEWSPAPER): Printing in San Francisco- Proposer is not required to print in the City. | Newspaper is printed in Samoa, CA. | Newspaper is printed in San Francisco via the San Francisco Examiner Media Company. | Newspaper is printed in Union City, CA. | Newspaper is printed by Fricke-Parks Press, which is located in Union City, CA. | Newspaper is printed in San Francisco by the San Francisco Print Media Company. | Newspaper is printed in San Francisco by San Francisco Media Co. for Printing. | Newspaper is printed at: 835 Market St. Suite 550, San Francisco, CA 94103 | Newspaper is printed by Fricke-Parks Press, 33250 Transit Avenue, Union City, CA 94587 | Newspaper is printed in San Francisco by San Francisco Newspaper Printing Co. |
| MQ2: (NEIGHBORHOOD NEWSPAPER): Circulation Days- Proposer's newspaper must have a circulation of at least once a month. | YES | YES | YES | YES | YES | NO | YES | YES | YES |
| MQ3: (NEIGHBORHOOD NEWSPAPER): Primary Circulation- Proposer must have primary circulation in the neighborhood they are submitting proposals for. The newspaper must regularly circulate within and target that neighborhood. | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| OTHER REQUIRED DOCUMENTS | | | | | | | | | |
| RSD4 Non-Profit Entities- Compliance with Chapter 12L. | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable | Not applicable |
| RSD5 Photocopies of the newspaper's most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient. | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| Attachment 2: Proposer Questionnaire and References | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| Attachment 3: CMD Form 3 | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| Attachment 6: Price Proposal Template | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| Attachment 10: City's Sample Ad | YES | YES | YES | YES | YES | No | YES | YES | YES |
| Signed Addendum 1 | YES | YES | YES | YES | YES | YES | YES | YES | YES |

KEY
 Failed MQ/ did not submit
 Submitted: incomplete
 Cured by bidder, OCA
 Compliant
 Micro-LBE
 Bidding as LBE; not on directory

Evaluation Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023

| | San Francisco Bay Times | | Wind Newspaper | | Accion Latina | | SF Bay View National Black Newspaper | | Bay Area Reporter | | The China Press (Non-Responsive) | | Marina Times | | Noe Valley Voice | | The Potrero View Inc. | |
|---|-------------------------|----------------|----------------|----------------|-------------------|----------------|--|----------------|-------------------------------------|----------------|----------------------------------|----------------|---|----------------|------------------|----------------|---|----------------|
| | Castro | | Chinatown | | Mission | | Bay View Hunters Point and District 10 | | Castro/ Noe Valley/ Duboce Triangle | | Chinatown | | Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero | | Noe Valley | | Potrero Hill, Dogpatch, Mission Bay, eastern South of Market, Mission, Bayview (94103, 94107, 94110, 94124, | |
| Recommend for Award (Y or N) | Yes | | Yes | | Yes | | Yes | | Yes | | No | | Yes | | Yes | | Yes | |
| | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points | Bid | Awarded Points |
| Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points) | \$650.00 | 15.00 | \$485.00 | 15.00 | \$299.00 | 15.00 | \$500.00 | 15.00 | \$475.00 | 15.00 | \$420.00 | 0 | \$550.00 | 15.00 | \$575.00 | 15.00 | \$325.00 | 15.00 |
| Circulation as submitted | 70,000-75,000/month | | 4,000/ wk. | | 10,000/ bi-weekly | | 20,000/ month | | 20,000/wk. | | 40,000/wk. | | 20,000/ month | | 4,000/ month | | 11,000/ month | |
| Daily Circulation (10 points) | 10357 | 10.00 | 571 | 10.00 | 5,000 | 10.00 | 667 | 10.00 | 2857 | 10.00 | 5714 | 0 | 667 | 10.00 | 133 | 10.00 | 367 | 10.00 |
| Periodical Cost (5 points) | Free | 5.00 | Free | 5.00 | Free | 5.00 | \$3.00 per month | 0.00 | Free | 5.00 | Free | 0.00 | Free | 5.00 | Free | 5.00 | Free | 5.00 |
| Locally Owned (2 points) | YES | 2.00 | NO | 0.00 | YES | 2.00 | YES | 2.00 | YES | 2.00 | NO | 0 | NO | 0.00 | YES | 2.00 | Yes | 5.00 |
| Minority Owned (2 points) | YES | 2.00 | YES | 2.00 | YES | 2.00 | YES | 2.00 | YES | 2.00 | YES | 0.00 | YES | 2.00 | NO | 0.00 | NO | 0.00 |
| Woman-Owned (2 points) | YES | 2.00 | YES | 2.00 | NO | 0.00 | YES | 2.00 | NO | 0.00 | NO | 0.00 | NO | 0.00 | YES | 2.00 | NO | 0.00 |
| Foreign- Language Publication (2 points) | NO | 0.00 | YES | 2.00 | YES | 2.00 | No | 0.00 | NO | 0.00 | YES | 0.00 | NO | 0.00 | NO | 0 | NO | 0.00 |
| Total Points Earned | 36.00 | | 36.00 | | 36.00 | | 31.00 | | 34.00 | | | | 32.00 | | 34.00 | | 35.00 | |



San Francisco Ethics Commission

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

Phone: 415.252.3100 . Fax: 415.252.3112

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

Received On:

File #: 220658

Bid/RFP #: 0000006802

Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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

1. FILING INFORMATION

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

2. CITY ELECTIVE OFFICE OR BOARD

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

3. FILER'S CONTACT

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

4. CONTRACTING DEPARTMENT CONTACT

| | |
|---------------------------------------|--|
| NAME OF DEPARTMENTAL CONTACT | DEPARTMENT CONTACT TELEPHONE NUMBER |
| Victoria Falcon | (415) 554-6734 |
| FULL DEPARTMENT NAME | DEPARTMENT CONTACT EMAIL |
| OCA Office of Contract Administration | victoria.falcon@sfgov.org |

| 5. CONTRACTOR | |
|---|--|
| NAME OF CONTRACTOR World Journal SF, LLC | TELEPHONE NUMBER (650) 259- 2003 |
| STREET ADDRESS (including City, State and Zip Code) 1633 Old Bayshore Hwy #231 Burlingame, CA 94010 | EMAIL pollysuen@worldjournal.com |

| 6. CONTRACT | | |
|---|--|--|
| DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S) | ORIGINAL BID/RFP NUMBER 0000006802 | FILE NUMBER (If applicable) 220658 |
| DESCRIPTION OF AMOUNT OF CONTRACT \$10,000 | | |
| NATURE OF THE CONTRACT (Please describe) <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 | Chang | Hansheng | CEO |
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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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| 38 | | | |

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 |
|----|--------------------------------|------------|------|
| 39 | | | |
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| 49 | | | |
| 50 | | | |

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

10. VERIFICATION

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

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

| | |
|---|---------------------------|
| <p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p> | <p>DATE SIGNED</p> |
|---|---------------------------|



To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser
Date: May 27, 2022

Subject: Resolution Designating Outreach Newspaper for Fiscal Year 2022 - 2023

Enclosed is the resolution recommending the designation of the following periodicals as the City’s outreach advertising periodicals for Fiscal Year 2022– 2023, 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 a pre-proposal conference was held. OCA received a total of sixteen (16) proposals for outreach advertising.

OCA is recommending contract awards to the highest scoring responsive proposals per community and neighborhood categories 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. **10 of the 16 proposals** were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

| OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD | PERIODICAL | RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81) | RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY | OCA RECOMMENDATION |
|---|--|--|---|------------------------------------|
| Community: Black Community | SF Bay View National Black Newspaper | NO Not printed in SF Not printed weekly | N/A | NO Deemed non-responsive |
| Community: Lesbian, Gay, Bisexual, Transgender | Bar Media, Inc. dba Bay Area Reporter | YES | 1 | YES |
| Community: Chinese | World Journal SF, LLC | YES | 1 | YES |
| | Wind Newspaper | YES | 2 | NO Ranked second |
| | Sing Tao Daily | NO Not printed in SF | N/A | NO Deemed non-responsive |
| | The China Press | NO Not responsive to City’s | N/A | NO Deemed non-responsive |



| | | requests for clarifications | | |
|--|--|--|------------|------------------------------------|
| Community: Hispanic | El Reportero | YES | 1 | YES |
| Community: Latinx | Accion Latina dba El Tecolote Newspaper | NO Not printed in SF Not printed weekly | N/A | NO Deemed non-responsive |
| Neighborhood: Bayview Hunter's Point | SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper | YES | 1 | YES |
| Neighborhood: Castro/ Noe Valley/ Duboce Triangle | Bar Media, Inc. dba Bay Area Reporter | YES | 1 | YES |
| Neighborhood: Castro | San Francisco Bay Times | YES | 1 | YES |
| Neighborhood: Noe Valley | The Noe Valley Voice | YES | 1 | YES |
| Neighborhood: Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero | Street Media, LLC. dba Marina Times | YES | 1 | YES |
| Neighborhood: Mission | Accion Latina dba El Tecolote Newspaper | YES | 1 | YES |
| Neighborhood: Chinatown | The China Press | NO Not responsive | | NO Deemed non-responsive |
| Neighborhood: Chinatown | Wind Newspaper | YES | 1 | YES |

As shown in the table above, there are several proposals that 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 to the solicitation requirements.

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. According to San Francisco Administrative Code Section 2.80-1, 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 circulated 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 Black community periodical proposal from the SF Bay View National Black Newspaper is not being recommended by OCA because their proposal is not responsive since they are not printed in San Francisco and are not printed on one or more calendar days per week. But note that they are being recommended for award for their *neighborhood* periodical proposal because the printing in San Francisco and weekly printing requirements do not apply to neighborhood periodicals. Therefore, this periodical is being recommended for a different award.
- The Latinx community periodical proposal from Accion Latina is not being recommended by OCA because they are not printed in San Francisco and are not printed on one or more calendar days per week. But note that they are being recommended for award for their neighborhood periodical proposal because the printing in San Francisco and weekly printing requirements do not apply to neighborhood periodicals. Therefore, this periodical is being recommended for a different award.
- The Chinese community periodical proposal from Sing Tao is not being recommended by OCA because they are not printed in San Francisco.
- The Chinese community periodical proposal from the China Press is not being recommended by OCA because they failed to submit several proposal documents and were not responsive to our requests for documents and clarifications.

The San Francisco Administrative Code Section 2.80-4 also states that if the Board of Supervisors finds that certain neighborhoods are not being adequately served by the official newspaper(s) and the outreach community periodicals, the Board may authorize additional advertising in monthly neighborhood publications which target certain neighborhoods in San Francisco. According to San Francisco Administrative Code Section 2.80-4, in order for an outreach *neighborhood* (not community) periodical proposal to be considered responsive, it must have primary circulation in the neighborhood being proposed for, it must be circulated in San Francisco on one or more days in a calendar month.

- The Chinatown neighborhood periodical proposal from the China Press is not being recommended by OCA because they failed to submit several proposal documents and were not responsive to our requests for documents and clarifications.

The total estimated value for each outreach advertising contract for Fiscal Year 2022 – 2023 is **\$10,000**.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2022– 2023 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 2022 – 2023 Evaluation Summary
Resolution designating OCA's recommended outreach newspapers
S.F. Ethics Commission form 126f4 Submissions