

File No. 230737

Committee Item No. 7

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date July 12, 2023

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 FY2023-2024
- OCA Presentation 7/12/2023
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Brent Jalipa Date July 6, 2023

Completed by: Brent Jalipa Date _____

1 [Outreach Community Advertising and Outreach Neighborhood Advertising - El Tecolote
2 Newspaper, Bay Area Reporter, San Francisco Bay Times, Wind Newspaper, San Francisco
3 Chronicle - FY2023-2024]

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 and the outreach neighborhood periodical of the
7 City and County of San Francisco for the Castro, Noe Valley, and Duboce Triangle
8 neighborhoods; *Wind Newspaper* to be the outreach community periodical of the City
9 and County of San Francisco for the Chinese Community and the outreach
10 neighborhood periodical of the City and County of San Francisco for the Chinatown
11 neighborhood; *Acción Latina (dba El Tecolote Newspaper)* to be the outreach
12 neighborhood periodical of the City and County of San Francisco for the Mission
13 neighborhood; *Sullivan Communications (dba San Francisco Bay Times)* to be the
14 outreach neighborhood periodical of the City and County of San Francisco for the
15 Castro neighborhood; and *Hearst Communications, Inc. (dba San Francisco Chronicle)*
16 to be the outreach neighborhood periodical of the City and County of San Francisco for
17 all other underrepresented communities; and to provide outreach advertising for Fiscal
18 Year (FY) 2023-2024.**

19
20 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
21 advertising to those communities which may not be adequately served by the official
22 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

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

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

3 RESOLVED, That the Board designates the following periodicals, which circulate
4 primarily in the indicated communities and are printed in San Francisco, to be the outreach
5 periodicals for the indicated communities for FY2023-2024:

6 Lesbian, Gay, Bisexual, Transgender -*Bar Media, Inc. dba Bay Area Reporter*
7 Chinese -*Wind Newspaper*

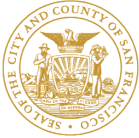
8 FURTHER RESOLVED, That the Board designates the following neighborhood
9 outreach periodicals for the indicated neighborhood(s) for FY2023-2024:

10 Mission -*Acción Latina*
11 Castro, Noe Valley, and Duboce Triangle -*Bar Media, Inc. dba Bay Area Reporter*
12 Castro -*Sullivan Communications dba San*
13 *Francisco Bay Times*
14 Chinatown -*Wind Newspaper*
15 All under represented neighborhoods -*San Francisco Chronicle*

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

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

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24
25



**San Francisco Office of the City Administrator
City Administrator Carmen Chu**

FY23-24 Official Newspaper and Outreach Periodicals

Files [230738](#) and [230737](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee
July 12, 2023

Background: Official & Outreach Advertising

- In 1994, voters passed Proposition J, mandating the Board of Supervisors to designate each Fiscal Year the Official Newspaper and Outreach Periodicals for publication of official City notices.
- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
 - The Office of Contract Administration (OCA) annually issues solicitations for selection of Official Newspaper and Outreach Periodicals
 - Solicitations are based on Administrative Code-mandated evaluation requirements
 - OCA makes recommendation for designations and award of contracts to the Board of Supervisors
 - The Board of Supervisors, by resolution, designates Official Newspaper and Outreach Periodicals and authorizes contract award

Definitions & Minimum Requirements per Administrative Code Sections 2.80-1 – 2.81-4

■ Official Newspaper

- ✓ Printed in San Francisco on three or more days in a calendar week
- ✓ Circulation of at least 50,000 copies per calendar week

- ## ■ Outreach Community: (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.*

■ Outreach Community Periodical

- ✓ Printed in San Francisco on one or more days in a week
- ✓ Primary circulation in the Outreach Community

■ Outreach Neighborhood Periodical

- ✓ Printed on one or more days in a month
- ✓ Primary circulation in the neighborhood (*"neighborhood" not defined in Code*)

Official Newspaper

Summary

- Two proposals submitted.
- One deemed non-responsive.

OCA Recommendation for Designation and Contract Award

- *Clinton Reilly Communications, dba San Francisco Examiner*: the sole responsive proposer meeting all qualifications set forth in the Administrative Codes Sec. 2.80 through 2.81.

NEWSPAPER	RESPONSIVE? <small>(MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)</small>	OCA RECOMMENDATION
Clinton Reilly Communications, dba San Francisco Examiner	YES	DESIGNATE & AWARD OFFICIAL ADVERTISING CONTRACT
San Francisco Chronicle	NO <i>Not printed in San Francisco</i>	<i>Non-Responsive; cannot recommend</i>

Outreach Periodical

Summary

- Eleven (11) proposals submitted.
- Seven (7) of the eleven (11) proposals were deemed responsive as they met all of the minimum qualifications requirements per Code.

OCA Recommendation for Designation and Contract Award

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

Outreach Community Periodical

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE? <i>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</i>	RANK IN COMMUNITY CATEGORY	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Hispanic	El Reportero LLC	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
Chinese	Sing Tao Daily	NO <i>Not printed in SF</i>	N/A	NO <i>Non-Responsive; cannot recommend</i>
	Wind Newspaper	YES	1	YES

- *No proposals received for African American Outreach Community*

Outreach Neighborhood Periodical

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE? <small>(MEETS ADMIN CODE Sec. 2.80 & 2.81 REQUIREMENTS)</small>	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Mission	Acción Latina dba El Tecolote Newspaper	YES	1	YES
Castro, Noe Valley, Duboce Triangle Neighborhoods	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Richmond District and Sunset District	Richmond Review and Sunset Beacon	NO	N/A	NO <i>Non-responsive; cannot recommend</i>
Castro	Sullivan Communications dba San Francisco Bay Times	YES	1	YES
Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Tenderloin	Wind Newspaper	YES	1	YES
All other underrepresented neighborhoods	Hearst Communications, Inc. dba SF Chronicle	YES	1	YES

Thank You

Recommended Awards for Outreach Advertising 2023-2024

	LGBT Community	Chinese Community		Mission Neighborhood	Castro/ Noe Valley/ Duboce Triangle Neighborhood	Castro Neighborhood	Chinatown Neighborhood	All under represented neighborhoods
Recommended Awardee	Bar Media, Inc. dba Bay Area Reporter	Wind Newspaper		Acción Latina (El Tecolote Newspaper)	Bar Media, Inc. dba Bay Area Reporter	Sullivan Communications dba San Francisco Bay Times	Wind Newspaper	Hearst Communications Inc dba SF Chronicle

Evaluation Summary of COMMUNITY Outreach Advertising for Fiscal Year 2023-2024

	Bar Media, Inc. dba Bay Area Reporter		El Reportero LLC (Non Responsive)		Sing Tao Daily (Non Responsive)		Wind Newspaper	
	LGBTQ Community		Hispanic		Chinese		Chinese Community	
Recommend for Award (Y or N)	Yes		No		No		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u>) (15 points)	\$475.00	15.00	\$875.00	0	429.00 373.00	0	520.00 450.00	15.00
Circulation as submitted	20,000/wk.		5,000-10,000/wk. approximately 7,500/wk.		9,500		5,000/ wk.	
Daily Circulation (10 points)	2857	10.00	1,071	0	9,500	0	714	10.00
Periodical Cost (5 points)	Free	5.00	Free	0.00	\$.75 (Mon-Sat) \$1.50 (Sun)	0.00	Free	5.00
Locally Owned (2 points)	YES	2.00	YES	0.00	YES	0.00	NO	0.00
Minority Owned (2 points)	YES	2.00	YES	0.00	NO	0.00	YES	2.00
Woman-Owned (2 points)	NO	0.00	NO	0.00	NO	0.00	YES	2.00
Foreign- Language Publication (2 points)	NO	0.00	YES	0.00	YES	0.00	YES	2.00
Total Points Earned	34.00		0		0		36.00	

Evaluation Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023														
	Acción Latina (El Tecolote Newspaper)		Bar Media, Inc. dba Bay Area Reporter		The Potrero View (Non-Responsive)		Richmond Review and Sunset Beacon (Non-Responsive)		Sullivan Communications DBA San Francisco Bay Times		Wind Newspaper		Hearst Communications, Inc dba SF Chronicle	
	Mission		Castro, Noe Valley, Duboce Triangle		Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Mission, Bayview		Richmond District and Sunset District		Castro		Chinatown		All Neighborhoods	
Recommend for Award (Y or N)	Yes		Yes		No		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
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points)	386.40 336.00	15.00	\$475.00	15.00	500.00 450.00	0.00	287.50 250.00	0.00	\$650.00	15.00	520.00 450.00	15.00	520.00 450.00	15.00
Circulation as submitted	10,000/ bi-weekly		20,000/wk.		11,000 / month		18,000 / monthly		135,000 / monthly		5,000 / wk.		231,521 (Print 57,205, Digital 174,136) Daily 249,193 (Print 91,085, Digital 158,108) Sunday	
Daily Circulation (10 points)	1428.571429	10.00	2857	10.00	367	0.00	600	0.00	19286	10.00	714	10.00	8172	10.00
Periodical Cost (5 points)	Free	5.00	Free	5.00	Free	0.00	Free	0.00	Free	5.00	Free	5.00	\$ 3.00	0.00
Locally Owned (2 points)	YES	2.00	YES	2.00	Yes	0.00	YES	0.00	YES	2.00	NO	0.00	NO	0.00
Minority Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	YES	2.00	YES	2.00	NO	0.00
Woman-Owned (2 points)	NO	0.00	NO	0.00	NO	0.00	NO	0.00	YES	2.00	YES	2.00	NO	0.00
Foreign- Language Publication (2 points)	YES	2.00	NO	0.00	NO	0.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00
Total Points Earned	36.00		34.00		0.00		0.00		36.00		36.00		25.00	



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 #: 230737

Bid/RFP #: 0000008087

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
wil Alderman	628-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Acción Latina	TELEPHONE NUMBER 415-648-1045
STREET ADDRESS (including City, State and Zip Code) 2958 24th Street, San Francisco, CA 94110	EMAIL advertising@eltecolote.org

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000008087	FILE NUMBER (If applicable) 230737
DESCRIPTION OF AMOUNT OF CONTRACT \$10,000		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publications that are circulated in outreach communities and neighborhoods within San Francisco.		

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	de la Torre	David	Board of Directors
2	Weaver	Jonathan Scott	Board of Directors
3	Jaramillo	Dennis	Board of Directors
4	Gonzales	Juan	Other Principal Officer
5	Montes	Ana	Other Principal Officer
6	Flores	Patricia	Other Principal Officer
7	Martinez	Katynka	Other Principal Officer
8	Buenrostro	Sandra	Other Principal Officer
9	Oliver	Brooke	Other Principal Officer
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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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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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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>
---	---------------------------



San Francisco Ethics Commission

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File #: 230737

Bid/RFP #: 0000008087

Notification of Contract Approval

SFEC Form 126(f)4

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

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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
wil Alderman	625-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR San Francisco Chronicle	TELEPHONE NUMBER 415-777-7257
STREET ADDRESS (including City, State and Zip Code) 901 Mission St, San Francisco, CA 94103	EMAIL sweimer@sfchronicle.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000008087	FILE NUMBER (If applicable) 230737
DESCRIPTION OF AMOUNT OF CONTRACT \$10,000		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publications that are circulated in outreach communities and neighborhoods within San Francisco.		

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	Nage1	Bill	Other Principal Officer
2	Kurysh	Sean	Other Principal Officer
3	Lo	Elaine	Other Principal Officer
4	Jacobsen	Sean	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>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
---	---------------------------



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Notification of Contract Approval

SFEC Form 126(f)4

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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
wil Alderman	628-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR BAY AREA REPORTER	TELEPHONE NUMBER (415) 861-5019
STREET ADDRESS (including City, State and Zip Code) 44 GOUGH ST #302, SAN FRANCISCO, CA 94103	EMAIL M.YAMASHITA@EBAR.COM

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000008087	FILE NUMBER (If applicable) 230737
DESCRIPTION OF AMOUNT OF CONTRACT \$10,000		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publications that are circulated in outreach communities and neighborhoods within San Francisco.		

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

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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	YAMASHITA	MICHAEL	CEO
2	HEGARTY	COLM	Other Principal Officer
3	WILLIAMS	LEE	CFO
4	WAZLOWSKI	SCOTT	Other Principal Officer
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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>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</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 . www.sfethics.org

Received On:

File #: 230737

Bid/RFP #: 0000008087

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
wil Alderman	625-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Sullivan Communications Inc DBA San Francisco Bay Time	TELEPHONE NUMBER 415-601-2113
STREET ADDRESS (including City, State and Zip Code) 358 Noe Street, San Francisco, CA 94114	EMAIL bettysnie@aol.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 0000008087	FILE NUMBER (If applicable) 230737
DESCRIPTION OF AMOUNT OF CONTRACT \$10,000		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publications that are circulated in outreach communities and neighborhoods within San Francisco.		

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

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1	Sullivan	Betty	Other Principal Officer
2	Viegas	Jennifer	Other Principal Officer
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NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
wil Alderman	628-652-1647
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	wil.alderman@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Wind Newspaper	TELEPHONE NUMBER 650-455-6485
STREET ADDRESS (including City, State and Zip Code) 229 Valencia Drive, Millbrae, CA 94030	EMAIL portia@windnewspaper.com

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To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser ^{SK}

Date: June 12, 2023

Subject: Resolution Designating Outreach Newspapers for Fiscal Year 2023-2024

Enclosed is the resolution recommending the designation of the following periodicals as the City's outreach advertising periodicals for Fiscal Year 2023– 2024, 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.

Background

Administrative Code Sections 2.80 and 2.81, adopted via ballot measure in 1994, is an ordinance requiring the City to utilize locally-published newspapers to provide notification of governmental proceedings via official public notices. Pursuant to the Code, the City's Board of Supervisors, each fiscal year, must designate the "Official Newspaper(s)" and one or more "Outreach Periodicals" that serve the diverse communities making up the population of the City.

The Official Newspaper must be a newspaper of general circulation published for the dissemination of local or telegraphic news and intelligence of general character, with a bona fide circulation of at least 50,000 copies per calendar week and which is printed in the City on three or more days in a calendar week.

An Outreach Periodical must be a periodical which circulates primarily in one of the "Outreach Communities" and which is printed in the City and County on one or more days in a calendar week. Outreach Communities are specifically defined to include: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. However, the Board of Supervisors may determine different outreach communities from time to time, and has in the past, designated as Outreach Periodicals those which serve specific neighborhoods within the City.

Solicitation Process

The solicitation and recommendation process to select the Official Newspaper and Outreach Periodicals was added to the Administrative Code via Proposition J in 1994; therefore, the basic structure of the solicitation can only be altered by voter mandate. The result is a process that is distinct from other competitive solicitations run by the Office of Contract Administration (OCA).

Pursuant to the Code, each year OCA is required to issue a public solicitation seeking proposals for the selection of the Official Newspaper(s) and the Outreach Periodicals. The selection process for the designation of these periodicals and the resulting contract awards varies from typical procurement process, in that the qualification requirements, evaluation criteria, and scoring methodology are highly prescribed in Administrative Code Sections 2.80 – 2.81. OCA cannot deviate from these selection requirements when making a recommendation to the Board of Supervisors.

Based on the scores, OCA provides a recommendation to the Board of Supervisors. The Board of Supervisors then designates both an Official Newspaper and Outreach Periodicals by resolution; the Board of Supervisors need not follow the recommendation made by OCA, and has in the past added Outreach Periodicals not recommended by OCA.

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 in Spring 2023. The solicitation was posted on the City’s public solicitation webpage for approximately five weeks. All invited outreach periodicals were notified several times regarding the solicitation, and a pre-proposal conference was held. OCA received a total of eleven (11) 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 which meets all the qualification requirements and achieves the highest score pursuant to the evaluation requirements specified in Administrative Code Section 2.81 and 2.81-3. Seven of the 11 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 FOR DESIGNATION & AWARD
<u>Community:</u> Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
<u>Community:</u> Hispanic	El Reportero LLC	NO Not printed in SF	N/A	NO Deemed non-responsive
<u>Community:</u> Chinese	Sing Tao Daily	NO Not printed in SF	N/A	NO Deemed non-responsive
	Wind Newspaper	YES	1	YES
<u>Neighborhood:</u> Mission	Acción Latina dba El Tecolote Newspaper	YES	1	YES
<u>Neighborhood:</u> Castro, Noe Valley, Duboce Triangle Neighborhoods	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES

<u>Neighborhood:</u> Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	NO Did not provide timely documentation to demonstrate circulation frequency and circulation neighborhood.	N/A	NO Deemed non-responsive
<u>Neighborhood:</u> Richmond District and Sunset District	Richmond Review and Sunset Beacon	NO Did not provide timely documentation to demonstrate circulation frequency and circulation neighborhood.	N/A	NO Deemed non-responsive
<u>Neighborhood:</u> Castro	Sullivan Communications dba San Francisco Bay Times	YES	1	YES
<u>Neighborhood:</u> Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Tenderloin	Wind Newspaper	YES	1	YES
<u>Neighborhood:</u> All other underrepresented neighborhoods	Hearst Communications, Inc. dba SF Chronicle	YES	1	YES

As noted above, Administrative Code Section 2.80-1(b) and 2.80-1(c) states that the represented Outreach Communities shall reflect the diversity in race and sexual orientation of the population of the City and County and shall include: (1) the Lesbian/Gay/Bisexual/Transgender community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community.

According to San Francisco Administrative Code Section 2.80-1, in order for an Outreach Community 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 African American community did not have any proposals.
- The Hispanic community periodical proposal from El Reportero is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).
- The Chinese community periodical proposal from Sing Tao is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).

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 (“Outreach Neighborhood Periodicals”). According to Administrative Code Section 2.80-3 and 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 Potrero Hill, Dogpatch, Mission Bay, E. SOMA, and Bayview, periodical proposal from the Potrero View is not being recommended by OCA because they failed to timely provide documentation to demonstrate circulation frequency and circulation neighborhood.
- The Richmond District and Sunset District periodical proposal from the Richmond Review and Sunset Review are not being recommended by OCA because they failed to timely provide documentation to demonstrate circulation frequency and circulation neighborhood.

In addition, this year, the San Francisco Chronicle applied for all neighborhoods and OCA recommends them to service any underrepresented neighborhoods.

Recommendation

OCA recommends designation as the City’s Outreach Periodicals and award of the Fiscal Year 2023–2024 Outreach Advertising contracts to the following periodicals:

Outreach Community Periodical

- Bar Media, Inc. dba Bay Area Reporter
- Wind Newspaper

Outreach Neighborhood Periodical

- Acción Latina dba El Tecolote Newspaper
- Bar Media, Inc. dba Bay Area Reporter
- Sullivan Communications dba San Francisco Bay Times
- Wind Newspaper
- Hearst Communications, Inc. dba SF Chronicle

The total estimated value for each outreach advertising contract for Fiscal Year 2023–2024 is **\$10,000**.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2023–2024 proposals and recommended awards. If you have any questions or require additional information, please contact Wil Alderman, at 628-652-1647 or wil.alderman@sfgov.org.

Enclosures: 1) Outreach Advertising for Fiscal Year 2023–2024 Evaluation Summary
 2) Resolution designating OCA’s recommended outreach newspapers
 3) S.F. Ethics Commission form 126f4 Submissions