

File No. 160580

Committee Item No. 3

Board Item No. 9

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance

Date June 16, 2016

Board of Supervisors Meeting

Date June 28th, 2016

Cmte Board

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

Completed by: Victor Young Date June 10, 2016

Completed by: L.W. Date June 21, 2016

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

BUDGET AND FINANCE COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Mark Farrell, Chair
Budget and Finance Committee

FROM: Linda Wong, Assistant Clerk

DATE: June 20, 2016

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, June 21, 2016

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, June 21, 2016. This item was acted upon at the Committee Meeting on Thursday, June 16, 2016, at 10:00 a.m., by the votes indicated.

Item No. 20 File No. 160580

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

AMENDED, NEW TITLE, to include Small Business Exchange, San Francisco Bayview, Sing Tao Daily, El Reportero, and Bay Area Reporter as some of the outreach periodicals of the City and County of San Francisco.

Vote: Supervisor Mark Farrell - Aye
Supervisor Katy Tang - Aye
Supervisor Norman Yee - Aye
Supervisor Jane Kim - Aye
Supervisor Scott Wiener - Aye

Resolution designating San Francisco Print Media Co., dba SF Weekly (SF Weekly), Small Business Exchange, and San Francisco Bayview to be the outreach periodicals of the City and County of San Francisco for the African American community; Sing Tao Daily and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Chinese community; El Reportero and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Latino community; Bay Area Reporter and SF Weekly to be the outreach periodicals of the City and County of San Francisco for the Lesbian, Gay, Bisexual, and Transgender communities; Central City Extra to be the neighborhood outreach periodical of the City and County of San Francisco for the Central Market and Tenderloin neighborhoods; Jasmine Blue Media, dba Marina Times, to be the neighborhood outreach periodical of the City and County of San Francisco for the Marina and Cow Hollow neighborhoods; and The Potrero View to be the neighborhood outreach periodical of the City and County of San Francisco for the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach advertising for FY2016-2017.

RECOMMENDED AS AMENDED AS A COMMITTEE REPORT

Vote: Supervisor Mark Farrell - Aye
Supervisor Katy Tang - Aye
Supervisor Norman Yee - Aye
Supervisor Jane Kim - Aye
Supervisor Scott Wiener - Aye

c: Board of Supervisors
Angela Calvillo, Clerk of the Board
Jon Givner, Deputy City Attorney

AMENDED IN COMMITTEE

6/16/16

FILE NO. 160580

RESOLUTION NO.

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - San Francisco
2 Print Media Co., dba SF Weekly; Small Business Exchange, San Francisco Bayview, Sing
3 Tao Daily, EI Reportero, Bay Area Reporter, Central City Extra; Jasmine Blue Media, dba
4 Marina Times; The Potrero View - FY2016-2017]

4 Resolution designating *San Francisco Print Media Co., dba SF Weekly (SF Weekly),*
5 *Small Business Exchange, and San Francisco Bayview* to be the outreach periodicals
6 of the City and County of San Francisco for the African American community; *Sing Tao*
7 *Daily and SF Weekly* to be the outreach periodicals of the City and County of San
8 Francisco for the Chinese community; *EI Reportero and SF Weekly* to be the outreach
9 periodicals of the City and County of San Francisco for the Latino community; *Bay*
10 *Area Reporter and SF Weekly* to be the outreach periodicals of the City and County of
11 San Francisco for the Lesbian, Gay, Bisexual, and Transgender communities; *Central*
12 *City Extra* to be the neighborhood outreach periodical of the City and County of San
13 Francisco for the Central Market and Tenderloin neighborhoods; *Jasmine Blue Media,*
14 *dba Marina Times,* to be the neighborhood outreach periodical of the City and County
15 of San Francisco for the Marina and Cow Hollow neighborhoods; and *The Potrero View*
16 to be the neighborhood outreach periodical of the City and County of San Francisco for
17 the Potrero Hill, Bayview, Mission Bay, and SoMa neighborhoods; to provide outreach
18 advertising for FY2016-2017.

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 Administrative Code, Section 2.80 and 2.80-1; and

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

1 WHEREAS, The Board of Supervisors may designate neighborhood outreach
2 periodical, pursuant to Administrative Code, Section 2.81-4; 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 FY2016-2017:

6 African American	<i>SF Weekly, Small Business Exchange and San</i>
7	<i>Francisco Bayview</i>
8 Chinese	<i>SF Weekly & Sing Tao Daily</i>
9 Hispanic	<i>SF Weekly & El Reportero</i>
10 Lesbian, Gay, Bisexual,	<i>SF Weekly & Bay Area Reporter</i>
11 Transgender	

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

14 Central Market and	<i>Central City Extra</i>
15 Tenderloin	
16 Marina and Cow Hollow	<i>Jasmine Blue Media, doing business as Marina</i>
17	<i>Times</i>
18 Potrero Hill, Bayview, Mission	<i>The Potrero View; and be it</i>
19 Bay and SoMa	

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

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

Outreach Advertising

Evaluation Points		San Francisco Bay View		San Francisco Print Media Co. (DBA SF Weekly)		Small Business Exchange		Sing Tao Daily		San Francisco Print Media Co. (DBA SF Weekly)		San Francisco Print Media Co. (DBA SF Weekly)		El Reportero		San Francisco Print Media Co. (DBA SF Weekly)		Bay Area Reporter	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Hispanic (H)	
Ad Price Per Circulated Copy (\$)		\$0.03		\$0.01		\$0.20		60.00		60.00		60.00		60.00		50.00		60.00	
Evaluation factors per Admin. Code Sec. 2.81		Total Points Available		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$409.00	7.3	\$200.00	15	\$200.00	15	\$200.00	15	\$200.00	15	\$200.00	15	\$200.00	15	\$200.00	15
Circulation as submitted		7,700/mo		64,100/wk		1,000/wk		1,000/wk		1,000/wk		1,000/wk		1,000/wk		1,000/wk		1,000/wk	
Daily Circulation (Avg)	10.0	257	0.3	9,157	10	143	0.2	143	0.2	143	0.2	143	0.2	143	0.2	143	0.2	143	0.2
Periodical Cost	5.0	\$0.00	5	\$0.00	5	\$250.00/yr	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0
Locally Owned & Operated	2.0	NO	0	NO	0	YES	2	NO	0	NO	0	YES	2	NO	0	NO	0	YES	2
Published In Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Total Evaluation Points	37.0		20.3		22.3		17.2		27		26.6		30.4		26.2		29.3		26
LBE Preference	10%	Yes	10%	NO	0	YES	10%	NO	0	NO	0	YES	10%	NO	0	NO	0	YES	10%
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	1% 10 NET 30	1%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	YES	1.25%	YES	1.25%	NO	0	YES	1.25%	YES	1.25%	NO	0	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			22.6		22.6		19.3		27		26.6		30.4		26.2		29.3		26

Outreach Advertising

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

Clearinghouse Services (Award to lowest and responsible bidder meets MOI bidder)	Minimum Qualification	
	Imprenta Communications	Daily Journal
Provide service for 3 years prior to state, county or government agency	NO	YES
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order - online status tracking	YES	YES
Responsive (Submitted all required documents valid due date)	NO	YES
Commission Rate (%)	5.50%	15%

Outreach Advertising for Fiscal Year 2016-2017 Bid
Evaluation Overview

Bidder	Communities Served	Language Published	Evaluation Score	Rank (In Outreach Community / Neighborhood)	Responsible - Meets all Minimum Qualifications (Yes/No)	Reason (Not Responsible)	Fiscal Year 2016-2017 OCA Award Recommendation	Fiscal Year 2015-2016 Board of Supervisors Award
San Francisco Print Media Co. DBA SF Weekly	African American (AA)	English	22.6	1 - tied	YES		YES	YES
Small Business Exchange	African American (AA)	English	19.3	2	YES		NO	YES
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	English	23.8	2	YES		YES	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	English	30.4	1	YES		YES	YES
El Reportero	Hispanic (H)	Spanish	26.2	2	YES		NO	NO
San Francisco Print Media Co. DBA SF Weekly	Lesbian/Gay/Bisexual/Transgender (LGBT)	English	29.3	1	YES		YES	YES
Bay Area Reporter	Lesbian/Gay/Bisexual/Transgender (LGBT)	English	26	2	YES		NO	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) Marina/Gow/Hollow	English	27.7	1	YES		YES	YES
Central City Extra	Neighborhood (N) Tenderloin / Central Market	English	25.8	2	YES		YES	YES
The Potrero View	Neighborhood (N) Potrero Hill / Bayview / Mission Bay / SOMA	English	20.6	3	YES		YES	YES
San Francisco Bay View	African American (AA)	English	22.6	1 - tied	NO	Printed Outside SF & Not Printed Frequently enough	NO	NO
Sing Tao Daily	Chinese (Ch)	Chinese	27	1	NO	Printed Outside SF	NO	YES

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

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

Clearinghouse Services		
<u>Minimum Qualifications</u>	Imprenta Communications	Daily Journal
Provide service for 3 years prior to state, county or government agency	NO	YES
Has secure web based ad placement and tracking software (not email) that provides: <ul style="list-style-type: none"> - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order - online status tracking 	YES	YES
<u>Responsive</u> (submitted all required documents by Bid Due Date)	NO	YES
Commision Rate (%)	5.50%	15%



Edwin M. Lee
Mayor

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

Jaci Fong
Director and Purchaser

2016 MAY 20 PM 2:36

Purchasing

May 18, 2016 *BZ*

To: Angela Calvillo, Clerk of the Board

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

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

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

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

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

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

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

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

Bids deemed not responsible were submitted by the following periodicals:

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

Reason? (Not Responsible Vendor) Key:

1 = Printed Outside the City and County of San Francisco

2 = Not Printed One or More Days in Calendar Week

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

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

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

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

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

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

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

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

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

 Resolution designating OCA's recommended outreach newspapers

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

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

File # 160580
Received in Committee
6/16/16



O f f i c e o f
C o n t r a c t
A d m i n i s t r a t i o n

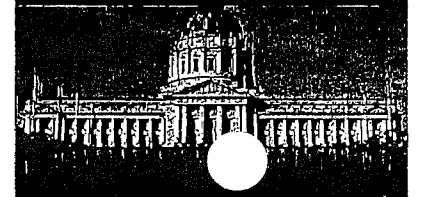
Official Advertising and
Outreach Advertising
Contracts
Fiscal Year 2016-2017
June 16, 2016

101



Official Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$420,000 (Advertising only)
- Contract duration: July 1, 2016 – June 30, 2017
- Bidders: San Francisco Examiner and SF Chronicle
- San Francisco Examiner had highest evaluation score and is the only responsive bidder who met all qualifications as set forth in the Administrative Code

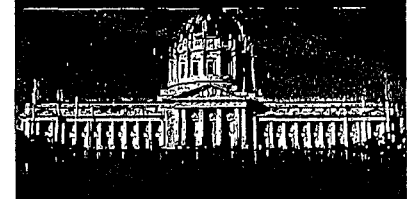


Official Advertising Bid Evaluation Fiscal Year 2016 - 2017

O
C
A

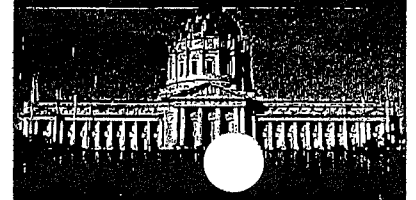
ffice of
ontract
dministration

Scoring Criteria per Admin. Code 2.81	Total Available Points	San Francisco Examiner Bid	San Francisco Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price Per Line		\$3.75		\$4.99	
Price for Sample Ads	15	\$885.00	15	\$973.05	13.6
103 Circulation SF	10	146,965	9	162,725	10
Newsstand Price	5	\$0.00 (Free)	5	\$1.50-3.00	0
Locally Owned and Operated	2	No	0	No	0
Total Evaluation Points	32		29.0		23.6
Total Points with Bid Discounts Applied			29.4		24.4



Outreach Advertising Contract Details

- Purpose: Posting of public notices pursuant to San Francisco Administrative Codes 2.80 and 2.81
- Citywide Estimated Spend for Fiscal Year 2016-2017: \$20,000 (Advertising Only)
- Contract duration: July 1, 2016 – June 30, 2017
- OCA reached out to 49 local periodicals with the bid opportunity and received a total of 10 bids. 1 bid was withdrawn at the request of the bidder.



Outreach Advertising Fiscal Year 2016 – 2017 Bid Evaluation Overview

Bidder	Communities Served	Circulation	Distribution (Hard Copy)	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
San Francisco Print Media Co. DBA SF Weekly	African-American (AA)	64,100	Weekly	\$409.00	\$0.01	22.6	YES
San Francisco Bay View	African-American (AA)	7,700	Monthly	\$200.00	\$0.03	22.6	NO*
Small Business Exchange	African-American (AA)	1,000	Weekly	\$200.00	\$0.20	19.3	YES
Sing Tao Daily	Chinese (Ch)	14,300	Daily	\$330.00	\$0.02	30	NO*
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	64,100	Weekly	\$409.00	\$0.01	23.8	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	64,100	Weekly	\$409.00	\$0.01	30.4	YES
El Reportero	Hispanic (H)	10,000	Weekly	\$500.00	\$0.05	26.2	YES
San Francisco Print Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	64,100	Weekly	\$409.00	\$0.01	29.3	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	23,600	Weekly	\$330.00	\$0.02	26	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) - Marina/Cow Hollow	25,000	Monthly	\$470.00	\$0.02	27.7	YES
Central City Extra	Neighborhood (N) - Tenderloin / Central Market	8,000	Monthly	\$325.00	\$0.04	25.8	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	13,000	Monthly	\$600.00	\$0.05	20.6	YES

*Periodical is printed outside of the City limits and/or not printed frequently enough per Administrative Code 2.80-1 (C)

Member, Board of Supervisor
District 2



City and County of San Francisco

MARK FARRELL

DATE: June 9, 2016

TO: Angela Calvillo
Clerk of the Board of Supervisors

FROM: Supervisor Farrell
Chairperson

RE: Budget and Finance Committee
COMMITTEE REPORT

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2016 JUN -9 PM 4:14
JF

Pursuant to Board Rule 4.20, as Chair of the Budget and Finance Committee, I have deemed the following matters are of an urgent nature and request they be considered by the full Board on June 21, 2016, as Committee Reports:

160579 Official Advertising – San Francisco Print Media Co., dba San Francisco Examiner – FY2016-2017

Resolution designating San Francisco Print Media Co., dba San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for FY2016-2017.

160580 Outreach Community Advertising and Neighborhood Outreach Advertising – San Francisco Print Media Co., dba SF Weekly; Central City Extra; Jasmine Blue Media, dba Marina Times; The Potrero View – FY2016-2017

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

This matter will be heard in the Budget and Finance Committee on June 16, 2016, at 10:00 a.m.

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Print Media Co. (SF Weekly)	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> (1) N/A (2) David Black, CEO, Glenn Zuehls, Publisher, Patrick Brown, General Manager/CFO (3) N/A (4) N/A (5) N/A	
Contractor address: 835 Market St., Ste. 550, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Small Business Exchange, Inc.	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> (1) N/A (2) Gerald W. Johnson, CEO, Valerie Voorhies, Secretary-Treasurer (3) Gerald W. Johnson, CEO (4) N/A (5) N/A	
Contractor address: 703 Market St., #1000, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
 a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Sing Tao Daily	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> (1) Sai Wo Siu, Louis Chung Man Lau (2) Tim S. Lau (CEO); Rongmei Yu (CFO); Florence Tso (Secretary); (3) N/A (4) N/A (5) N/A	
Contractor address: 5000 Shoreline Ct., Ste. 300, South San Francisco, CA 94080	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, Board of Supervisors	Name of City elective officer(s): Members, Board of Supervisors
Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: El Reportero	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>	
Marvin Ramirez	
Contractor address: 261 Mission Street, Suite 105, San Francisco, CA 94110	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

the City elective officer(s) identified on this form

a board on which the City elective officer(s) serves San Francisco Board of Supervisors
Print Name of Board

the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689	E-mail: Board.of.Supervisors@sfgov.org

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: San Francisco Study Center (Central City Extra)	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary. (1) John Burks, Richard Livingston, Reiko True, Stas Margaronis, James McWilliams, Ben Fong-Torres, Tina Tong Yee (2) Geoff Link, CEO, Louis Schilling, CFO (3) N/A (4) N/A (5) N/A	
Contractor address: 1663 Mission St., Ste. 504, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____
Print Name of Board
- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Bay Area Reporter	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>	
(1) Michael Yamashita, Thomas Horn, Todd Vogt, Patrick Brown (2) Michael Yamashita, Patrick Brown, (3) Michael Yamashita, Bob Ross Foundation (Thomas Horn), Todd Vogt, Patrick Brown (4) N/A (5) N/A	
Contractor address: 44 Gough St., #204, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: Marina Times	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> (1) N/A (2) Earl Adkins, Managing Partner, Susan Dyer Reynolds, Partner (3) Earl Adkins, Susan Dyer Reynolds (4) N/A (5) N/A	
Contractor address: 3053 Fillmore St., #104, San Francisco, CA 94123	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
 a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

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

City Elective Officer Information <i>(Please print clearly.)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	Name of City elective officer(s): Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: The Potrero View	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> (1) N/A (2) Steven Moss, Editor, Hillary Savage, Production manager (3) N/A (4) N/A (5) N/A	
Contractor address: 2325 Third St., Suite 344, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: \$5,000.00
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed