

File No. 140795

Committee Item No. 1

Board Item No. \_\_\_\_\_

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Sub-Committee

Date July 23, 2014

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)

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Completed by: Linda Wong Date July 18, 2014  
 Completed by: Linda Wong Date \_\_\_\_\_

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2014-2015]

2

3 **Resolution designating *Central City Extra* to be the neighborhood outreach newspaper**  
 4 **of the City and County for the Central City neighborhood; *Northside***  
 5 ***Publications/Marina Times* to be the neighborhood outreach newspaper of the City and**  
 6 **County for the Northern San Francisco neighborhood; *West Portal Monthly* to be the**  
 7 **neighborhood outreach newspaper of the City and County for the West Portal**  
 8 **neighborhood; and *Potrero View* to be the neighborhood outreach newspaper of the**  
 9 **City and County for the Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay**  
 10 **neighborhoods to provide outreach advertising for FY2014-2015.**

11

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

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

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

20 RESOLVED, That the Board designates the following neighborhood outreach  
 21 newspapers for the indicated neighborhood for FY2014-2015:

- |    |                        |  |
|----|------------------------|--|
| 22 | Central City           | <i>Central City Extra</i>                  |
| 23 | Northern San Francisco | <i>Northside Publications/Marina Times</i> |
| 24 | West Portal            | <i>West Portal Monthly</i>                 |
| 25 | Potrero Hill           | <i>Potrero View</i> ; and be it            |

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

**City and County of San Francisco**

**Office of Contract Administration**



**Edwin M. Lee**  
Mayor

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

**Jaci Fong**  
Director and Purchaser

2014 JUL 18 PM 3:29

**Purchasing**

July 15, 2014

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

*JK*  
*DB*

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

**Subject:** Results of Outreach Newspaper Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Newspapers for FY 14-15

Enclosed, is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 14-15 based on the solicitation results/Administrative Code requirements:

| NEWSPAPER                           | NEIGHBORHOOD   | RESPONSIVE TO ADMIN CODE 2.81? |
|-------------------------------------|--|--------------------------------|
| Northside Publications/Marina Times | Northern SF Neighborhoods  | YES                            |
| Central City Extra                  | Central City Neighborhoods                                       | YES                            |
| West Portal Monthly                 | West Portal Neighborhood   | YES                            |
| Potrero View                        | Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay Neighborhoods | YES                            |

This year, OCA sent invitations to bid to approximately 50 local newspapers, an increase of 85% over FY11-12's total of 28 invitations. In addition to the term contract bid proposal being posted on the City's bid database for almost one month, all invited outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA received a total of 11 bids.

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

In order to be responsive, *outreach neighborhood* (not community) newspapers must be printed at least once per month to be responsive. There is no requirement regarding where the newspapers are printed. All bidding Outreach neighborhood newspapers [except The Western Edition – see next table] are printed at least once per month and are therefore, responsive.

Non-responsive bids were submitted by the following newspapers:

| NEWSPAPER               | COMMUNITY/NEIGHBORHOOD              | RESPONSIVE TO ADMIN CODE 2.81? | REASON? |
|-------------------------|-------------------------------------|--------------------------------|---------|
| Sing Tao Daily          | Chinese                             | NO                             | 1       |
| World Journal           | Chinese                             | NO                             | 1       |
| Bay Area Reporter       | LGBT                                | NO                             | 2       |
| Small Business Exchange | African-American, Chinese, Hispanic | NO                             | 2       |
| El Reportero            | Hispanic                            | NO                             | 1,2,3   |

*140795*

|                        |                  |    |      |
|------------------------|------------------|----|------|
| San Francisco Bay View | African-American | NO | 1, 2 |
| The Western Edition    | Western Addition | NO | 2,3  |

**Responsiveness Key:**

**1 = Printed Outside SF**

**2 = Not Printed One or More Days in Calendar Week**

**3 = Late Bid**

Per Admin 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 responsive, *outreach community* (not neighborhood) *newspapers* must be printed in San Francisco on one or more days in a calendar week. None of the bidding outreach community newspapers meet both of these requirements and are therefore, non-responsive.

Late bids were received from *El Reportero* and *The Western Edition*. Late bids are procedurally deemed non-responsive.

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

Please find further detail in the attached spreadsheet regarding FY14-15 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Deirdre Darley on my team at 415-554-6751.

- Enclosures:
- Summary of Outreach Advertising Bids for FY 14-15
  - Summary of Outreach Advertising Awards for FY 14-15 with last year's awards
  - 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)

**Outreach Advertising FY14-15**

**Bid Evaluation Overview**

dated July 7, 2014

| Bidder                              | Communities Served                  | Language Published | Evaluation Score | Rank | Responsive | Reason | FY14-15 OCA Recommendation | FY13-14 BOS Award |
|-------------------------------------|-------------------------------------|--------------------|------------------|------|------------|--------|----------------------------|-------------------|
| Central City Extra                  | Neighborhood                        | English            | 18.1             | 1    | Yes        |        | OCA Recommended for Award  | Yes               |
| West Portal Monthly                 | Neighborhood                        | English            | 18               | 2    | Yes        |        | OCA Recommended for Award  | Yes               |
| Potrero View                        | Neighborhood                        | English            | 12.9             | 3    | Yes        |        | OCA Recommended for Award  | Yes               |
| Northside Publications/Marina Times | Neighborhood                        | English            | 12.7             | 4    | Yes        |        | OCA Recommended for Award  | Yes               |
| World Journal                       | Chinese                             | Chinese            | 24.2             |      | No         | 1      | Board Discretion           | Yes**             |
| San Francisco Bay View              | African-American                    | English            | 21.1             |      | No         | 1,2    | Board Discretion           | Yes**             |
| Small Business Exchange             | African-American, Chinese, Hispanic | English            | 19.1             |      | No         | 2      | Board Discretion           | Yes               |
| Sing Tao Daily                      | Chinese                             | Chinese            | 17.6             |      | No         | 1      | Board Discretion           | Yes**             |
| El Reportero                        | Hispanic                            | Spanish            | 17               |      | No         | 1,2,3  | Board Discretion           | Yes**             |
| Bay Area Reporter                   | LGBT                                | English            | 14.2             |      | No         | 2      | Board Discretion           | Yes               |
| The Western Edition                 | Neighborhood                        | English            | 12               |      | No         | 2,3    | Board Discretion           | Yes**             |

**Responsiveness Key:**

- 1 = Printed Outside SF
- 2 = Not Printed Frequently Enough
- 3 = Late Bid
- \*\* = Newspaper Non-Responsive FY13-14



Evaluation Points

| Evaluation Factors per Admin. Code Sec. 2.81 | Total Points Available | West Portal Monthly |          | El Estero de San Mateo |        | El Estero de San Mateo |          | El Estero de San Mateo |        | El Estero de San Mateo |           | El Estero de San Mateo |             |
|--|------------------------|---------------------|----------|------------------------|--------|------------------------|----------|------------------------|--------|------------------------|-----------|------------------------|-------------|
|  |                        | Bid                 | Points   | Bid                    | Points | Bid                    | Points   | Bid                    | Points | Bid                    | Points    | Bid                    | Points      |
| Advertising Price                            | 15.0                   | \$ 159,322          | 15.0     | \$ 225,000             | 10.6   | \$ 519,044             | 4.6      | \$ 425,000             | 5.6    | \$ 200,000             | 11.9      | \$ 500,000             | 4.8         |
| Circulation as submitted                     | 10.0                   | 650                 | per week | 21,000                 | 0.1    | 7,500                  | per week | 12,500                 | 0.1    | 7,700                  | per month | 20,000                 | per quarter |
| Periodical Cost                              | 5.0                    | \$ 2,50             | 0        | Free                   | 5      | Free                   | 5        | Free                   | 5      | Free                   | 5         | Free                   | 5           |
| Locally Owned & Operated                     | 2.0                    | Yes                 | 2        | Yes                    | 2      | Yes                    | 2        | Yes                    | 2      | Yes                    | 2         | Yes                    | 2           |
| Published in Foreign Language                | 5.0                    | No                  | 0        | No                     | 0      | Yes                    | 5        | No                     | 0      | No                     | 0         | No                     | 0           |
| Total Evaluation Points                      | 37.0                   |                     | 17.0     |                        | 17.7   |                        | 16.8     |                        | 12.7   |                        | 19.0      |                        | 11.8        |
| LE Preference                                | 10%                    | Yes                 | 10%      | No                     | 0%     | No                     | 0%       | No                     | 0%     | Yes                    | 10%       | No                     | 0%          |
| Prompt Payment Discount                      | max 2% Net 30          | 1%                  | 1%       | No                     | 0%     | No                     | 0%       | No                     | 0%     | No                     | 0%        | No                     | 0%          |
| Sales Tax Discount                           | 1.25%                  | Yes                 | 1.25%    | Yes                    | 1.25%  | Yes                    | 1.25%    | Yes                    | 1.25%  | Yes                    | 1.25%     | Yes                    | 1.25%       |
| Total Points with Bid Discounts Applied      |                        |                     | 19.1     |                        | 18.0   |                        | 17.0     |                        | 12.9   |                        | 21.1      |                        | 12.0        |

Ad Price per Circulated Copy \$ 0.25 African-American/Chinese/Hispanic Neighborhood \$ 0.01 Hispanic \$ 0.07 Neighborhood \$ 0.03 Neighborhood \$ 0.03 Neighborhood \$ 0.03

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

Clearinghouse Bids for FY14-15

| Minimum Qualifications   | Daily Journal |
|--|---------------|
| Provide service for 3 years prior to state, county or government agency.   | Yes           |
| Has secure web based ad placement and tracking software (not email) that provides:<br>- newspaper deadline entry<br>- online submittal of camera ready notices<br>- email confirmation of each order | Yes           |
| Evaluation   | 15%           |



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

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

|  |                     |
|--|---------------------|
| <b>Contractor Information</b> <i>(Please print clearly.)</i>   |                     |
| Name of contractor:<br><b>Northside Publications, Inc. (Marina Times)</b>  |                     |
| 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) <b>Susan Dyer Reynolds</b> (2) <b>CEO/President – Susan Dyer Reynolds</b> (3) <b>Susan Dyer Reynolds</b> (4) <b>n/a</b> (5) <b>n/a</b> |                     |
| Contractor address:<br><b>3053 Fillmore St., # 238, San Francisco, CA 94123</b>  |                     |
| Date that contract was approved:   | Amount of contract: |
| Describe the nature of the contract that was approved:<br><b>Outreach Advertising and Clearinghouse Services FY14-15</b>   |                     |
| Comments: <b>Jaci Fong, Director of the Office of Contract Administration and Purchaser<br/>415-554-6701</b>   |                     |

This contract was approved by (check applicable):

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

Print Name of Board

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

Print Name of Board

|   |                                     |
|---|-------------------------------------|
| <b>Filer Information</b> <i>(Please print clearly.)</i> |                                     |
| Name of filer:  | Contact telephone number:<br>(    ) |
| 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:  
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| Name of City elective officer(s):<br>Members, San Francisco Board of Supervisors | City elective office(s) held:<br>Members, San Francisco Board of Supervisors |

|   |                     |
|---|---------------------|
| <b>Contractor Information</b> <i>(Please print clearly.)</i>  |                     |
| Name of contractor:<br><b>San Francisco Study Center (Central City Extra)</b>   |                     |
| 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. <b>(1) John Burks, Richard Livingston, Reiko True, Stas Margonis, Edgar Mercado, James McWilliams, Ben Fong-Torres, Tina Tung Yee</b><br><b>(2) CEO – Geoff Link, CFO – Kevin Walsh</b><br><b>(3) n/a (4) n/a (5) n/a</b> |                     |
| Contractor address:<br><b>1663 Mission St., Suite 504, San Francisco, CA 94103</b>  |                     |
| Date that contract was approved:  | Amount of contract: |
| Describe the nature of the contract that was approved:<br><b>Outreach Advertising and Clearinghouse Services FY14-15</b>  |                     |
| Comments: <b>Jaci Fong, Director of the Office of Contract Administration and Purchaser</b><br><b>415-554-6701</b>  |                     |

This contract was approved by (check applicable):

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

Print Name of Board

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

Print Name of Board

|   |                                      |
|---|--------------------------------------|
| <b>Filer Information</b> <i>(Please print clearly.)</i> |                                      |
| Name of filer:  | Contact telephone number:<br>(     ) |
| 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**  
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|--|--|
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| Name of City elective officer(s):<br>Members, San Francisco Board of Supervisors | City elective office(s) held:<br>Members, San Francisco Board of Supervisors |

|  |                     |
|--|---------------------|
| <b>Contractor Information</b> <i>(Please print clearly.)</i>   |                     |
| Name of contractor:<br><b>West Portal Monthly</b>  |                     |
| <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> |                     |
| <b>Glenn Gullmes, Sole Proprietor</b>  |                     |
| Contractor address:<br><b>205 Kensington Way, San Francisco, CA 94127</b>  |                     |
| Date that contract was approved:   | Amount of contract: |
| Describe the nature of the contract that was approved:<br><b>Outreach Advertising and Clearinghouse Services FY14-15</b>   |                     |
| Comments: <b>Jaci Fong, Director of the Office of Contract Administration and Purchaser<br/>415-554-6701</b>   |                     |

This contract was approved by (check applicable):

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

Print Name of Board

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

Print Name of Board

|   |                                      |
|---|--------------------------------------|
| <b>Filer Information</b> <i>(Please print clearly.)</i> |                                      |
| Name of filer:  | Contact telephone number:<br>(     ) |
| 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

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|   |                     |
|---|---------------------|
| <b>Contractor Information</b> <i>(Please print clearly.)</i>  |                     |
| Name of contractor:<br><b>The Potrero View</b>  |                     |
| 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.<br><b>Steven J. Moss, Owner</b><br><b>Jennifer Durrant, Production Manager (sub-contractor)</b> |                     |
| Contractor address:<br><b>2325 Third St., #344, San Francisco, CA 94107</b>   |                     |
| Date that contract was approved:  | Amount of contract: |
| Describe the nature of the contract that was approved:<br><b>Outreach Advertising and Clearinghouse Services FY14-15</b>  |                     |
| Comments: <b>Jaci Fong, Director of the Office of Contract Administration and Purchaser</b><br><b>415-554-6701</b>  |                     |

This contract was approved by (check applicable):

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

Print Name of Board

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

Print Name of Board

|   |                                      |
|---|--------------------------------------|
| <b>Filer Information</b> <i>(Please print clearly.)</i> |                                      |
| Name of filer:  | Contact telephone number:<br>(     ) |
| 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