

File No. 120612

Committee Item No. 5

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight Date June 14, 2012

Board of Supervisors Meeting Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input 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"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input 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 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)

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Completed by: Alisa Miller Date June 8, 2012

Completed by: _____ Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY2012-2013]

2 Resolution designating *San Francisco Bay View* and *Small Business Exchange* to be
3 the outreach newspapers of the City and County for the African American community;
4 *Sing Tao Daily*, *World Journal*, and *Small Business Exchange* to be the outreach
5 newspapers of the City and County of San Francisco for the Chinese community; *El*
6 *Reportero* and *Small Business Exchange* to be the outreach newspapers of the City
7 and County for the Hispanic community; *Bay Area Reporter* to be the outreach
8 newspaper of the City and County for the Lesbian, Gay, Bisexual and Transgender
9 community; *Central City Extra* to be the neighborhood outreach newspaper of the City
10 and County for the Central City neighborhood; *Marina Times/Northside Publications* to
11 be the neighborhood outreach newspaper of the City and County for the Northern San
12 Francisco neighborhood; *Potrero View* to be the neighborhood outreach newspaper of
13 the City and County for the Potrero Hill, Bayview, Mission Bay and South of Market
14 neighborhoods; *West Portal Monthly* to be the neighborhood outreach newspaper of
15 the City and County for the West Portal neighborhood; and *The Western Edition* to be
16 the neighborhood outreach newspaper for the City and County for the Western
17 Addition neighborhood; to provide outreach advertising for FY2012-2013.

18
19 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
20 advertising to those communities which may not be adequately served by the official
21 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and

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

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

3 RESOLVED, That the Board designates the following newspapers, which circulate
4 primarily in the indicated communities and are printed in San Francisco, to be the outreach
5 newspapers for the indicated communities for FY 12-13:

6	African American	<i>San Francisco Bay View, Small Business Exchange</i>
7	Chinese	<i>Sing Tao Daily, World Journal, Small Business Exchange</i>
8	Hispanic	<i>El Reportero, Small Business Exchange</i>
9	Lesbian, Gay, Bisexual	<i>Bay Area Reporter</i>

10 FURTHER RESOLVED, That the Board designates the following neighborhood
11 outreach newspapers for the indicated neighborhood for FY 12-13:

12	Central City	<i>Central City Extra,</i>
13	Northern San Francisco	<i>Marina Times/Northside San Francisco</i>
14	Potrero Hill	<i>Potrero View</i>
15	West Portal	<i>West Portal Monthly</i>
16	Western Edition	<i>The Western Edition Newspaper, and, be it</i>

17 FURTHER RESOLVED, That the Office of Contract Administration is authorized to
18 execute contracts with these designated outreach newspapers and said contracts must fully
19 comply with all the contracting requirements of the City and County of San Francisco.
20
21

TC95316 Summary of Outreach Advertising and Clearinghouse Bids for FY12-13
 Version Date: 5/31/12
 DRAFT

	Bidder: West Point Monthly	Bidder: San Francisco Bay View	Bidder: Petero View	Bidder: Northside Publications (Marina Times)	Bidder: Northside Publications (Marina Times)	Bidder: Wharfedale Journal	Bidder: Ocala Area Reporter	Bidder: Central City Express	Bidder: Ocala Area Reporter	Bidder: The Westside News
Locally Owned?	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Printed in San Francisco?	No (Marin County)	No (Union City)	Yes	Yes	No (South SF)	No (Millbrae)	Yes	Yes	Yes	Yes
Frequency of Publication?	Monthly	Monthly	Monthly	Monthly	Daily	Daily	Weekly	Monthly	Weekly	Monthly
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Sample Newspapers Indicating Continuous Publication?	No*	No*	No*	No*	No*	No*	No*	Yes	No*	No*
Circulation	21000	9000	25000	2491	115261/week	12000/day	29000	8000	10000	25000
Verification of Circulation	Self	Printer Invoice	Printer Letter	Self	Self	Self (Notarized)	Publisher's Statement	Printer Invoice	Self	Printer Invoice
Mag/Zip Codes Included?	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)	Yes (Zip)
Outreach Community Served	African-American	Neighborhood	Neighborhood	American/Hispanic	Chinese	Chinese	LGBT	Neighborhood	Hispanic	Neighborhood

* All newspapers submitted one sample newspaper. Only Bidders 6 and 11 submitted back issues to indicate continuous printing.

	Bidder: West Point Monthly	Bidder: San Francisco Bay View	Bidder: Petero View	Bidder: Northside Publications (Marina Times)	Bidder: Northside Publications (Marina Times)	Bidder: Wharfedale Journal	Bidder: Ocala Area Reporter	Bidder: Central City Express	Bidder: Ocala Area Reporter	Bidder: The Westside News
Total Points Available	15.0	11.9	6.7	5.3	15.0	15.0	15.0	15.0	15.0	15.0
Evaluation Factors per Admin. Code Sec. 2.81										
Advertising Price	\$ 265.00	\$ 355.00	\$ 455.00	\$ 25,000	\$ 159.32	\$ 2,491	\$ 356	\$ 2,500	\$ 2,491	\$ 356
Circulation as submitted	21,000	9,000	25,000	2491	115,261/week	12,000/day	29,000	8,000	10,000	25,000
Periodical Cost	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
Locally Owned & Operated	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Published in Foreign Language	No	No	No	No	No	No	No	No	No	No
Total Evaluation Points	37.0	14.4	14.1	12.9	14.1	14.1	14.1	12.9	14.1	19.2
BE Preference	10%	10%	0%	0%	0%	0%	0%	0%	0%	10%
Prompt Payment Discount	No	No	No	No	No	No	No	No	No	No
Sales Tax Discount	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%
Total Points with Bid Discounts Applied	14.6	21.4	14.1	12.9	14.1	14.1	14.1	12.9	14.1	19.2

1st Price Per Circulated Copy \$ 0.01 Neighborhood \$ 0.01 African-American \$ 0.04 Neighborhood \$ 0.02 Neighborhood \$ 0.06 African-American/Chinese/Hispanic Communities Served

TC95316 Summary of Outreach Advertising and Clearinghouse Bids for FY12-13
 Version Date: 5/31/12
 DRAFT

Evaluation Points	Bidder 7: Sing Tao Daily		Bidder 8: World Journal		Bidder 10: Bay Area Reporter		Bidder 11: Central City Extra		Bidder 13: El Reporter (LATE)		Bidder 14: The Western Edition	
	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Total Points Available	15.0		263.43	9.1	380.00	6.3	225.00	10.6	444.00	5.4	500.00	4.8
Advertising Price	\$ 300.00	per day	\$ 12000	per day	\$ 29,000	per week	\$ 8,000	per week	\$ 10,000	per week	\$ 25,000	per month
Circulation as submitted	16,466	10.0	12000	7.3	4143	2.5	1143	0.7	1429	0.9	833	0.5
Periodical Cost	\$.60 - \$1.25	0	\$ 0.50	0	Free	5	Free	5	Free	5	Free	5
Locally Owned & Operated	Yes	2	No	0	Yes	2	No	0	Yes	2	Yes	2
Published in Foreign Language	Yes	5	Yes	5	No	0	No	0	Yes	5	No	0
Total Evaluation Points	37.0	25.0	21.4	15.8	16.3	18.3	16.8	16.0	18.5	12.3	12.4	
LBE Preference	10%	0%	No	0%	No	0%	No	0%	No	0%	No	0%
Prompt Payment Discount	max 2% Net 30	0%	No	0%	No	0%	Net 2% 30 days	2%	No	0%	No	0%
Sales Tax Discount	1.25%	0%	No	0%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied		25.0	21.4	16.0	16.8	18.5	16.8	16.0	18.5	12.3	12.4	

Ad Price Per Circulated Copy
 Communities Served

\$ 0.02 Chinese
 \$ 0.02 Chinese
 \$ 0.01 LGBT
 \$ 0.03 Neighborhood
 \$ 0.04 Hispanic
 \$ 0.02 Neighborhood

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

China Press
 El Mensajero
 The Western Edition Neighborhood

Cleaninghouse Bids for FY12-13

Minimum Qualifications	Bidder 9: Daily Journal	Bidder 9: Small Business Exchange
Provide service for 3 years prior to state, county or government agency	Yes	No
has a current valid state and placement and tracking software (not email) that provides: newspaper deadline entry	Yes	Yes
online submittal of camera ready notices		
email confirmation of each order		
Evaluation	15%	5%



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser

Purchasing

May 30, 2012

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2012 MAY 31 PM 1:04
 ME

To: Angela Calvillo, Clerk of the Board
From: Jaci Fong, Director of OCA *[Signature]*
Subject: Resolution Designating Outreach Newspapers for FY 12-13

Enclosed is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 12-13:

NEWSPAPER	COMMUNITY
✓ San Francisco Bay View	African American
✓ Small Business Exchange	African American, Chinese, Hispanic
✓ Sing Tao Daily	Chinese
✓ World Journal	Chinese
✓ Bay Area Reporter	LGBT
✓ Potrero View	Potrero Hill Neighborhood
✓ Central City Extra	Central City Neighborhood
✓ Marina Times/Northside Publications	Northern SF Neighborhood
✓ West Portal Monthly	West Portal Neighborhood
✓ <i>El Reportero (non-responsive: bid received late)</i>	<i>Hispanic</i>
✓ <i>The Western Edition (non-responsive: bid received late)</i>	<i>Western Addition Neighborhood</i>

- 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 contract to a broader range of bidders to best serve the City's outreach advertising needs.
- For this year's term contract bid, OCA increased invitations to bid by 85% by conducting outreach to approximately 50 local vendors. In addition to the term contract bid proposal being posted on the City's bid database for two weeks, all outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA initially received 10 bids. After the initial bid due date, OCA noticed that three incumbent newspapers had not submitted a bid. Those vendors were contacted and invited to submit late bids. Only one did. OCA received a total of 11 bids. Two were deemed non-responsive due to late submission of bids.

Please find further detail in the attached spreadsheet regarding FY12-13 bids and recommended awards, bid prices, circulation, and bid evaluation criteria.

If you have any questions or require additional information, please contact Jennifer Browne on my team at 415-554-4751.

- Enclosures:
- Summary of Outreach Advertising Bids for FY12-13
 - Resolution designating OCA's recommended outreach newspapers
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor and Board)

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	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: The Western Edition Newspaper	
<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)-(3) Cedric Moore (4) n/a (5) n/a	
Contractor address: 225 Bush St., 16 th Floor, San Francisco, CA 94104	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising	
Comments: Jaci Fong, Director of the Office of Contract Administration 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, 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

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

