

File No. 220812

Committee Item No. 1

Board Item No. 13

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date July 27, 2022

Board of Supervisors Meeting

Date September 6, 2022

### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

### OTHER (Use back side if additional space is needed)

- Evaluation Summary
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Completed by: Brent Jalipa

Date July 21, 2022

Completed by: Brent Jalipa

Date August 31, 2022

1 [Outreach Community and Neighborhood Advertising; Wind Newspaper, Potrero View, World  
2 Journal - FY2022-2023]

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

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 Sections 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  
19 periodicals, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it

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

23  
24 Chinese *Wind Newspaper*

25

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

3 Potrero View Inc.	Potrero Hill, Dogpatch, Mission Bay,
4	eastern South of Market, Mission,
5	and Bayview neighborhoods
6 World Journal	Portola and Sunset neighborhoods

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

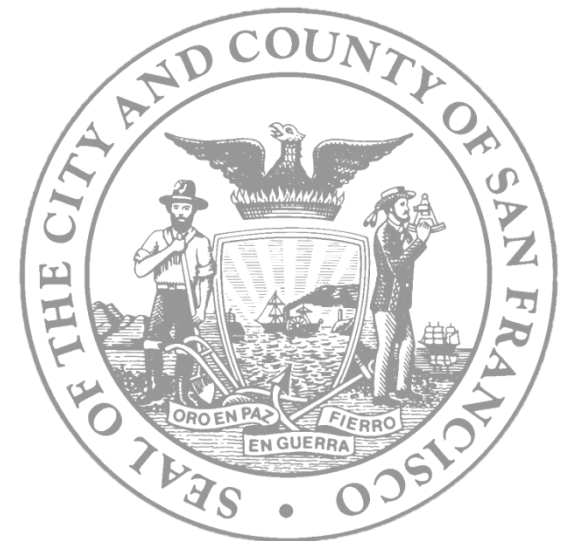
12 FURTHER RESOLVED, That within 30 days of the contracts being fully-executed by all  
13 parties, the Office of Contract Administration shall provide the final contracts to the Clerk of the  
14 Board for inclusion into the official file.

# Office of Contract Administration

---

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

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



## Background: Official & Outreach Advertising

---

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

## Minimum Requirements, per Administrative Code 2.81- 2.81-4

---

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

# Official Advertising Recommendation FY 22-23

*Summary*

- Two proposals submitted.

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

*Award Recommendation:*

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

# Outreach Advertising Recommendations FY22-23

## Summary

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

## Award Recommendation:

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

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



Thank you

# Reference Material

# Outreach Advertising Bid Evaluation

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

# Official Advertising Bid Evaluation

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

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

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

Recommended Awards for Outreach Advertising 2022-2023

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

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

KEY

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

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

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

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

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

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



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

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



## San Francisco Ethics Commission

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

Phone: 415.252.3100 . Fax: 415.252.3112

[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On:

File #: 220658

Bid/RFP #: 0000006802

### Notification of Contract Approval

SFEC Form 126(f)4

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

A Public Document

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

#### 1. FILING INFORMATION

<b>TYPE OF FILING</b>	<b>DATE OF ORIGINAL FILING (for amendment only)</b>
Original	
<b>AMENDMENT DESCRIPTION – Explain reason for amendment</b>	

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

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

#### 4. CONTRACTING DEPARTMENT CONTACT

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

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

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b>	<b>ORIGINAL BID/RFP NUMBER</b> 0000006802	<b>FILE NUMBER (If applicable)</b> 220658
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$10,000		
<b>NATURE OF THE CONTRACT (Please describe)</b> The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

**9. AFFILIATES AND SUBCONTRACTORS**

List the names of (A) members of the contractor's board of directors; (B) the contractor's principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Chang	Hansheng	CEO
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			

**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
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			
35			
36			
37			
38			

**9. AFFILIATES AND SUBCONTRACTORS**

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
39			
40			
41			
42			
43			
44			
45			
46			
47			
48			
49			
50			

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

**10. VERIFICATION**

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

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

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



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

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

Enclosed is the resolution recommending the designation of the following periodicals as the City’s outreach advertising periodicals for Fiscal Year 2022– 2023, based on the formal and competitive solicitation results evaluated according to requirements specified in the solicitation and set forth in San Francisco Administrative Code sections 2.80 and 2.81.

**Summary of Solicitation Results**

The Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal, for outreach advertising services to approximately fifty (50) local periodicals. The solicitation was posted on the City’s bid webpage for approximately four weeks All invited outreach periodicals were contacted several times via email and a pre-proposal conference was held. OCA received a total of sixteen (16) proposals for outreach advertising.

OCA is recommending contract awards to the highest scoring responsive proposals per community and neighborhood categories but the Board of Supervisors has historically used its discretion to award the outreach advertising service contracts to a broader range of proposals in order to best serve the City’s outreach advertising needs. A “responsive” proposal is one who meets all of the minimum qualifications and requirements as specified in a solicitation. **10 of the 16 proposals** were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

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



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

As shown in the table above, there are several proposals that are not being recommended for a contract award because they were either ranked second in their Community or Neighborhood category or were found to be non-responsive to the solicitation requirements.

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c) state that the represented outreach communities shall reflect the diversity in race and sexual orientation of the population of the City and County. They shall include: (1) the Lesbian/Gay/Bisexual/Transgender community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. The Board of Supervisors may determine different outreach communities from time to time. According to San Francisco Administrative Code Section 2.80-1, in order for an outreach *community* (not neighborhood) periodical proposal to be considered responsive, it must have primary circulation in the community being proposed for, it must be circulated in San Francisco on one or more days in a calendar week, and must be printed in the City and County of





San Francisco.

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

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

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

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

Please find further detail in the attached spreadsheet regarding Fiscal Year 2022– 2023 proposals and recommended awards.

If you have any questions or require additional information, please contact Daniel Sanchez on my team, at 415-554-6735.

Enclosures:

Outreach Advertising for Fiscal Year 2022 – 2023 Evaluation Summary  
Resolution designating OCA's recommended outreach newspapers  
S.F. Ethics Commission form 126f4 Submissions