



1 [Directing and Authorizing the Clerk of the Board to Engage in Contract Negotiations for Radio  
2 Broadcast Services with KPOO FM for a Total Not-to-Exceed Annual Contract Amount of  
3 \$75,000]

4 **Motion to direct and authorize the Clerk of the Board to engage in contract negotiations**  
5 **with KPOO FM, the pre-qualified vendor resulting from Request for Qualifications No.**  
6 **01-2015 for Radio Broadcast Services, for a total not-to-exceed annual contract amount**  
7 **of \$75,000 and, pending the successful outcome of those negotiations, to designate**  
8 **KPOO FM as the official broadcaster of the San Francisco Board of Supervisor regular**  
9 **and special meetings.**

10  
11 WHEREAS, The Board of Supervisors passed Motion No. M14-057 on April 15, 2014,  
12 directing the Clerk of the Board to prepare a Request for Qualifications ("RFQ") to enable a  
13 radio station to broadcast the weekly San Francisco Board of Supervisors regular and special  
14 meetings for a not-to-exceed amount of \$150,000; and

15 WHEREAS, As part of the FY 2014-2015 and FY 2015-2016 budget process, the  
16 Board of Supervisors appropriated \$75,000 in each fiscal year to fund the professional  
17 services contract resulting from the RFQ; and

18 WHEREAS, On April 6, 2015, in accordance with the Board's directive, the Office of the  
19 Clerk of the Board issued RFQ No. 01-2015 for Radio Broadcast Services to solicit responses  
20 from qualified firms; and

21 WHEREAS, KPOO FM was the only respondent to RFQ No. 01-2015 and, as  
22 determined by the RFQ Evaluation Panel, met the pre-qualification threshold established by  
23 the solicitation; and

1           WHEREAS, On June 15, 2015, the Budget and Finance Committee, held a hearing to  
2 consider the process and outcome of RFQ No. 01-2015; now, therefore, be it

3           MOVED, That the Board of Supervisors directs and authorizes the Clerk of the Board,  
4 in her sole administrative authority and discretion, to engage in contract negotiations with  
5 KPOO FM for a total annual not-to-exceed contract amount of \$75,000 and, pending the  
6 successful outcome of those negotiations, to designate KPOO FM as the official broadcaster  
7 of the San Francisco Board of Supervisors regular and special meetings.

BOARD of SUPERVISORS



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May 12, 2015

Jerome Parson  
General Manager, KPOO FM  
P.O. Box 156650  
San Francisco, CA 94115-6650

**Subject: Notification of Qualified Vendors to Provide Radio Broadcast Services  
(RFQ No. 01-2015)**

Dear Mr. Parson:

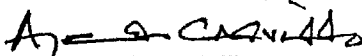
Congratulations! KPOO FM has met the minimum qualifications, submission requirements, and received an average evaluation score that exceeds the pre-qualification threshold established by RFQ No. 01-2015 for Radio Broadcast Services. As such, as of May 12, 2015, KPOO FM is pre-qualified to provide the radio broadcast services requested by the City and County of San Francisco. Please note that no pre-qualified Respondent is guaranteed a contract. The Office of the Clerk of the Board will present the outcome of this solicitation to Board of Supervisors and seek direction regarding next steps for the provision of these services.

As a reminder, the City can only do business with fully approved and compliant vendors. If you have not done so already, please visit the following Office of Contract Administration websites for detailed information regarding the City's contracting and administrative authorization processes:

- <http://sfgsa.org/index.aspx?page=5199>
- <http://sfgsa.org/index.aspx?page=4762>

Thank you for demonstrating your firm's interest and ability to provide the radio broadcast services requested by the Board of Supervisors. We will contact you when we receive further direction from the Board regarding this matter.

Sincerely,

  
Angela Calvillo  
Clerk of the Board



Angela Calvillo, Clerk of the Board

## Process Summary and Status Update RFQ No. 01-2015 for Radio Broadcast Services

### Background

On April 15, 2014, the Board of Supervisors passed Motion No. M14-057, directing the Clerk of the Board to prepare a Request for Qualifications (RFQ) to enable a radio station to broadcast the weekly San Francisco Board of Supervisors meetings.

### Solicitation, Evaluation, and Pre-Qualification

As part of the pre-solicitation process, departmental staff reached out to subject matter experts in the City and in various professional membership organizations<sup>1</sup> to seek input on the content, structure, and technical requirements of the solicitation.

On April 6, 2015, in accordance with the Board's directive, the Office of the Clerk of the Board issued RFQ No. 01-2015 for Radio Broadcast Services to solicit responses from qualified firms. The goal of the RFQ was to create a pre-qualified pool of radio stations from which the Board could select a vendor for contract negotiations. In an effort to publicize the RFQ as widely as possible, the department conducted the following outreach efforts:

- **Distribution to Prospective Respondents:** The RFQ Notice was distributed to approximately 30 radio stations with headquarters based in San Francisco;
- **Public Service Announcement (PSA) Broadcast:** The department developed an RFQ PSA, in coordination with SFGTV, which aired 110 times on Cable Channel 26;
- **Posting on City Websites:** The RFQ was posted on the Board of Supervisors website and included in the Office of Contract Administration's Bids and Contracts database;
- **Board of Supervisor Engagement:** The RFQ Notice was provided to Members of the Board of Supervisors for distribution to community networks;
- **Targeted Multi-Cultural and Professional Outreach Efforts:** The RFQ Notice was translated into Spanish, Chinese, and Tagalog and distributed, on behalf of the

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<sup>1</sup> City departments included: the Controller's Office, the Office of Contract Administration, the Contract Monitoring Division, the Department of Technology (SFGTV), the City Attorney's Office, the Human Services Agency, Risk Management, and City Hall Media Services.

Professional membership organizations included: the California Broadcaster's Association and the National Federation of Community Broadcasters.

department, to networks maintained by New America Media, Pacifica Network, the National Federation of Community Broadcasters, and the California Broadcaster's Association;

- **Social Media Outreach:** The RFQ Notice was publicized on Social Media via Twitter; and,
- **Publication in Outreach Newspapers:** The RFQ Notice was published in the City's designated Outreach newspapers.

On April 10, 2015, the department, in coordination with City Hall Media Services, hosted a Technical Overview and Tour of the Board's Legislative Chamber for prospective respondents who wanted to see the physical layout of the Chamber and understand the technical infrastructure available to support the services requested.

On April 27, 2015, the department received one proposal from KPOO FM in response to RFQ No. 01-2015. KPOO's response package met the minimum qualifications and submission requirements outlined in the RFQ and was therefore eligible for review by members of the Evaluation Panel.

On May 7, 2015, the department convened a three-member Evaluation Panel, which was approved by the City's Contract Monitoring Division, to review, evaluate, and rate KPOO's response package. Members of the Evaluation Panel were selected due to their specialized knowledge and experience and included the following individuals:

- Jack Chin, General Manager, SFGTV (Technical)
- Fred Liedl, Finance Manager, Office of Economic & Workforce Development (Budget and Finance)
- Odette Alcazaren-Keely, Senior Project Manager, New America Media. (Media/Community Engagement/Multi-Ethic Communications)

Of the total 100 possible points available, KPOO FM received an average total score of 83 points from the Evaluation Panel and met the 70 point pre-qualification threshold established by the solicitation.

On May 12, 2015, in accordance with the RFQ timeline, KPOO FM was notified of the station's pre-qualification status. A notice of qualified vendors was also posted on the Board of Supervisor's website. Per the RFQ, appeals regarding the evaluative process and the selection of pre-qualified Respondents must have been received within five business days from the pre-qualification notice date. The appeals period for this solicitation ended on Wednesday, May 20, 2015 with no appeals received.

### **Personal Contract Authorization**

On April 14, 2015, the department initiated the Personal Services Contract (PSC) authorization process for this solicitation by notifying the affected unions<sup>2</sup> of the department's intent to contract out for radio broadcast services. The 30-day union review period ended on May 15, 2015 and there were no challenges from the affected unions, therefore the department submitted the PSC request for these services to the Department of Human Resources for review and consideration by the Civil Service Commission at their June 15, 2015 meeting.

### **FY 2015/16 and FY 2016/17 Budget**

The department's proposed FY 2015/16 and FY 2016/17 budget includes \$75,000 to fund the contract resulting from RFQ No. 01-2015.

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<sup>2</sup> IFPTE Local 21 and IATSE Local 16

