

File No. 190481

Committee Item No. 5  
Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Sub-Committee Date \_\_\_\_\_

Board of Supervisors Meeting Date \_\_\_\_\_

### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <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"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form                            |
| <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: Linda Wong Date \_\_\_\_\_  
Completed by: Linda Wong Date \_\_\_\_\_

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business  
2 Exchange; SF Bayview; El Reportero; Bay Area Reporter; Jasmine Blue Media LLC, dba  
3 Marina Times; The Potrero View - FY2019-2020]

4 **Resolution designating *Small Business Exchange* and *SF Bayview* to be the outreach  
5 periodical of the City and County of San Francisco for the African American  
6 community; *El Reportero* to be the outreach periodical of the City and County of San  
7 Francisco for the Hispanic community; *Bay Area Reporter* to be the outreach periodical  
8 of the City and County of San Francisco for the Lesbian, Gay, Bisexual and  
9 Transgender community; *Jasmine Blue Media LLC (dba Marina Times)* to be the  
10 neighborhood outreach periodical of the City and County of San Francisco for the  
11 Marina neighborhood; *The Potrero View* to be the neighborhood outreach periodical of  
12 the City and County of San Francisco for the Potrero Hill, Bayview, Mission Bay, and  
13 SoMa neighborhoods; and to provide outreach advertising for FY2019-2020.**

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

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

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

23 RESOLVED, That the Board designates the following periodicals, which circulate  
24 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
25 periodicals for the indicated communities for FY2019-2020:

1 African American *Small Business Exchange and SF Bayview*  
2 Hispanic *El Reportero*  
3 Lesbian, Gay, Bisexual, Transgender *Bay Area Reporter*  
4

5 FURTHER RESOLVED, That the Board designates the following neighborhood  
6 outreach periodical for the indicated neighborhood(s) for FY2019-2020:

7  
8 Marina, *Jasmine Blue Media LLC (DBA Marina Times)*  
9 Potrero Hill, Bayview, Mission Bay *The Potrero View*  
10 and SOMA

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

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London N. Breed  
Mayor

Alaric Degrafinried  
Director and Purchaser

Purchasing

May 17, 2019

**To:** Angela Calvillo, Clerk of the Board  
**From:** Alaric Degrafinried, Director of Office of Contract Administration (OCA) and Purchaser  
**Subject:** Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2019 – 2020

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2019 – 2020, 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)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
Small Business Exchange	African American	YES
SF Bay View	African American	YES
World Journal	Chinese	YES
El Reportero	Hispanic	YES
The Potrero View	Neighborhood – Potrero Hill/ Bayview / Mission Bay / SOMA	YES
Jasmine Blue Media LLC. DBA Marina Times	Neighborhood – Marina	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 fifty (50) local periodicals. In addition to the solicitation being posted on the City’s bid webpage for approximately four weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of eight (8) 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 eight (8) bids were submitted in a timely manner. A “responsible” bidder is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Seven (7) of the eight (8) bids were deemed responsible as they 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.

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?
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
- 3 = Late Bid Submission

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/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.

In order for an *outreach community* (not neighborhood) periodical be considered responsible, it must be printed in San Francisco on one or more days in a calendar week and must be printed in the City and County of San Francisco. Bidder Sing Tao Daily print their periodicals in the City and County of San Francisco. Thus, Sing Tao Daily 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.

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, the neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

The total estimated contract value for outreach advertising for Fiscal Year 2019 – 2020 is \$40,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2019 – 2020 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Florence Kyaun on my team, at 415-554-6263.

- Enclosures:
- Outreach Advertising for Fiscal Year 2019 – 2020 Bid Evaluation Overview
  - Summary of Outreach Advertising Services Bids for Fiscal Year 2019 – 2020
  - Outreach Advertising Services for Fiscal Year 2019 – 2020 – 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)



London N. Breed  
Mayor

Alaric Degrafinried  
Director and Purchaser  
Purchasing

May 6, 2019

**To:** Angela Calvillo, Clerk of the Board  
**From:** Alaric Degrafinried, Director of Office of Contract Administration (OCA) and Purchaser  
**Subject:** Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2019 – 2020

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2019 – 2020, 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)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
Small Business Exchange	African American	YES
SF Bayview	African American	YES
El Reportero	Hispanic	YES
The Potrero View	Neighborhood – Potrero Hill/ Bayview / Mission Bay / SOMA	YES
Jasmine Blue Media LLC. DBA Marina Times	Neighborhood – Marina	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 fifty (50) local periodicals. In addition to the solicitation being posted on the City’s bid webpage for approximately four weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of eight (8) 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 eight (8) bids were submitted in a timely manner. A “responsible” bidder is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Six (6) of the eight (8) bids were deemed responsible as they 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.

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?
World Journal SF	Chinese	NO	1
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

3 = Late Bid Submission

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/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.

In order for an *outreach community* (not neighborhood) periodical be considered responsible, it must be printed in San Francisco on one or more days in a calendar week and must be printed in the City and County of San Francisco. Neither bidder World Journal SF or Sing Tao Daily print their periodicals in the City and County of San Francisco. Thus, World Journal SF and Sing Tao Daily 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.

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, the neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

The total estimated contract value for outreach advertising for Fiscal Year 2019 – 2020 is \$40,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2019 – 2020 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Florence Kyaun on my team, at 415-554-6263.

Enclosures: Outreach Advertising for Fiscal Year 2019 – 2020 Bid Evaluation Overview

Summary of Outreach Advertising Services Bids for Fiscal Year 2019 – 2020

Outreach Advertising Services for Fiscal Year 2019 – 2020 – 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)

Summary of Outreach Advertising Services Bids For Fiscal Year 2019-2020 (TC 95323)

Outreach Advertising		1		2		3		4		5		6	
Evaluation Points		Small Business Exchange		San Francisco Bay View		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter - LGBT	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.09		\$0.30		\$0.01		\$0.03		\$0.61		\$0.12	
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$320.00	9.38	\$330.00	9.09	\$875.00	3.43	\$450.00	16.67
Circulation as submitted		15,000/wk		20,000/mo		1,325,000/mo		10,385/day		10,000/wk		27,000/wk	
Daily Circulation (Avg)	10.0	2143	0.43	667	0.13	50,000	10	10,385	2.077	1,428	0.29	3,857	0.77
Periodical Cost	5.0	95% Complimentary	5	95% Complimentary	5	\$0.50	0	\$0.60 - \$1.25	0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	NO	0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	YES	5	YES	5	YES	5	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>22.4</b>		<b>22.1</b>		<b>24.4</b>		<b>16.2</b>		<b>15.7</b>		<b>14.4</b>
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	NO	0	NO	0	YES	1.25%	YES	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>22.7</b>		<b>22.4</b>		<b>24.4</b>		<b>16.2</b>		<b>15.9</b>		<b>14.6</b>

Outreach Advertising		7		8	
Evaluation Points		Jasmine Blue Media, LLC (DBA Marina Times)		The Potero View	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT))		Neighborhood (N) - Marina and Cow Hollow		Neighborhood (N) - Marina and Cow Hollow	
Ad Price Per Circulated Copy (\$)		\$0.86		\$1.70	
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$575.00	5.22	\$625.00	4.80
Circulation as submitted		20,000/mo		11,000/mo	
Daily Circulation (Avg)	10.0	667	0.13	367	0.07
Periodical Cost	5.0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0
<b>Total Evaluation Points</b>	<b>37.0</b>		<b>12.4</b>		<b>11.9</b>
LBE Preference	10%	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%
<b>Total Points with Bid Discounts Applied</b>			<b>12.5</b>		<b>12.0</b>



Outreach Advertising for Fiscal Year 2019-2020 Bid Evaluation  
Overview

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,143	\$200.00	\$0.09	22.7	YES
San Francisco BayView	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	YES
World Journal	Chinese (Ch)	50,000	\$320.00	\$0.01	24.4	NO
Sing Tao Daily	Chinese (Ch)	10,385	\$330.00	\$0.03	16.2	NO
El Reportero	Hispanic (H)	1,428	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,857	\$450.00	\$0.12	14.6	YES
Jasmine Blue Media, LLC. DBA Marina Times	Neighborhood (N) - Marina	667	\$575.00	\$0.86	12.5	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	367	\$625.00	\$1.70	12	YES

Outreach Advertising Services for Fiscal Year 2019-2020 Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	4	5	6	7	8
<b>Minimum Qualifications (MQs)</b>	Small Business Exchange, Inc.	San Francisco Bayview	World Journal SF LLC	Sing Tao Daily	El Reportero, LLC.	Bay Area Reporter	Jasmine Blue Media, LLC. (Marina Times)	The Potrero View
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation	Printer Invoice	Yes	personal statement (notarized)	personal statement (notarized)	Printer Invoice	Audit Circulation	Printer Invoice	Printer Invoice
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	African American	African American or Bayview Hunters Point	Chinese	Chinese	Hispanic	Lesbian, Gay, Bisexual, Transgender	Marina	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay [94107 & 94103]
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	Weekly	Monthly	Daily	Daily	Weekly	Weekly	Monthly	Monthly
Printed in San Francisco?	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Responsible (Meets all MQs)	Yes	Yes	No	No	Yes	Yes	Yes	Yes
<b>Not Minimum Qualifications</b>								
Locally Owned? (NOT MQ)	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Circulation (NOT MQ)	15,000/wk	20,000/mo	50,000/Daily	10,385/Daily	10,000/wk	27,000/wk	20,000/mo	11,000/mo
Map/locations/Zip Codes Included? (NOT MQ)	Yes	Yes	Yes	Yes	Yes	Yes	No	No



# OFFICE OF THE CITY ADMINISTRATOR



London M. Breed Mayor  
Naomi M. Kelly, City Administrator

## MEMORANDUM

To: Clerk of the Board of Supervisors

From: Bill Barnes <sup>B</sup>  
Senior Advisor, Office of the City Administrator

Re: Legislative Introduction  
Community and Neighborhood Outreach Advertising Contracts

CC: Alaric Degrafinried  
Purchaser and Director, Office Contract Administration

Date: May 6, 2019

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 MAY -6 AM 11:51  
BY [Signature]

Attached, please find a resolution authorizing OCA to enter into contracts for neighborhood and community outreach advertising with Small Business Exchange, SF Bayview, El Reportero, Bay Area Reporter, Marina Times and the Potrero View.

Please contact Florence Kyaun of OCA at 415-554-6263 or [Florence.Kyaun@sfgov.org](mailto:Florence.Kyaun@sfgov.org) with any questions.

We respectfully request that this matter be immediately scheduled in the Budget and Finance Sub-Committee to ensure these contracts are in place for outreach advertising at the beginning of the next fiscal year.

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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: World Journal SF LLC	
<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>	
(2) Kun Chi Lo, President	
Contractor address: 231 Adrian Rd., Millbrae CA 94030	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</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 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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	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)

<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: El Reportero, LLC	
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) N/A (2) N/A (3) Marvin Ramirez - Publisher (4) N/A (5) N/A	
Contractor address: 2601 Mission Street, Suite 105, San Francisco, CA 94110.	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</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 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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	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)

<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Jasmine Blue Media LLC dba Marina Times	
<p><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></p> <p>Earl Adkins, Managing Partner                  Susan Dyer Reynolds, Partner                  Company LLC. No Board Members or executive titles</p>	
Contractor address: 3053 Fillmore St. #104 San Francisco, CA 94123	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</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 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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	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** *(Please print clearly.)*

Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
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**Contractor Information** *(Please print clearly.)*

Name of contractor: San Francisco Bayview

*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) Willie Ratcliff
- 2) Willie Ratcliff, CEO; Mary Ratcliff, CFO & COO
- 3) Willie Ratcliff
- 4) None
- 5) None

Contractor address: 4917 3<sup>rd</sup> st., San Francisco, CA 94124

Date that contract was approved:	Amount of contract: Not to exceed \$40,000
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Describe the nature of the contract that was approved: **Outreach Advertising Services**

Comments: **Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714**

This contract was approved by (check applicable):

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<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <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) Robin Mui (CEO), Charles Fu (CFO) Joseph Leung (Publisher/Editor in Chief) (3) N/A (4) N/A (5) N/A
Contractor address: 1818 Gilbreth Rd, Ste 126, Burlingame, CA 94010
Date that contract was approved:
Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</b>

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<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <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>	
Gerald W. Johnson, CEO and President (100% ownership) Valerie V. Voorhies, Secretary/Treasures	
Contractor address: 795 Folsom St., Flr 1, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</b>	

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<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: The Potrero View	
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.	
Steven J. Moss, Owner Helena Chiu, Production Manager (Sub-Contractor) Kelly Inglis, Ad Sales (Sub-Contractor)	
Contractor address: 1459 18 <sup>th</sup> Street #214, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714	

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<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Bay Area Reporter	
<p><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></p> <p>1) Michael Yamashita, Scott Wazlowski, Thomas Horn, Mitchell Richstone.                  2) Michael Yamashita, Mitchell Richstone.                  3) Michael Yamashita, Bob Ross Foundation (Thomas Horn, trustee)                  4) None                  5) None</p>	
Contractor address: 44 Gough St #204, San Francisco CA 94103	
Date that contract was approved:	Amount of contract: Not to exceed \$40,000
Describe the nature of the contract that was approved: <b>Outreach Advertising Services</b>	
Comments: <b>Alaric Degrafinried, Director of the Office of Contract Administration and Purchaser, 415-554-6714</b>	

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