

File No. 130566

Committee Item No. 2

Board Item No. 19

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: 06/19/2013

Board of Supervisors Meeting

Date: JUNE 25, 2013

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" 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 |
| <input checked="" type="checkbox"/> | <input checked="" 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 |
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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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Completed by: Victor Young Date June 14, 2013

Completed by: Victor Young Date 6/19/13

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2013-2014]

2

3 **Resolution designating Small Business Exchange to be the outreach newspaper of the**

4 **City and County for the African American, Chinese and Hispanic communities; Bay**

5 **Area Reporter to be the outreach newspaper of the City and County for the Lesbian,**

6 **Gay, Bisexual, and Transgender Community; Central City Extra to be the neighborhood**

7 **outreach newspaper of the City and County for the Central City neighborhood;**

8 **Northside Publications/Marina Times to be the neighborhood outreach newspaper of**

9 **the City and County for the Northern San Francisco neighborhood; and West Portal**

10 **Monthly to be the neighborhood outreach newspaper of the City and County for the**

11 **West Portal neighborhood; to provide outreach advertising for FY2013-2014.**

12

13 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach

14 advertising to those communities which may not be adequately served by the official

15 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and

16 WHEREAS, In each year, the Board of Supervisors shall designate the outreach

17 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative

18 Code; and,

19 WHEREAS, The Board of Supervisors may designate neighborhood outreach papers,

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

21 RESOLVED, That the Board designates the following newspapers, which circulate

22 primarily in the indicated communities and are printed in San Francisco, to be the outreach

23 newspapers for the indicated communities for FY 13-14:

- | | |
|---------------------|--------------------------------|
| 24 African American | <i>Small Business Exchange</i> |
| 25 Chinese | <i>Small Business Exchange</i> |

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Hispanic *Small Business Exchange*

Lesbian, Gay, Bisexual *Bay Area Reporter*

FURTHER RESOLVED, that the Board designates the following neighborhood outreach newspapers for the indicated neighborhood for FY 13-14:

Central City *Central City Extra*

Northern San Francisco *Northside Publications/Marina Times*

West Portal *West Portal Monthly*; and be it

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

City and County of San Francisco

Office of Contract Administration



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 30, 2013

To: Angela Calvillo, Clerk of the Board
From: Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser *JF*
Subject: Resolution Designating Outreach Newspapers for FY 13-14

Enclosed, is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 13-14:

NEWSPAPER	COMMUNITY	RESPONSIVE?
Small Business Exchange	African-American, Chinese, Hispanic	YES
Bay Area Reporter	LGBT	YES
Northside Publications/Marina Times	Northern SF Neighborhoods	YES
Central City Extra	Central City Neighborhoods	YES
West Portal Monthly	West Portal Neighborhood	YES

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2013 MAY 31 AM 9:57

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

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

Non-responsive bids were submitted by the following newspapers:

NEWSPAPER	COMMUNITY	RESPONSIVE?	WHY?
Sing Tao Daily	Chinese	NO	Printed Outside SF
World Journal	Chinese	NO	Printed Outside SF
El Mensajero	Hispanic	NO	Printed Outside SF
San Francisco Bay View	African American	NO	Printed Outside SF/Late Bid
The Western Edition	Western Addition Neighborhoods	NO	Not Printed Frequently Enough/Late Bid
Potrero View	Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay Neighborhoods	NO	Late Bid
El Reportero	Hispanic	NO	Late Bid

Late bids were received by *El Reportero*, *Potrero View*, *San Francisco Bay View* and *The Western Edition*.

In order to be responsive, outreach community (not neighborhood) newspapers must be printed in San Francisco. *Sing Tao Daily*, *World Journal*, *El Mensajero* and *San Francisco Bay View* are not printed in San Francisco and are therefore, non-responsive.

Outreach neighborhood newspapers must be printed at least once per month to be responsive. Outreach neighborhood newspaper *The Western Edition* is printed quarterly and is therefore, non-responsive.

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

Please find further detail in the attached spreadsheet regarding FY13-14 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

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

Enclosures: Summary of Outreach Advertising Bids for FY 13-14
 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)

Locally Owned?	Printed in San Francisco?	Frequency of Publication?	Sample Ad Publication?	Circulation	Verification of Circulation	Map/Zip Codes Included?	Outreach Community Served	Bidder 1: Sing Tao Daily	Bidder 2: Northside Publications/Marina	Bidder 3: El Mensajero	Bidder 4: West Portal	Bidder 5: Union City	Bidder 6: San Francisco West	Bidder 7: San Francisco West	Bidder 8: Bay Area Reporter
Yes	No (South SF)	Daily	No*	16191	Self	Yes	Chinese	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Monthly	Yes	25000	Printer Letter	Yes (Zip)	Neighborhood	Yes	Yes	Yes	No	No	No	No	No
Yes	Yes	Weekly	Yes	102904	Printer Letter	Yes (Zip)	Hispanic/Latino	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Monthly	Yes	8000	Printer Invoice	Yes (Addresses)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	No (Millbrae)	Daily	No*	60000	Self (notarized)	Yes (Zip)	Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Weekly	Yes	27841	Publisher's Statement	Yes (Zip)	LGBT	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Weekly	Yes	18750	Self	Yes (Zip)	African American/Hispanic/Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	No (San Rafael)	Weekly	No*	20000	Publisher and Printer Statement	No (Neighborhoods Listed)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Weekly	Yes	10000	Printer Invoice	Circulation Route (Addresses)	Hispanic	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Monthly	Yes	9000	Printer Letter	(Neighborhoods Listed)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	No (Union City)	Monthly	No*	15000	Printer Invoice	Yes (Zip)	African-American	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Quarterly	No*	25000	Printer Invoice	No	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

* All newspapers submitted one sample newspaper. Only Bidder 5/6 (Central City Extra) submitted back issues to indicate continuous printing.

Evaluation Points

Evaluation Factors per Admin. Code Sec. 2.81	Total Points Available	Bidder 1: Sing Tao Daily	Bidder 2: Northside Publications/Marina	Bidder 3: El Mensajero	Bidder 4: West Portal	Bidder 5: Union City Extra	Bidder 6: San Francisco West	Bidder 7: San Francisco West	Bidder 8: Bay Area Reporter
Advertising Price	15.0	\$ 300.00	\$ 455.00	\$ 441.18	\$ 250.00	\$ 225.00	\$ 250.00	\$ 250.00	\$ 380.00
Circulation as submitted	10.0	16,191	25,000	102,904	8,000	8,000	60,000	60,000	27,841
Periodical Cost	5.0	.60 - \$1.25	Free	Free	Free	Free	Free	Free	Free
Locally Owned & Operated	2.0	No	Yes	No	Yes	Yes	No	No	Free
Publisher in Foreign Language	5.0	Yes	No	Yes	No	No	Yes	Yes	Yes
Total Evaluation Points	37.0	15.7	12.4	17.9	17.9	17.7	17.9	17.9	14.0
LEE Preference	10%	No	No	No	No	No	No	No	No
Promote Payment Discount	max 2% Not 30	No	No	No	1.25%	1.25%	1.25%	1.25%	No
Sales Tax Discount	1.25%	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Total Points with Bid Discounts Applied		15.7	12.5	18.1	18.1	18.1	18.1	18.1	14.1

Ad Price Per Circulated Copy \$ 0.02 Chinese \$ 0.02 Neighborhood \$ 0.03 Neighborhood \$ 0.004 Chinese \$ 0.004 African-American \$ 0.01 LGBT

Evaluation Factors per Adm. Code Sec 2.81	Bidder 9: Small Business Exchange Bid		Bidder 10: West Portal Monthly Bid		Bidder 11: EI Reportero (LATE) Bid		Bidder 12: Potrero View (LATE) Bid		Bidder 13: San Francisco Bay View Bid		Bidder 14: The West End (LATE) Bid	
	Total Points Available	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price	15.0	15.0	\$ 159,322	9.0	\$ 265,000	650,000	355,000	6.7	\$ 200,000	11.9	\$ 600,000	4.0
Circulation vs submitted	10.0	10.0	18,750	per week	20,000	10,000	9,000	per month	15,000	0.1	25,000	per quarter
Periodical Cost	5.0	5.0	2679	0.4	657	1429	300	0.2	500	0.1	278	0.0
Locally Owned & Operated	2.0	2.0	2.00	Free	Free	Free	Free	Free	Free	Free	Free	Free
Published in Foreign Language	5.0	0	No	0	No	Yes	No	0	No	0	No	0
Total Evaluation Points	37.0	17.4		16.1		15.9		13.8		19.0		11.0
LBE Preference	10%	10%	Yes	0%	No	0%	No	0%	Yes	10%	No	0%
Prompt Payment Discount	max 2% Net 30	0%	No	0%	No	0%	No	0%	No	0%	No	0%
Sales Tax Discount	1.25%	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied		19.4		16.3		16.1		14.0		21.2		11.2

Ad Price Per Circulated Copy \$ 0.01 African-American/Chinese/Hispan/Neighborhood \$ 0.07 Hispanic Neighborhood \$ 0.04 Neighborhood \$ 0.01 Neighborhood \$ 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 NONE

Clearinghouse Bids for FY13-14

Provide service for 3 years prior to state, county or government agency that secures, uses and practices and tracking software (not email) that provides:	Bidder 4: Daily Journal	Bidder 9: Small Business Exchange
- newspaper deadline entry	Yes	No
- online submission of camera ready notices	Yes	Yes
- email confirmation of each order	Yes	Yes
Evaluation	15%	5%

Locally Owned?	Printed in San Francisco?	Frequency of Publication?	Sample Ad	Sample Newspapers Indicating Continuous Publication?	Verification of Circulation	Mar/Zip Codes Included?	Outreach Community Served
No	No (South SF)	Daily	Yes	No*	16191	Yes (Zip)	Chinese
Yes	Yes	Monthly	Yes	No*	25000	Yes (Zip)	Neighborhood
Yes	No (San Jose)	Weekly	Yes	No*	102904	Yes (Zip)	Hispanic/Latino
Yes	Yes	Monthly	Yes	Yes	8000	Yes (Addresses)	Neighborhood
No*	No	Daily	Yes	No*	60000	Yes (Zip)	Chinese
Yes	Yes	Weekly	Yes	No*	27841	Yes (Zip)	LGBT
Yes	Yes	Weekly	Yes	No	18750	Yes (Zip)	African American/Hispanic/Chinese
Yes	No (San Rafael)	Weekly	Yes	No*	20000	No (Neighborhoods Listed)	Neighborhood
Yes	Yes	Weekly	Yes	No*	10000	Circulation Route (Addresses)	Hispanic
Yes	Yes	Monthly	Yes	No*	9000	No (Neighborhoods Listed)	Neighborhood
Yes	No (Union City)	Monthly	Yes	No*	15000	Yes (Zip)	African-American
Yes	Yes	Quarterly	Yes	No*	25000	No	Neighborhood

* All newspapers submitted one sample newspaper. Only Bidder 5/6 (Central City Extra) submitted back issues to indicate continuous printing.

Evaluation Factors per Admin. Code Sec. 2.81	Bidder 1: Sing Tao Daily	Bidder 2: Northside Publications/Mtana	Bidder 3: El Mensajero	Bidder 5/6: Central City Extra	Bidder 7: World Journal	Bidder 8: Bay Area Reporter
Total Points Available	15.0	15.0	15.7	17.9	17.7	14.0
Advertising Price	\$ 300.00	\$ 455.00	\$ 441.18	\$ 225.00	\$ 260.00	\$ 380.00
Circulation as submitted	16,191	25,000	102,904	8,000	60,000	27,841
Circulation	10.0	2.7	0.1	2.5	0.044	3977
Periodical Cost	5.0	Free	Free	Free	Free	Free
Locally Owned & Operated	2.0	0	2	0	0	0
Published in Foreign Language	5.0	No	0	0	0	0
Total Evaluation Points	37.0	15.7	12.4	17.9	17.7	14.0
BE Preference	10%	No	0%	0%	No	No
Prompt Payment Discount	max 2% Net 30	No	0%	0%	1% Net 30	No
Sales Tax Discount	1.25%	No	0.00%	1.25%	1.25%	0.00%
Total Points with Bid Discounts Applied	15.7	12.5	18.1	18.1	18.1	14.1

Ad Price Per Circulated Copy
 Chinese \$ 0.02
 Neighborhood \$ 0.02
 Hispanic \$ 0.004
 Neighborhood \$ 0.03
 Chinese \$ 0.004
 Chinese \$ 0.004
 LGBT \$ 0.01

Evaluation Points		Bidder 9: Small Business Exchange		Bidder 10: West Portal Monthly		Bidder 11: El Reportero (LATE)		Bidder 12: Portero View (LATE)		Bidder 13: San Francisco Bay View		Bidder 14: The West Edition (LATE)	
Evaluation factors per Admin. Code sec. 2.81		Total Points Available	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid
Advertising Price		15.0	\$ 159,32	15.0	\$ 265,00	9.0	\$ 650,00	3.7	\$ 9,000	6.7	\$ 200,00	11.9	\$ 600,00
Circulation as submitted		18,750	per week	20,000	per month	10,000	per week	300	per month	15,000	per month	25,000	per quarter
Circulation		2679	0.4	667	0.1	1429	0.2	500	0.1	500	0.1	278	0.0
Periodical Cost		5.0	Free	5	Free	5	Free	5	Free	5	Free	5	Free
Locally Owned & Operated		2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2	Yes
Published in Foreign Languages		5.0	No	0	No	0	Yes	0	No	0	No	0	No
Total Evaluation Points		37.0		17.4		16.1		15.9		13.8		19.0	
BE Preference		10%	Yes	10%	No	0%	No	0%	No	0%	Yes	10%	No
Prompt Payment Discount		max 2% Net 30	No	0%	No	0%	No	0%	No	0%	Yes	0%	No
Sales Tax Discount		1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes
Total Points with Bid Discounts Applied		19.4		16.3		16.1		14.0		21.2		11.2	

Ad Price Per Circulated Copy \$ 0.01 African-American/Chinese/Hispan Neighborhood \$ 0.07 Hispanic Neighborhood \$ 0.04 Neighborhood \$ 0.01 Neighborhood \$ 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

Clearinghouse Bids for FY13-14

Minimum Qualification	Bidder 4: Daily Journal	Bidder 9: Small Business Exchange
Provide service for 3 years prior to state, county or government agency	Yes	No
has secure viewer password placement and tracking software (not email) that provides: newspaper deadline entry	Yes	Yes
- online substantial of camera ready notices - email confirmation of each order	15%	5%

TC95317 Summary of Outreach Advertising and Clearinghouse Bids for FY13-14
Version Date: 5/30/13

Locally Owned?	Printed In San Francisco?	Frequency of Publication?	Sample Ad	Publication	Verification of Circulation	Map/Zip Codes Included?	Outreach Community Served	Bidder 2 Northside Publications (Marina District)	Bidder 3 Bidder 3 Central City Extra	Bidder 4 Bidder 4 Central City Extra	Bidder 5 Bidder 5 Central City Extra	Bidder 6 Bidder 6 Central City Extra	Bidder 7 Bidder 7 Central City Extra	Bidder 8 Bidder 8 Central City Extra	Bidder 9 Bidder 9 Central City Extra	Bidder 10 Bidder 10 Central City Extra	Bidder 11 Bidder 11 Central City Extra	Bidder 12 Bidder 12 Central City Extra	Bidder 13 Bidder 13 Central City Extra	Bidder 14 Bidder 14 Central City Extra	
No	No	Daily	Yes	No*	25000	Yes (Zip)	Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Daily	Yes	No*	16191	Yes (Zip)	Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Monthly	Yes	No*	25000	Yes (Zip)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No*	102904	Yes (Zip)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No*	8000	Yes (Zip)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No*	60000	Yes (Zip)	Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Daily	Yes	No*	27841	Yes (Zip)	LGST	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No	18750	Yes (Zip)	African American/Hispa nic/Chinese	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No*	20000	No (Neighborhoods Listed)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Weekly	Yes	No*	10000	Circulation Route (Addresses)	Hispanic	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Monthly	Yes	No*	9000	(Neighborhoods Listed)	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Monthly	Yes	No*	15000	Yes (Zip)	African- American	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Quarterly	No	No*	25000	No	Neighborhood	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

* All newspapers submitted one sample newspaper. Only Bidder 5/6 (Central City Extra) submitted back issues to indicate continuous printing.

Evaluation Factors per Admin. Code Sec. 2.81	Total Points Available	Bidder 1: Sing Tao Daily	Bidder 2: Northside Publications/Marina	Bidder 3: El Mensajero	Bidder 4: Central City Extra	Bidder 5: The Journal	Bidder 6: The Journal	Bidder 7: The Journal	Bidder 8: Bay Area Reporter
Advertising Price	15.0	\$ 300,000	\$ 455,000	\$ 441,18	\$ 8,000	\$ 225,00	\$ 260,00	\$ 9.2	\$ 380,00
Circulation	10.0	16,191	25,000	102,904	14,701	8,000	60,000	397	27,841
Perion... Cost	5.0	60-\$1.25	Free	Free	Free	Free	0.50	0	Free
Locally Owned & Operated	2.0	No	Yes	No	Yes	Yes	No	0	Yes
Published in Foreign Language	5.0	No	No	Yes	No	No	Yes	5	No
Total Evaluation Points	37.0	15.7	12.4	17.9	17.7	17.7	24.2	24.2	14.0
BE Preference	10%	No	No	0%	0%	0%	0%	0%	No
Prompt Payment Discount	max 2% Net 30	No	No	0%	1%30Net31	0%	0%	0%	No
Sales Tax Discount	1.25%	No	Yes	1.25%	Yes	1.25%	Yes	0.00%	Yes
Total Points with Bids Discounts Applied	15.7	15.7	12.5	18.1	18.1	18.1	24.2	24.2	14.1

Ad Price Per Circulated Copy \$ 0.02 Chinese

Neighborhood \$ 0.02

Hispanic \$ 0.004

Neighborhood \$ 0.03

Chinese \$ 0.004

LGST \$ 0.01

Evaluation Factors per Admin. Code Sec 2.81	Bidder 9: Small Business Exchange		Bidder 10: West Portal Monthly		Bidder 11: El Reportero (LATE)		Bidder 12: Potrero View (LATE)		Bidder 13: San Francisco Bay View		Bidder 14: The Western Edition (LATE)	
	Total Points Available	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid	Total Points	Bid
Advertising Price	15.0	\$ 159,32	15.0	\$ 265,00	9.0	\$ 650,00	3.7	\$ 9,000	6.7	\$ 200,00	11.9	\$ 600,00
Circulation as submitted	18,750	per week	20,000	per month	10,000	per week	300	per month	15,000	per month	25,000	per quarter
Circulation	10.0	2679	0.4	667	0.1	1429	0.2	500	0.1	278	0.0	278
Periodical Cost	5.0	2.00	0	Free	5	Free	5	Free	5	Free	5	Free
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2	Yes
Published in Foreign Language	5.0	No	0	No	0	No	0	No	0	No	0	No
Total Evaluation Points	37.0		17.4		16.1		15.9		13.8		19.0	
LE Preference	10%	Yes	10%	No	0%	No	0%	No	0%	No	10%	No
Prompt Payment Discount	max 2% Net 30	No	0%	No	0%	No	0%	No	0%	No	0%	No
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes
Total Points with Bid Discounts Applied	19.4		16.3		16.1		14.0		21.2		11.2	

Ad Price Per Circulated Copy \$ 0.01 African-American/Chinese/Hispanic/Neighborhood

\$ 0.07 Hispanic Neighborhood

\$ 0.04 Neighborhood

\$ 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

NONE

Clearinghouse Bids for FY13-14	Bidder 4: Daily Journal	Bidder 9: Small Business Exchange
Provic.	Yes	No
county or government agency	Yes	No
has secure server and payment and tracking software (not email)	Yes	Yes
- newspaper deadline entry	Yes	Yes
- online submittal of camera ready notices	Yes	Yes
- email confirmation of each order	Yes	Yes
Evaluation	15%	5%

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: Small Business Exchange, Inc.	
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) Gerald Johnson, Valerie Voorhies (2) Gerald Johnson, CEO (3) Gerald Johnson (100%) (4)(5) - N/A	
Contractor address: 703 Market Street, Suite 1000, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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

**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: Bay Area Reporter	
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) Michael Yamashita, Paul Melbostad (2) Michael Yamashita (3) Thomas Horn (4)(5) - N/A	
Contractor address: 395 - 9th Street, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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

**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: San Francisco Study Center dba Central City Extra	
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) John Burks - President; Richard Livingston - Vice President; Libby Denebeim - Secretary/Treasury; Reiko Homma True, Stas Margaronis, Edgar Mercado, James D. McWilliams, Ben Fong-Torres, Tina Tong Lee; (2) CEO - Geoffrey Link, CFO - Kevin Walsh, COO - Kenneth Harper	
(3)(4)(5) - N/A	
Contractor address: 944 Market Street, #701, San Francisco, CA 94102	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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

**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: Northside Publications, Inc. (Marina Times)	
<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) Susan Dyer Reynolds (2) Susan Dyer Reynolds – CEO, COO, CFO (3) Susan Dyer Reynolds (4)(5) – N/A	
Contractor address: 3053 Fillmore Street, #328, San Francisco, CA 94123	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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

**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): Edwin M. Lee	City elective office(s) held: Mayor, City and County of San Francisco
Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: West Portal Monthly	
<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>	
Glenn Gullmes, Sole Proprietor	
Contractor address: 205 Kensington Way, San Francisco, CA 94127	
Date that contract was approved	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser 415-554-6701	

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