Committee Ite	m No	4
Board Item No) <u>.</u>	

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee:	Government Audit and Oversigh	<u>nt</u> Date: <u>May 26, 2011</u>
Board of Su	pervisors Meeting	Date:
Cmte Boa	rd	
	Motion	
	Resolution	
	Ordinance	
	Legislative Digest	
	Budget Analyst Report	
	Legislative Analyst Report	
	Introduction Form (for hearings)	
	Department/Agency Cover Lette	r and/or Report
	MOU	
	Grant Information Form	
	Grant Budget	
	Subcontract Budget	
	Contract/Agreement (Approved	as to Form)
	Award Letter	
	Application	
	Public Correspondence	
OTHER	(Hos book side if additional and	na ia maadad)
	(Use back side if additional space Form 126 - Various Outreach Ne	
	Summary of Bids	wspapers
	Distribution Areas	
	DISTIDUTION Areas	
-		
Completed b	y: Andrea S. Ausberry I	Date May 20, 2011
Completed b	•	Date
- omprotou k	· · · · · · · · · · · · · · · · · · ·	

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

8

9

6

12 13

1415

16 17

18

19 20

21

22

23

2425

Resolution designating El Reportero to be the outreach newspaper of the City and County for the Hispanic community, Bay Area Reporter to be the outreach newspaper of the City and

[Outreach Advertising and Neighborhood Outreach Advertising for FY2011-2012]

County for the Lesbian, Gay, Bisexual community, and the West Portal Monthly to be the neighborhood outreach newspaper for the West Portal neighborhood, to provide outreach

advertising for FY 2011-2012.

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

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

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

RESOLVED, that the Board designates the following newspapers, which circulate primarily in the indicated communities and are printed in San Francisco, to be the outreach newspapers for the indicated communities for FY 11-12:

Hispanic

El Reportero;

Lesbian, Gay, Bisexual

Bay Area Reporter; and be it

FURTHER RESOLVED, that the Board designates the following neighborhood outreach newspaper for the indicated neighborhood for FY 11-12:

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 Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: El Reportero	
Please list the names of (1) members of the contractor's board of dir financial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary. (1) None (2) Marvin Ramirez (3) None (4) None (5) None	an ownership of 20 percent or more in the contractor; (4)
	ranaigae 04110
Contractor address: 2601 Mission St., Suite 105, San Fi	TAHCISCO 94110
Date that contract was approved:	Amount of contract:
Date that contract was approved.	Amount of contract.
Describe the nature of the contract that was approved: Outre	each advertising
Comments: Jaci Fong, Acting Director of the Office of 554-6701	Contract Administration
his 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	
	nt Name of Board
I the board of a state agency (Health Authority, Housing Authority, Parking Authority, Redevelopment Agency Commission Development Authority) on which an appointee of the City elec	, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective office	r) Date Signed
Signature of Board Secretary or Clerk (if submitted by Board Secretar	y 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):	City elective office (N L.11
Members, San Francisco Board of Supervisors	City elective office(s) held:
The state of the s	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
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 h	as an ownership of 20 percent or more in the contractor: (
any subcontractor listed in the bid or contract; and (5) any politic	al committee sponsored or controlled by the contractor. Us
additional pages as necessary.	
(1) Michael Yamashita, Paul Meltostad	
(2) Michael Yamashita	
(3) Thomas Horn	
(4) None	
(5) None	
Contractor address: 395 9th St., San Francisco 94103	3
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Out	treach advertising
Comments: Jaci Fong, Acting Director of the Office	of Contract Administration
554-6701	
ais 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 Auth	
Board, Parking Authority, Redevelopment Agency Commission	on Relocation Anneals Roard Transura Island
Development Authority) on which an appointee of the City ele	ective officer(s) identified on this form site
Print Name of Board	
7:lou You County (DI	
Filer Information (Please print clearly.) Name of filer:	
NAME OF THEL.	Contact telephone number:
44	(415)
Address:	E-mail:
ignature of City Elective Officer (if submitted by City elective officer	
gnature of City Elective Officer (If submitted by City elective office	cer) Date Signed

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Control of the Column of the C	
Contractor Information (Please print clearly.)	
Name of contractor: West Portal Monthly	
Please list the names of (1) members of the contractor's board of diffinancial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary. (1) None	s an ownership of 20 percent or more in the contractor; (4)
(2) Glenn Gullmes, Editor and Publisher	
(3) Glenn Gullmes	
(5) None	04127
Contractor address: 205 Kensington Way, San Francis	SCO 94121
Date that contract was approved:	Amount of contract:
_ === aum commune man approvou.	amount of contract.
Describe the nature of the contract that was approved: Out	reach advertising
Comments: Jaci Fong, Acting Director of the Office of	of Contract Administration
554-6701	
This contract was approved by (check applicable):	
the City elective officer(s) identified on this form	
a board on which the City elective officer(s) serves	<u></u>
	Print Name of Board
the board of a state agency (Health Authority, Housing Authority)	
Board, Parking Authority, Redevelopment Agency Commission	
Development Authority) on which an appointee of the City ele	ective officer(s) identified on this form sits
Distance of the second	
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
A A WORLD COURT OF THE PARTY OF	D'illuit.
Signature of City Elective Officer (if submitted by City elective officer	cer) Date Signed
Digitalian of Ony Disserts Officer (in submitted by Ony Elective Office	Daw Digited
Signature of Board Secretary or Clerk (if submitted by Board Secreta	ary or Clerk) Date Signed

City Elective Officer Information (Please print clearly.)	2 Conduct Code y 1.120)
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members Con Francisco D. 1 50
members, sum transisco board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: The China Press	
Plane listed C(1) 1 C.1	
Please list the names of (1) members of the contractor's board of dire financial officer and chief operating officer; (3) any person who has	ectors; (2) the contractor's chief executive officer, chief
any subcontractor listed in the bid or contract; and (5) any political of	an ownership of 20 percent or more in the contractor; (4)
additional pages as necessary.	ommunes sponsored or communed by the contractor. Ose
(1) Yining Xie	
(2) Hongyu Ren	
(3) Yining Xie	
(4) None	
(5) None	
Contractor address: 839 Cowan Rd., Burlingame 94010)
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outre	ach advertising
•	
Comments: Jaci Fong, Acting Director of the Office of 554-6701	Contract Administration
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	N. CD.
	t Name of Board
the board of a state agency (Health Authority, Housing Authority, Podevolorment Agency Commission	ty Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elect	Relocation Appeals Board, I reasure Island
bevelopment ruthority) on which an appointee of the City elect	ive officer(s) identified on this form sits
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
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

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: El Mensajero	
Please list the names of (1) members of the contractor's board of dir financial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary. (1) None	an ownership of 20 percent or more in the contractor; (4)
(2) Monica Lozano, CEO; Marshall Genger, CFO and	1 COO
(3) None	
(4) None	
(5) None	
	0.4100
Contractor address: 333 Valencia St., Suite 410, San Fi	rancisco 94103
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outro	each advertising
Describe the nature of the contract that was approved.	cach advertising
Comments: Jaci Fong, Acting Director of the Office of 554-6701	Contract Administration
his 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	
	nt Name of Board
I the board of a state agency (Health Authority, Housing Author Board, Parking Authority, Redevelopment Agency Commission Development Authority) on which an appointee of the City elec	, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective office	r) Date Signed
Signature of City Elective Officer (it submitted by City elective office	Date Signed

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: Northside Publications, Inc., Ma	ruina Tima
Tvoltiside I dolleadolls, Inc., Ma	irina Times
Please list the names of (1) members of the contractor's board of financial officer and chief operating officer; (3) any person who have any subcontractor listed in the bid or contract; and (5) any politic additional pages as necessary. (1) John Burks, President; Richard Livingston, Vicand the following members: Reiko Homma Tru-Mercado; James McWilliams; and Ben Fong-Tomatical Company (2) Earl Adkins, Publisher; Susan Dyer Reynolds, 103 None (4) None Contractor address: 3053 Fillmore St., Suite 238, San Date that contract was approved:	thas an ownership of 20 percent or more in the contractor; (4 cal committee sponsored or controlled by the contractor. Us be President; Libby Denebeim, Secretary-Treasure; Herb Chao Gunther; Stas Margaronis; Edgar forres. Editor (5) None
Describe the nature of the contract that was approved: Ou	utreach advertising
Comments: Jaci Fong, Acting Director of the Office 554-6701	of Contract Administration
is 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 Aut	hority Commission, Industrial Development Authority
loard, Parking Authority, Redevelopment Agency Commiss	ion, Relocation Appeals Board, Treasure Island
evelopment Authority) on which an appointee of the City e	lective officer(s) identified on this form sits
11	of this form sits
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
.ddress:	E-mail:
ignature of City Elective Officer (if submitted by City elective off	icer) Date Signed
	Date Dignot
	en e
gnature of Board Secretary or Clerk (if submitted by Board Secret	tary or Clerk) Date Signed

City Elective Officer Information (Please print clearly.)	
	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: Northside Publications, Inc., Northside	ide San Francisco
Please list the names of (1) members of the contractor's board of direct financial officer and chief operating officer; (3) any person who has an any subcontractor listed in the bid or contract; and (5) any political conditional pages as necessary. (1) None	n ownership of 20 percent or more in the contractor; (4)
(2) Earl Adkins, Publisher; Susan Dyer Reynolds, Edite	or
(3) None	
(4) None	
(5) None	
Contractor address: 3053 Fillmore St., Suite 238, San Fra	ancisco 94123
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outrea	ch advertising
Comments: Jaci Fong, Acting Director of the Office of 0 554-6701	Contract Administration
This contract was approved by (check applicable):	
the City elective officer(s) identified on this form	
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves	Name of Board
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority	y Commission, Industrial Development Authority
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authorit Board, Parking Authority, Redevelopment Agency Commission,	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authorit Board, Parking Authority, Redevelopment Agency Commission,	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City election	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authorit Board, Parking Authority, Redevelopment Agency Commission,	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City election	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board	ry Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island we officer(s) identified on this form sits
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.)	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer:	Contact telephone number: (415)
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.)	y Commission, Industrial Development Authority Relocation Appeals Board, Treasure Island we officer(s) identified on this form sits Contact telephone number:
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer:	Contact telephone number: (415)
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer:	Contact telephone number: (415)
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer: Address:	Contact telephone number: (415) E-mail:
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer:	Contact telephone number: (415)
the City elective officer(s) identified on this form a board on which the City elective officer(s) serves Print the board of a state agency (Health Authority, Housing Authority Board, Parking Authority, Redevelopment Agency Commission, Development Authority) on which an appointee of the City elective Print Name of Board Filer Information (Please print clearly.) Name of filer: Address:	Contact telephone number: (415) E-mail:

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (DI	
Contractor Information (Please print clearly.) Name of contractor: The Potrero View	
Name of contractor: The Pottero View	
Please list the names of (1) members of the contractor's board of dir	ectors; (2) the contractor's chief executive officer, chief
financial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary.	an ownership of 20 percent or more in the contractor; (4)
(1) None	
(2) Steve Moss, Publisher; Debbie Findling, Treasure	$oldsymbol{r}$
(3) None	
(4) None	
(5) None	
Contractor address: 2325 Third St., Suite 344, San Fran	ncisco 94107
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outro	each advertising
Comments: Jaci Fong, Acting Director of the Office of 554-6701	Contract Administration
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	
	nt Name of Board
the board of a state agency (Health Authority, Housing Autho Board, Parking Authority, Redevelopment Agency Commission Development Authority) on which an appointee of the City elec	n, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective office	Doto Cionad
Signature of City Elective Officer (II submitted by City elective office	r) Date Signed

Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: San Francisco Bay View	
Please list the names of (1) members of the contractor's board of inancial officer and chief operating officer; (3) any person who is subcontractor listed in the bid or contract; and (5) any political distinguished as necessary. 1) Willie Ratcliff, Mary Ratcliff	has an ownership of 20 percent or more in the contractor: (4
2) Willie Ratcliff, CEO; Mary Ratcliff, CFO	
(3) Willie Ratcliff	
4) None	
5) None	
Contractor address: 4917 3rd St., San Francisco 941	124
Pate that contract was approved:	Amount of contract:
	Amount of contract.
Describe the nature of the contract that was approved:	utreach advertising
Jaci Fong, Acting Director of the Office 554-6701	of Contract Administration
334-0701	
s contract was approved by (check applicable):	
he City elective officer(s) identified on this form	
board on which the City elective officer(s) serves	
	Print Name of Board
he board of a state agency (Health Authority, Housing Author, Parking Authority, Redevelopment Agency Commiss velopment Authority) on which an appointee of the City e	ion, Relocation Appeals Board, Treasure Island
Print Name of Board	
ler Information (Please print clearly.)	
ame of filer:	Contact telephone number:
	(415)
ldress:	E-mail:

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contract I for the All I have	
Contractor Information (Please print clearly.)	
Name of contractor: Sing Tao Daily	
Please list the names of (1) members of the contractor's board of d	irectors; (2) the contractor's chief executive officer, chief
financial officer and chief operating officer; (3) any person who had any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary.	s an ownership of 20 percent or more in the contractor: (4)
(1) Wing Hung Lo, Louis Lau	
(2) Tim S. Lau, CEO; Rong Mei Yu, CFO; Florence	Tao Cogratowy
(3) None	e 1so, secretary
(5) None	
Contractor address: 5000 Marina Blvd., Suite 300, Br	isbane 94005
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Out Comments: Jaci Fong, Acting Director of the Office of	reach advertising
554-6701	2 COMMUNITATION CONTRACTOR
his 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	
	rint Name of Board
the board of a state agency (Health Authority, Housing Auth-	ority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commission	on, Relocation Appeals Board Treasure Island
Development Authority) on which an appointee of the City ele	ective officer(s) identified on this form sits
	the second of th
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective officer	ar) Data CiI
Signature of City Dicenve Officer (in Submitted by City elective office	er) Date Signed

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor I. C. (D)	
Contractor Information (Please print clearly.)	
Name of contractor: World Journal SF, LLC	
Plages list the variety of (1)	
Please list the names of (1) members of the contractor's board of di	rectors; (2) the contractor's chief executive officer, chief
financial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political	s an ownership of 20 percent or more in the contractor; (4)
additional pages as necessary.	commutee sponsored or controlled by the contractor. Use
(1) None	
(2) Shiun-Yi Hsai, President	
(3) None	
(4) None	
(5) None	
Contractor address: 231 Adrian Rd., Millbrae 94030	
Date that contract was approved:	
Date that contract was approved.	Amount of contract:
Describe the nature of the contract that was approved: Outr	each advertising
Comments: Jaci Fong, Acting Director of the Office o	f Contract Administration
554-6701	
his 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	The state of the s
	int Name of Board
the board of a state agency (Health Authority, Housing Authority	ority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commission	
Development Authority) on which an appointee of the City elec-	ctive officer(s) identified on this form sits
Print Name of Board	
Find Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
	L-man.
Signature of City Elective Officer (if submitted by City elective office	D-4- 0:1
SECTION OF CITY EXECUTE OTHER (II SHOULDED BY CITY ELECTIVE OTHER	er) Date Signed
CD 10	
Signature of Board Secretary or Clerk (if submitted by Board Secretar	v 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):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: Central City Extra	
Please list the names of (1) members of the contractor's board of difinancial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary. (1) John Burks, Richard Livingston, Libby Denebein Stas Margaronis, Edgar Mercado, James D. McW. (2) Geoff Link, Executive Director; Kevin Walsh, Cl. None	s an ownership of 20 percent or more in the contractor; (4) committee sponsored or controlled by the contractor. Use in, Reiko Homma True, Herb Chao Gunther, Villiams, Ben Fong-Torres
(4) None	
(5) None	
Contractor address: 1095 Market, Suite 601, San France	cisco 94103
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outs Comments: Jaci Fong, Acting Director of the Office of 554-6701	reach advertising of Contract Administration
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	
Pi	rint Name of Board
☐ the board of a state agency (Health Authority, Housing Authority, Parking Authority, Redevelopment Agency Commission Development Authority) on which an appointee of the City element.	n, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number: (415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective officer	Per) Date Signed

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: Central City Extra	
Please list the names of (1) members of the contractor's board of financial officer and chief operating officer; (3) any person who any subcontractor listed in the bid or contract; and (5) any politic additional pages as necessary. (1) John Burks, Richard Livingston, Libby Deneb	has an ownership of 20 percent or more in the contractor; (4) ical committee sponsored or controlled by the contractor. Use eim, Reiko Homma True, Herb Chao Gunther,
Stas Margaronis, Edgar Mercado, James D. M	cWilliams, Ben Fong-Torres
(2) Geoff Link, Executive Director; Kevin Walsh,	CFO
(3) None	
(4) None	
(5) None	
Contractor address: 1095 Market, Suite 601, San Fr	ancisco 94103
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved:	utreach advertising
Comments: Jaci Fong, Acting Director of the Office 554-6701	e of Contract Administration
his 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	
741.1	Print Name of Board
the board of a state agency (Health Authority, Housing Au	thority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commis	sion, Relocation Appeals Board, Treasure Island
Development Authority) on which an appointee of the City	elective officer(s) identified on this form sits
D'AN CD	
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	(415)
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective of	ficer) Date Signed
Garage of the control of the control of the control of	Date Signed

City and County of Sc Francisco

Office of ontract Administration



Edwin M. Lee Mayor

Jaci Fong Acting Director

Purchasing

May 9, 2011

To:

Angela Calvillo

Clerk of the Board

From:

Jaci Fong

Acting Director of OCA

Subject:

Resolution designating Outreach Newspapers and Neighborhood Newspapers for

FY 11-12

Enclosed is the resolution that would designate the City's outreach newspapers and neighborhood newspapers for next fiscal year. OCA has notified all bidders of the status of their bids. Also enclosed are: a summary of all bids; detailed evaluation of all bids; and distribution maps from four neighborhood newspapers.

Summary of resolution

The resolution would designate the Bay Area Reporter as the outreach newspaper for the LGBT community and El Reportero as the outreach newspaper for the Hispanic community. The resolution would designate the West Portal Monthly as the neighborhood newspaper for the West Portal area. These were the responsive bidders for their respective categories.

Summary of Outreach Newspaper bids

OCA received bids from seven papers. Two bids were responsive, from the Bay Area Reporter and El Reportero. The other bids were non-responsive because the papers are not printed in San Francisco, and one paper is printed monthly instead of weekly. This is the same situation as last year, except this year we received a bid from El Mensajero. Last year, El Reportero was the only bidder for the Hispanic community.

Summary of Neighborhood Newspaper bids

OCA received a combination of responsive and non-responsive bids from seven papers. Some bidders received late notice of the bid, as detailed below. The bid from the Bay Guardian appears on the summary sheet but has been omitted from the bid evaluation sheets because, after discussion between OCA and the Bay Guardian, our offices agreed that the Bay Guardian did not fit into either the outreach newspaper or neighborhood newspaper category.

Evaluation of outreach newspapers

In accordance with the Administrative Code, OCA ranks the bidders according to a point scale and recommends to the Board the highest-scoring responsive bidder for each outreach community. Historically, the Board has awarded contracts to bidders beyond those that OCA has recommended.

The attached "Evaluation of Outreach Newspaper and Neighborhood Newspaper bids, FY 11-12" shows the point calculations required by the Administrative Code.

Evaluation of neighborhood newspapers

Per Administrative Code Section 2.81-4, the Board may authorize advertising in monthly neighborhood publications if the Board finds that a neighborhood is not adequately served by an outreach paper.

OCA sent the usual bid notice to three papers, *El Tecolote*, the *West Portal Monthly*, and the *Western Edition*. After the bid due date (April 22), OCA was advised by the Mayor's Office that several other neighborhood newspapers might be interested in the contract. On April 26, OCA sent a notice to several other neighborhood papers, and several of them submitted bids the following week. One paper could not submit a bid by May 6, and advised it might be able to do so soon thereafter. If OCA receives another bid, we will send updated information to your office.

As a result, OCA received a responsive bid from one neighborhood paper, the West Portal Monthly, and non-responsive bids from five other papers.

On the enclosure "Evaluation of Outreach Newspaper and Neighborhood Newspaper bids, FY 11-12," for informational purposes only OCA applied the same point scale to neighborhood papers as we did for outreach papers. The Administrative Code's point scale applies only to outreach papers, but OCA thought it would be helpful to compare the neighborhood paper in a similar fashion.

We asked the neighborhood papers to submit two bids, one when the City and papers would use a clearinghouse and the other not (see next paragraph). All papers submitted identical bid prices for both situations.

Using the services of a clearinghouse

This year, OCA solicited bids for the services provided by a clearinghouse. The clearinghouse acts as an intermediary between the City and the official, outreach and neighborhood papers, by transmitting ad copy to the papers and managing invoicing and payment. We received only one bid, from the Daily Journal Corporation, which is the clearinghouse the City has historically

Angela Calvillo May 9, 2011 Page 3

used. We asked the papers to submit two bids, one using a clearinghouse and the other not. All outreach bidders submitted identical prices for both situations. All neighborhood bidders submitted identical prices except for the *Potrero View*.

Enclosures

This memo has three enclosures. The first is "Summary of Outreach Newspaper and Neighborhood Newspaper bids, FY 11-12," which contains this information:

- papers OCA sent the bid notice to
- papers that responded
- each bidder's outreach community or neighborhood
- bid prices
- which bidders are responsive and recommended and so included in the resolution
- which papers were designated by the Board for FY 10-11.

The second enclosure is "Evaluation of Outreach Newspaper and Neighborhood Newspaper bids, FY 11-12." It shows how papers were rated using the Admin. Code's point scale.

The third enclosure is the Resolution, which would designate the *Bay Area Reporter* and *El Reportero* as papers for their respective outreach communities, and the *West Portal Monthly* as the paper for its neighborhood.

The last three enclosures are maps provided by the indicated neighborhood newspaper bidders. If OCA later receives maps from other bidders, we will forward them to the Clerk of the appropriate committee.

If I can provide any additional information, please let me know.

Enclosures Resolution

Summary of outreach newspaper and neighborhood newspaper bids, FY 11-12

Evaluation of outreach newspaper and neighborhood newspaper bids, FY 11-12 (2 pages)

Map for Central City Extra

Map for *Marina Times* (green area) and *Northside San Francisco* (green and grey areas)

Map for West Portal Monthly

	,

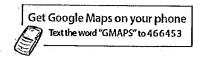
					Neighborhoods	Neighborhoods and newspapers		
		Neighborhood →	→ Central	Northern S	Northern San Francisco	Potrero	Western Addition	West Portal
Item	Possible points	Paper	Central City	Marina Times	Northside	Dotum Vice	Western	West Portal
Evaluation factors, per				200	S. H.	TOUGIOAIGM	Edition	Monthly
Adminit Code Sec. 2.01-3	! !							
Advertising price	15		15	15	11.8	15	15	15
Circulation	10	-	10	3. 8	10	10	10	10
Newspaper cost to public	5		5	Ŋ	5	ر د	ر ا	л ⁸
Locally owned and operated	2		2	. 2	2		، ' د	
Published in a foreign language	٠ ئ		0	0	0	0 1	o t	> h
Chapter 14B LBE preference	10%	•	0	0	0	0	0	o)
Score			32	25.8	28.8	32	32	32
Ranking				2	—	1 ,	–	-
Bid price		•	\$225	\$255	\$324	\$355, \$400	\$588, \$500	\$250
Bid status			Non- responsive	Non- responsive	Non- responsive	Non- responsive	Non- responsive	Responsive
Recommended bidder (responsive)							* * .	West Portal Monthly
Why bidder is non-responsive	•		bid was late			bid was late	bid was late	
				not registered with Tax Collector	not registered with Tax Collector			
Board's designated papers, FY 10-11							Western Edition	West Portal Monthlly

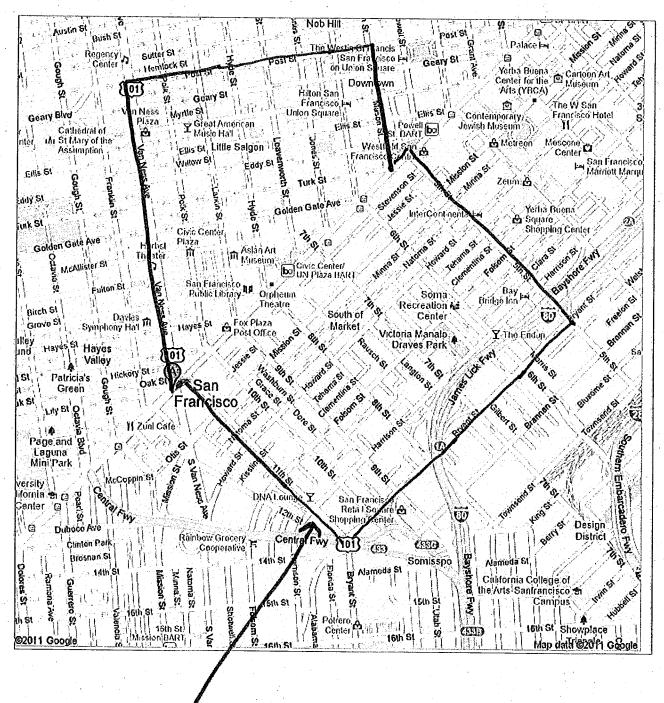
	2
- 2	=
	S
	#
	٥
3	3
	_
	4
	_
7 11 11 11 1	_
	Ξ
	₹
•	ō
	٥
	2
Ė	•
- 5	7
7	5
	ď
- 7	S
17	3
•	š
7	3
7	5
y with the	ŧ
- 5	₹
- 7	Ξ
	_
	7
7	ō
Ì	É
9	3
-	3
5	7
- 5	2
	÷
7	ζ
- 7	ζ
- 6	5
Construction 1	_
- 2	Z
•	Þ
- 3	ø
7	ă
7	3
- 2	٥
7	3
•	Þ
-	ť
-	7
	•
-	2
,	2
٠	_
, T	_
9, F 1	_
39 I. I. I	
3, I' I II	7
9, I' I II."	7
1	_

Outreach communities and newspapers

Board's designated papers, FY 10-11		wny piauer is non-responsive	Recommended vendor (responsive)	Bid status	Bid price	Ranking	Score	Published in a foreign language Chapter 14B LBE preference	Locally owned and operated	Circulation	Advertising price	Evaluation factors, per Admin. Code Sec. 2.81-3	Item	
					•			5 10%	22 (10	15		Possible points	
													Paper -	Community -
S.F. Bay View	Printed once a month.	Not printed in SF		Non- responsive	\$200	-	35.2	0 3.2	22 U	10	15		S. F. Bay View	African- American
China Press		Not printed in SF.		Non- responsive	\$140	-	· 22.5	. 5	0	2.5	15		China Press	
Sing Tao Daily		Not printed in SF.		Non- responsive	\$300	2	22.0	0	O c	10	7.0		Sing Tao Daily	Chinese
World Journal		Not printed in SF.		Non- responsive	\$260	ိယ	18.6	0	00	\$.5	8.1		World Journal	
Bay Area Reporter			Bay Area Reporter	Responsive	\$380	-	32	. 0	12 U	10	15		Bay Area Reporter	LGBT
		Not printed in SF.		Non- responsive	\$375	-	35	0 5,	o v	10	15		El Mensajero	His
El Reportero			El Reportero	Responsive	\$444	2	31.5	0 %	2 U	6.8	12.7		El Reportero	Hispanic

Google maps Address San Francisco, CA



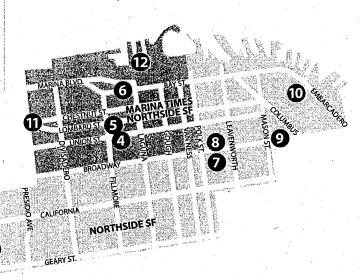


CIRCULATION AREA
FOR CENTRAL CITY EXTRA



Distribution Area & Demographics

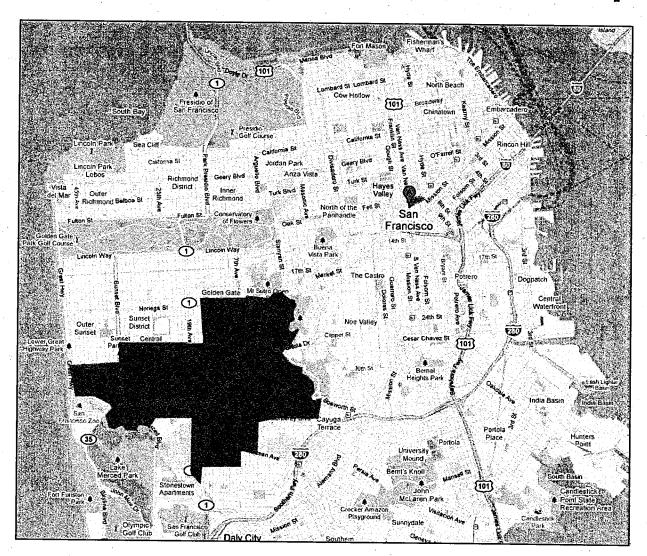
DEMOGRAPHICS		
	NSF.	CITY
FEMALE	53.3%	49.5%
MALE	46.7%	50.5%
MEDIAN AGE	35.3	39.4
COLLEGE OR HIGHER	74.4%	50.1%
MEDIAN HHI	\$133,235	\$73,180
MEDIAN HOME VALUE	\$1,719,187	\$726,700





- Sea Cliff
- Presidio Heights
- **3** Laurel Heights
- Pacific Heights
- **6** Cow Hollow
- 6 The Marina
- Russian Hill
- 8 Nob Hill
- North Beach
- Telegraph Hill
- The Presidio
- Port Mason

West Portal Monthly 2011 Distribution Map



20,000 copies delivered door-to-door each month

West Portal Monthly is delivered free-of-charge to the doorsteps of homes in the following neighborhoods: West Portal, Parkside, St. Francis Wood, Forest Hill, Golden Gate Heights, Laguna Honda, Twin Peaks, Midtown Terrace, Forest Knolls, Mt. Davidson, Miraloma Park, Sunnyside, Ingleside Terrace, Lakeside Village, Balboa Terrace, Country Club Acres, Lakeshore, Merced Manor and Westwood Park.

In addition to pedmount newsrack distribution along West Portal Avenue and Taraval Street, West Portal Monthly is available at libraries, supermarkets, cafes, shops and other locations along the main business corridors in the area including West Portal, Ocean Avenue, Monterey Boulevard and Taraval Street — and at commercial clusters at Glen Park, Parkmerced, Lakeshore Plaza, Stonestown and near Forest Hill Station. Our distribution zone covers the 94127 zip code and includes portions of 94112, 94116, 94131 and 94132 — an area encompassing Supervisorial District #7 and approximately one-third of District #4.

For more information, contact Glenn Gullmes at sftimes@mac.com or at (415) 731-6397.

LEGISLATION RECEIVED

Date 5-9-/(File Number (if applicable) //0-29
Legislation for Introduction (NEW) [] Legislation Pending in Committee (AMENDED) [] Legislation for Board Agenda (AMENDED) Dep Clerk, Legislative Div
Supervisor, Mayor, and Departmental Submittals
Grant Ordinance [] Legislation: Original and 4 copies [] Signature: Department Head, the Mayor or the Mayor's designee, plus the Controller [] Back-up materials: 4 full sets (if applicable) [] E-Version: Sent to BOS Legislation@sfgov.org [] Cover letter [] Grant Information Form [] Disability Access Checklist [] Letter of Intent or grant award letter from funding agency [] Ethics Form 126 (determined by the Committee Clerk)
Ordinance
 Legislation: Original and 4 copies Signature: City Attorney (For Settlement of Lawsuits - City Attorney, Department Head, Controller, Commission Secretary) Back-up materials: 4 full sets (if applicable) E-Version: Sent to BOS Legislation@sfgov.org Cover letter Back up materials (determined by the Committee Clerk)
Grant Resolution
 [] Legislation: Original and 4 copies [] Signature: Department Head, the Mayor or the Mayor's designee, plus the Controller [] Back-up materials: 4 full sets (if applicable) [] E-Version: Sent to BOS Legislation@sfgov.org [] Cover letter [] Grant Information Form [] Disability Access Checklist [] Letter of Intent or grant award letter from funding agency [] Ethics Form 126 (determined by the Committee Clerk)
Resolution Legislation: Original and 4 copies [] Signature: Required for Settlement of Claims (City Attorney, Department Head, Controller, Commission Secretary) Back-up materials: 4 full sets (if applicable) [] E-Version: Sent to BOS Legislation@sfgov.org [] Cover letter
[] Back up materials (determined by the Committee Clerk)
Name Posagen Purchasing Department
Marc Rosagen Purchasing Name Department X 6212

Telephone Number