

File No. 110529

Committee Item No. 4

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date: May 26, 2011

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 Analyst Report                        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input 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 (Approved as to Form)     |
| <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)

- |                                     |                          |   |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Form 126 - Various Outreach Newspapers</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Summary of Bids</u>                        |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Distribution Areas</u>                     |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |

Completed by: Andrea S. Ausberry

Date May 20, 2011

Completed by: \_\_\_\_\_

Date \_\_\_\_\_

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

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

2  
3 **Resolution designating *El Reportero* to be the outreach newspaper of the City and County for**  
4 **the Hispanic community, *Bay Area Reporter* to be the outreach newspaper of the City and**  
5 **County for the Lesbian, Gay, Bisexual community, and the *West Portal Monthly* to be the**  
6 **neighborhood outreach newspaper for the West Portal neighborhood, to provide outreach**  
7 **advertising for FY 2011-2012.**

8  
9 WHEREAS, the voters, by passing Proposition J in 1994, mandated outreach advertising to  
10 those communities which may not be adequately served by the official newspaper, pursuant to  
11 Section 2.80 and 2.80-1 of the Administrative Code; and,

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

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

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

19 Hispanic *El Reportero*;

20 Lesbian, Gay, Bisexual *Bay Area Reporter*; and be it

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

23 West Portal *West Portal Monthly*, and be it

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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.

**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	
<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) None (2) Marvin Ramirez (3) None (4) None (5) None	
Contractor address: 2601 Mission St., Suite 105, San Francisco 94110	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office 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 \_\_\_\_\_

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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
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)

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Date Signed

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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	
<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) Michael Yamashita, Paul Meltostad (2) Michael Yamashita (3) Thomas Horn (4) None (5) None	
Contractor address: 395 9th St., San Francisco 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
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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: 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>	
(1) None (2) Glenn Gullmes, Editor and Publisher (3) Glenn Gullmes (4) None (5) None	
Contractor address: 205 Kensington Way, San Francisco 94127	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

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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 China Press	
<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) 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: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

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Date Signed

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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 Mensajero	
<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) None	
(2) Monica Lozano, CEO; Marshall Genger, CFO and COO	
(3) None	
(4) None	
(5) None	
Contractor address: 333 Valencia St., Suite 410, San Francisco 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

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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: Northside Publications, Inc., <i>Marina Times</i>	
<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) John Burks, President; Richard Livingston, Vice President; Libby Denebeim, Secretary-Treasurer; and the following members: Reiko Homma True; Herb Chao Gunther; Stas Margaronis; Edgar Mercado; James McWilliams; and Ben Fong-Torres.	
(2) Earl Adkins, Publisher; Susan Dyer Reynolds, Editor	
(3) None (4) None (5) None	
Contractor address: 3053 Fillmore St., Suite 238, San Francisco 94123	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

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<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Northside Publications, Inc., <i>Northside San Francisco</i>	
<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) None	
(2) Earl Adkins, Publisher; Susan Dyer Reynolds, Editor	
(3) None	
(4) None	
(5) None	
Contractor address: 3053 Fillmore St., Suite 238, San Francisco 94123	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

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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	
<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)    None	
(2)    Steve Moss, Publisher; Debbie Findling, Treasurer	
(3)    None	
(4)    None	
(5)    None	
Contractor address:      2325 Third St., Suite 344, San Francisco 94107	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved:      Outreach advertising	
Comments:      Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form  
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Signature of City Elective Officer (if submitted by City elective officer)

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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: San Francisco Bay View	
<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) Willie Ratcliff, Mary Ratcliff	
(2) Willie Ratcliff, CEO; Mary Ratcliff, CFO	
(3) Willie Ratcliff	
(4) None	
(5) None	
Contractor address: 4917 3rd St., San Francisco 94124	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
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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) Wing Hung Lo, Louis Lau	
(2) Tim S. Lau, CEO; Rong Mei Yu, CFO; Florence Tso, Secretary	
(3) None	
(4) None	
(5) None	
Contractor address: 5000 Marina Blvd., Suite 300, Brisbane 94005	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

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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: Western Edition	
<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) Cedric Moore (2) Cedric Moore, owner (3) Cedric Moore (4) None (5) None	
Contractor address: 225 Bush St., 16th Floor, San Francisco 94104	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

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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	
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) None	
(2) Shiun-Yi Hsai, President	
(3) None	
(4) None	
(5) None	
Contractor address: 231 Adrian Rd., Millbrae 94030	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office of Contract Administration 554-6701	

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Address:	E-mail:

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Date Signed

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Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

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**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: Central City Extra	
<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) John Burks, Richard Livingston, Libby Denebeim, Reiko Homma True, Herb Chao Gunther, Stas Margaronis, Edgar Mercado, James D. McWilliams, Ben Fong-Torres	
(2) Geoff Link, Executive Director; Kevin Walsh, CFO	
(3) None	
(4) None	
(5) None	
Contractor address: 1095 Market, Suite 601, San Francisco 94103	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach advertising	
Comments: Jaci Fong, Acting Director of the Office 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 \_\_\_\_\_

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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ( 415 )
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed



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
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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2011 MAY -9 AM 11:55  
AK

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 <i>Central City Extra</i>
	Map for <i>Marina Times</i> (green area) and <i>Northside San Francisco</i> (green and grey areas)
	Map for <i>West Portal Monthly</i>

Evaluation of Outreach Newspaper and Neighborhood Newspaper Bids, FY 11-12

Neighborhoods and newspapers

Item	Possible points	Neighborhood →						Western Addition	
		Central City Extra	Northern San Francisco Marina Times	Northside S. F.	Potrero View	Western Edition	West Portal Monthly		

Admin. Code Sec. 2.81-3									
Advertising price	15	15	15	11.8	15	15	15	15	
Circulation	10	10	3.8	10	10	10	10	10	
Newspaper cost to public	5	5	5	5	5	5	5	5	
Locally owned and operated	2	2	2	2	2	2	2	2	
Published in a foreign language	5	0	0	0	0	0	0	0	
Chapter 14B LBE preference	10%	0	0	0	0	0	0	0	

Score	32	25.8	28.8	32	32	32	32
Ranking	1	2	1	1	1	1	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 bid was late

not registered with Tax Collector not registered with Tax Collector

Board's designated papers, FY 10-11 Western Edition West Portal Monthly

Evaluation of Outreach Newspaper and Neighborhood Newspaper bids, FY 11-12

Outreach communities and newspapers

Item	Possible points	Community →		African-American		Chinese		World		Hispanic	
		Paper →	S. F. Bay View	China Press	Sing Tao Daily	World Journal	IGBT Bay Area Reporter	El Mensajero	El Reportero		
Evaluation factors, per Admin. Code Sec. 2.81-3											
Advertising price	15		15	15	7.0	8.1	15	15	12.7		
Circulation	10		10	2.5	10	5.5	10	10	6.8		
Newspaper cost to public	5		0	0	0	0	5	5	5		
Locally owned and operated	2		2	0	0	0	2	0	2		
Published in a foreign language	3		0	5	5	5	0	5	5		
Chapter 14B LBE preference	10%		3.2	0	0	0	0	0	0		
Score			35.2	22.5	22.0	18.6	32	35	31.5		
Ranking			1	1	2	3	1	1	2		
Bid price			\$200	\$140	\$300	\$260	\$380	\$375	\$444		
Bid status			Non-responsive	Non-responsive	Non-responsive	Non-responsive	Responsive	Non-responsive	Responsive		
Recommended vendor (responsive)			Bay Area Reporter				Bay Area Reporter		El Reportero		
Why bidder is non-responsive			Not printed in SF	Not printed in SF.	Not printed in SF.	Not printed in SF.	Not printed in SF.	Not printed in SF.			
			Printed once a month.								

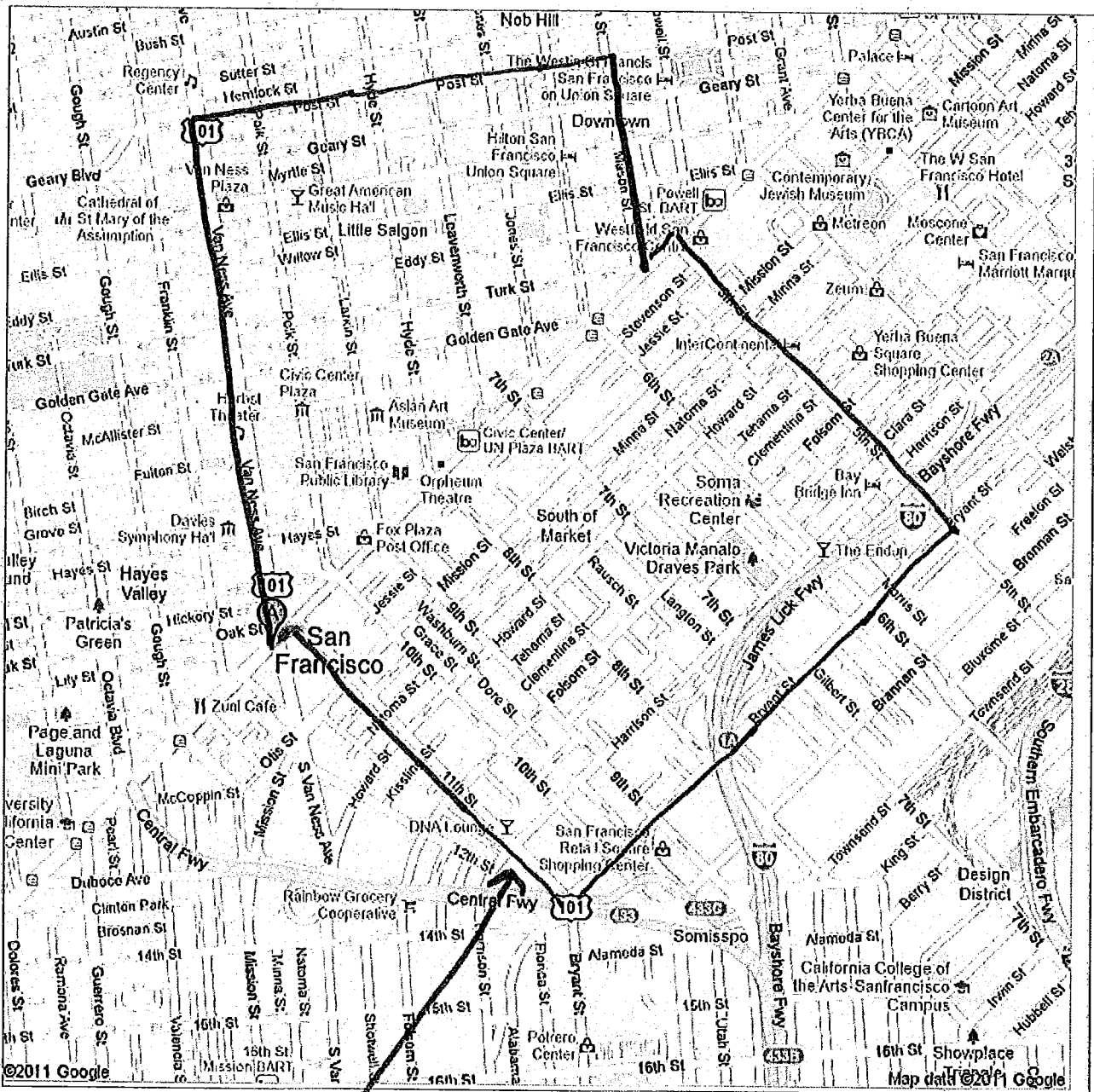
Board's designated papers, FY 10-11

S.F. Bay View      China Press      Sing Tao Daily      World Journal      Bay Area Reporter      El Reportero

Google maps Address San Francisco, CA

Get Google Maps on your phone

Text the word "GMAPS" to 466453



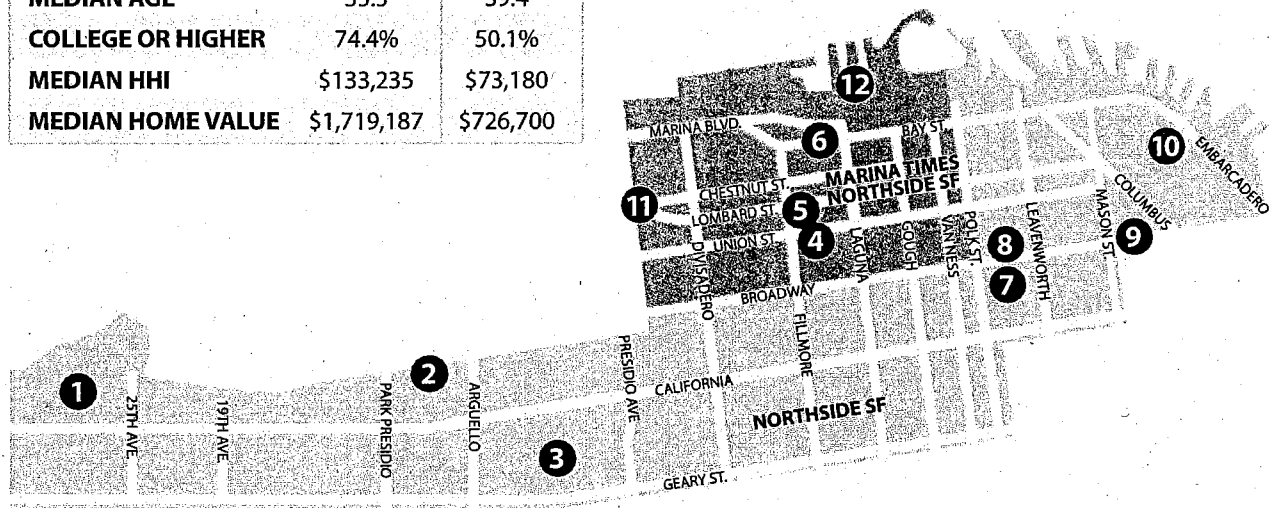
CIRCULATION AREA FOR CENTRAL CITY EXTRA

# NORTHSIDE

SAN FRANCISCO

## 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

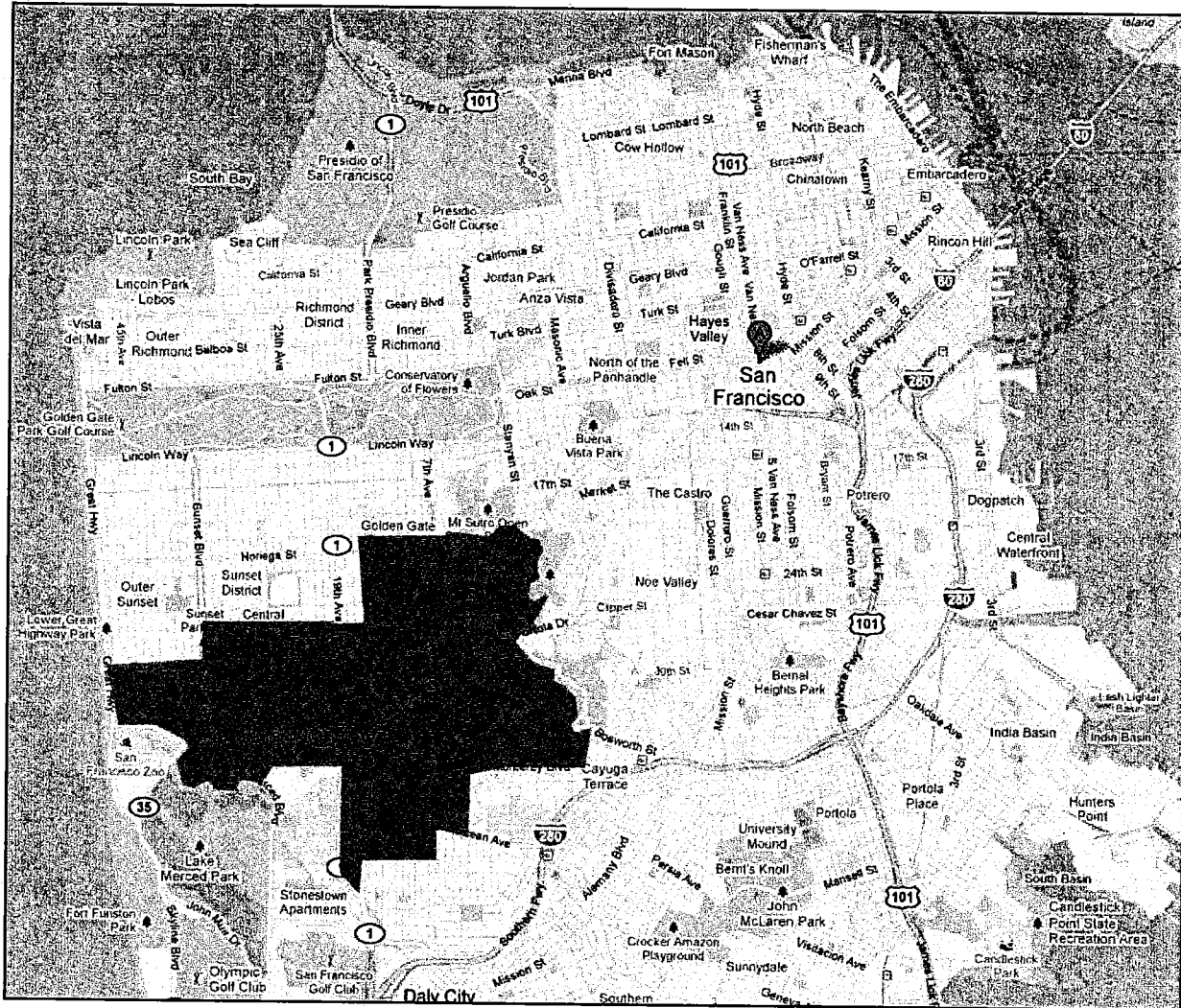


NORTHSIDE SAN FRANCISCO  
CIRCULATION  
**40,000 COPIES**

- 1 Sea Cliff
- 2 Presidio Heights
- 3 Laurel Heights
- 4 Pacific Heights
- 5 Cow Hollow
- 6 The Marina
- 7 Russian Hill
- 8 Nob Hill
- 9 North Beach
- 10 Telegraph Hill
- 11 The Presidio
- 12 Fort 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](mailto:sftimes@mac.com) or at (415) 731-6397.

