

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business
2 Exchange; *El Reportero*; *Bay Area Reporter*; *Jasmine Blue Media LLC*, dba *Marina Times*;
3 *The Potrero View* - FY2018-2019]

4 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**
5 **City and County of San Francisco for the African American community; *El Reportero* to**
6 **be the outreach periodical of the City and County of San Francisco for the Hispanic**
7 **community; *Bay Area Reporter* to be the outreach periodical of the City and County of**
8 **San Francisco for the Lesbian, Gay, Bisexual and Transgender community; *Jasmine***
9 ***Blue Media LLC (dba Marina Times)* to be the neighborhood outreach periodical of the**
10 **City and County of San Francisco for the Marina neighborhood; *The Potrero View* to be**
11 **the neighborhood outreach periodical of the City and County of San Francisco for the**
12 **Potrero Hill, Bayview, Mission Bay and SoMa neighborhoods; and to provide outreach**
13 **advertising for FY2018-2019.**

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

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

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

23 RESOLVED, That the Board designates the following periodicals, which circulate
24 primarily in the indicated communities and are printed in San Francisco, to be the outreach
25 periodicals for the indicated communities for FY2017-2018:

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

5
6 FURTHER RESOLVED, That the Board designates the following neighborhood
7 outreach periodical for the indicated neighborhood(s) for FY2018-2019:

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

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

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City and County of San Francisco

Office of Contract Administration



Mark E. Farrell
Mayor

Jaci Fong
Director and Purchaser
Purchasing

April 25, 2018

To: Angela Calvillo, Clerk of the Board
From: Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser *JF*
Subject: Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2018 – 2019

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2018 – 2019, based on the formal and competitive solicitation results evaluated according to requirements specified in the solicitation and set forth in San Francisco Administrative Code sections 2.80 and 2.81:

PERIODICAL/BIDDER	OUTREACH NEIGHBORHOOD / OUTREACH COMMUNITY	RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
Small Business Exchange	African American	YES
The Potrero View	Neighborhood – Potrero Hill/ Bayview / Mission Bay / SOMA	YES
Jasmine Blue Media LLC, DBA Marina Times	Marina	YES
El Reportero	Hispanic	YES

This year, the Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal or invitation to bid, for outreach advertising services to approximately fifty (50) local periodicals. In addition to the solicitation being posted on the City’s bid Webpage for approximately four weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of seven (7) bids for outreach advertising.

OCA regulations require that we officially recommend only responsive and responsible bidders for contract awards but the Board of Supervisors has historically awarded the outreach advertising service contracts to a broader range of bidders to best serve the City’s outreach advertising needs. A “responsive” bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. Six (6) out of the seven (7) bids were submitted in a timely manner. A “responsible” bidder is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Five (5) of the seven (7) bids were deemed responsible as they met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement, OCA is recommending awards only to responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

In order for an *outreach neighborhood* (not community) periodical to be considered responsible, it must be printed at least once per month. However, there is no requirement regarding where the outreach

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 BOARD OF SUPERVISORS
 SAN FRANCISCO
 MAY - 8 AM 10:30

neighborhood periodicals are printed. All bidding outreach neighborhood newspapers are printed at least once per month and are therefore, responsible. Additionally, the neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

Bids deemed not responsible were submitted by the following periodicals:

PERIODICAL/ BIDDER	OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	RESPONSIBLE / MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81	REASON?
World Journal SF	Chinese	NO	1
Sing Tao Daily	Chinese	NO	1,3

Reason? (Not Responsible Vendor) Key:

1 = Printed Outside the City and County of San Francisco

2 = Not Printed One or More Days in Calendar Week

3 = Late Bid Submission

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c), "outreach communities" shall reflect the diversity in race and sexual orientation of the population of the City and County. They shall include: (1) the Lesbian/Gay/Bisexual/Transgender community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. The Board of Supervisors may determine different outreach communities from time to time.

In order to be considered responsible, *outreach community* (not neighborhood) periodicals must be printed in San Francisco on one or more days in a calendar week and must be printed in the City and County of San Francisco. Neither bidder, World Journal SF or Sing Tao Daily, prints their periodicals in the City and County of San Francisco. Thus World Journal SF and Sing Tao Daily are not responsible bidders given that they both do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.80.

A late bid submission was received from *Sing Tao Daily*. Late bids submissions are procedurally deemed non-responsive.

The total estimated contract value for outreach advertising for Fiscal Year 2018 – 2019 is \$30,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2018 – 2019 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

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

- Enclosures:
- Outreach Advertising for Fiscal Year 2018 – 2019 Bid Evaluation Overview
 - Summary of Outreach Advertising Services Bids for Fiscal Year 2018 – 2019
 - Outreach Advertising Services for Fiscal Year 2018 – 2019 – Evaluation of Responsiveness and Responsibility
 - Resolution designating OCA's recommended outreach newspapers
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

Summary of Outreach Advertising Services Bids For Fiscal Year 2018-2019 (TC 95322)

Outreach Advertising		4		6		7		1		3	
Evaluation Points		Small Business Exchange		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter - LGBT	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.01		\$0.0002		\$0.0281		\$0.08		\$0.01	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$295.00	20.14	\$330.00	9.09	\$825.00	3.84	\$380.00	7.88
<i>Circulation as submitted</i>		15,000/wk		\$0.000/day		14,758/day		10,000/wk		27,000/wk	
Daily Circulation (Avg)	10.0	2143	0.43	\$0.000	10	11,758	2.8506	1,429	0.29	3,897	0.77
Periodical Cost	5.0	95% Complimentary	5	\$0.50	0	\$0.60 - \$1.25	0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	NO	0	NO	0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	YES	5	YES	5	YES	5	NO	0
Total Evaluation Points	37.0		22.4		25.1		16.4		16.1		15.7
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	NO	0	NO	0	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			22.7		25.1		16.4		16.1		15.9

Outreach Advertising		5		2	
Evaluation Points		The Potrero View		Jasmine Blue Media, LLC (DBA Marina Times)	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		Neighborhood (N) - Potrero Hill/ Bayview/ Mission Bay/ SOMA		Neighborhood (N) - Marina and Cow Hollow	
Ad Price Per Circulated Copy (\$)		\$0.05		\$0.03	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$625.00	4.8	\$575.00	5.22
<i>Circulation as submitted</i>		13,000/mo		20,000/mo	
Daily Circulation (Avg)	10.0	433	0.09	667	0.13
Periodical Cost	5.0	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0
Total Evaluation Points	37.0		11.9		12.4
LBE Preference	10%	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			12.0		12.5

Outreach Advertising for Fiscal Year 2018-2019 Bid Evaluation
Overview

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,143	\$200.00	\$0.01	22.7	YES
World Journal	Chinese (Ch)	50,000	\$296.00	\$0.0002	25.1	NO
Sing Tao Daily	Chinese (Ch)	11,753	\$330.00	\$0.0281	16.4	NO
El Reportero	Hispanic (H)	1,429	\$825.00	\$0.08	16.1	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,857	\$380.00	\$0.01	15.9	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	433	\$625.00	\$0.08	12.0	YES
Jasmine Blue Media, LLC: DBA Marina Times	Neighborhood (N) - Marina	667	\$575.00	\$0.13	12.5	YES

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Outreach Advertising Services for Fiscal Year 2018-2019 Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	4	5	6	7
Minimum Qualifications (MQs)	El Reportero, LLC.	Jasmine Blue Media, LLC. (Marina Times)	Bay Area Reporter	Small Business Exchange, Inc.	The Potrero View	World Journal SF LLC	Sing Tao Daily
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	Yes	Yes	Yes	Yes	Yes	Yes	NO
Sample Newspapers Indicating Continuous Publication?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation	Printer Invoice	Printer Invoice	Audit Circulation	Printer Invoice	Printer Invoice	personal statement (notarized)	personal statement (notarized)
Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	Hispanic	Marina	Lesbian, Gay, Bisexual, Transgender	African American	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay [94107 & 94103]	Chinese	Chinese
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	Weekly	Monthly	Weekly	Weekly	Monthly	Daily	Daily
Printed in San Francisco?	Yes	Yes	Yes	Yes	Yes	NO	NO
Responsible (Meets all MQs)	Yes	Yes	YES	Yes	Yes	NO	NO
Not Minimum Qualifications							
Locally Owned? (NOT MQ)	Yes	Yes	Yes	Yes	Yes	No	No
Circulation (NOT MQ)	10,000/wk	20,000/mo	27,000/wk	15,000/wk	13,000/mo	50,000/Daily	11,753/Daily
Map/locations/Zip Codes Included? (NOT MQ)	Yes	No	Yes	Yes	No	Yes	Yes

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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: El REportero, LLC	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary. NONE	
Contractor address: 2601 Mission Street, San Francisco, California [94110]	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

Man Raming

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, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits.

Print Name of Board

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

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

Contractor Information (Please print clearly.)	
Name of contractor: Jasmine Blue Media LLC dba Marina Times	
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. EARL Adkins, managing Partner Susan Dyer Reynolds, Partner company is LLC. no Board members or executive titles	
Contractor address: 3053 Fillmore St. #104 San Francisco, CA 94123	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising 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
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Print Name of Board
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Print Name of Board

Filer Information (Please print clearly.)	
Name of filer: EARL ADKINS	Contact telephone number: (415) 815-8081
Address: 3053 Fillmore St. #104 San Francisco, CA 94123	E-mail: publisher@marinatimes.com

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

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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: Sing Tao Daily	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>	
(1) Sai Wo Siu, Lois Chung Man Lau (2) Robin Mui (CEO), Charles Fu (CFO), Florence Tso (Secretary) (3) N/A (4) N/A (5) N/A	
Contractor address: 1818 Gilbreth Rd Ste 126, Burlingame, CA 94010	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising 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

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Print Name of Board

Filer Information <i>(Please print clearly.)</i>	
Name of filer: Joseph Leung	Contact telephone number: (650) 808-8800
Address: 1818 Gilbreth Rd #126, Burlingame, CA 94010	E-mail: joseph@singtaousa.com

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

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

Contractor Information (Please print clearly.)	
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. GERALD W. JOHNSON, PRESIDENT + CEO - 100% ownership VALERIE V. VOORHIES, SECRETARY / TREAS.	
Contractor address: 795 Folsom St. Flr 1, San Francisco, Ca 94107	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising 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, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

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

Contractor Information (Please print clearly.)	
Name of contractor: The Potrero View	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary. Steven J. Moss, Owner Malena Chiu, Production Mgr. (sub-contractor) Laura O'Donovan, Ad Sales (sub-contractor)	
Contractor address: 1459 18th Street, Number 214, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising 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
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Print Name of Board
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Print Name of Board

Filer Information (Please print clearly.)	
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: 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. (2) Kun Chi Lo, President	
Contractor address: 231 Adrian Rd, Millbrae CA 94030	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

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Print Name of Board
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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



