

File No. 200562

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date June 24, 2020

Board of Supervisors Meeting

Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- Bid Evaluation Overview FY2020-2021
- Evaluation of Responsiveness and Responsibility
- Bids FY2020-2021
- _____
- _____
- _____
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- _____
- _____
- _____

Completed by: Linda Wong

Date June 19, 2020

Completed by: Linda Wong

Date _____

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - *El Reportero*;
2 Bay Area Reporter; Jasmine Blue Media LLC, dba Marina Times; The Potrero View; World
3 Journal SF LLC; San Francisco Bay Times - FY2020-2021]

4 **Resolution designating *El Reportero* to be the outreach periodical of the City and**
5 **County of San Francisco for the Hispanic community; *World Journal SF LLC* to be the**
6 **outreach periodical of the City and County of San Francisco for the Chinese**
7 **community; *Bay Area Reporter and San Francisco Bay Times* to be the outreach**
8 **periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
9 **Transgender community; *Jasmine Blue Media LLC (dba Marina Times)* to be the**
10 **neighborhood outreach periodical of the City and County of San Francisco for the**
11 **Marina, Cow Hollow, North Beach, and Chinatown neighborhoods; *The Potrero View* to**
12 **be the neighborhood outreach periodical of the City and County of San Francisco for**
13 **the Potrero Hill, Dogpatch, Mission Bay and Eastern SoMa neighborhoods; and to**
14 **provide outreach advertising for FY2020-2021.**

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

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

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

1 RESOLVED, That the Board designates the following periodicals, which circulate
2 primarily in the indicated communities and are printed in San Francisco, to be the outreach
3 periodicals for the indicated communities for FY2020-2021:

- 4 Hispanic *El Reportero*
- 5 Chinese *World Journal SF LLC*
- 6 Lesbian, Gay, Bisexual, Transgender *Bay Area Reporter and*
7 *San Francisco Bay Times*

8
9 FURTHER RESOLVED, That the Board designates the following neighborhood
10 outreach periodical for the indicated neighborhood(s) for FY2020-2021:

- 11
12 Marina, Cow Hollow, North Beach *Jasmine Blue Media LLC (DBA Marina Times)*
13 and Chinatown
- 14 Potrero Hill, Dogpatch, Mission Bay *The Potrero View*
15 and Eastern SOMA

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

Outreach Advertising for Fiscal Year 2020-2021 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)	2,724	\$200.00	\$0.07	25.4	NO
San Francisco BayView	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	23.3	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	17.8	NO
El Reportero	Hispanic (H)	1,429	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,143	\$465.00	\$0.15	14.3	YES
San Francisco Bay Times	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	YES
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	333	\$500.00	\$1.50	13.2	YES
The Potrero View	Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market	367	\$625.00	\$1.70	12.0	YES



London N. Breed
Mayor

Sailaja Kurella
Acting Director and Purchaser
Purchasing

May 28, 2020

To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Acting Director of Office of Contract Administration (OCA) and Purchaser

Subject: **Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2020 – 2021**

Enclosed is the resolution recommending the designation of the following bidders as the City's outreach advertising periodicals for Fiscal Year 2020– 2021, 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	REPOSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
San Francisco Bay Times	Lesbian-Gay-Bisexual-Transgender	YES
World Journal SF LLC	Chinese	YES
El Reportero	Hispanic	YES
The Potrero View	Neighborhood – Potrero Hill/Dogpatch/Mission Bay/Eastern SOMA	YES
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood – Marina/Cow Hollow/North Beach/Chinatown	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 six weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of nine (9) bids for outreach advertising.

OCA regulations require that we officially recommend only responsive and responsible bidders for contract awards but the Board of Supervisors has historically used its discretion to award the outreach advertising service contracts to a broader range of bidders to best serve the City's outreach advertising needs. A "responsive" bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. Eight (8) out of the nine (9) bids were submitted in a timely manner. A "responsible" bidder is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Six (6) of the eight (8) bids were deemed responsible as they met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement, OCA is recommending awards only to responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

Bids deemed not responsive or 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?
Small Business Exchange	African American	NO	3
San Francisco Bayview	African American	NO	1
Sing Tao Daily	Chinese	NO	1

Reason? (Not Responsive or Not Responsible Vendor) Key:

1 = Printed Outside the City and County of San Francisco

2 = Not Printed One or More Days in Calendar Week

3 = Late Bid Submission

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

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

In order for an *outreach neighborhood* (not community) periodical to be considered responsible, it must be printed at least once per month. However, there is no requirement regarding where the outreach neighborhood periodicals are printed. All bidding outreach neighborhood newspapers are printed at least once per month and are therefore, responsible. Additionally, the neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

A late bid submission was received from *Small Business Exchange*. Late bids submissions are procedurally deemed non-responsive.

The total estimated contract value for outreach advertising for Fiscal Year 2020 – 2021 is \$40,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2020– 2021 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 2020 – 2021 Bid Evaluation Overview
 - Summary of Outreach Advertising Services Bids for Fiscal Year 2020 – 2021
 - Outreach Advertising Services for Fiscal Year 2020 – 2021 – Evaluation of Responsiveness and Responsibility
 - Resolution designating OCA’s recommended outreach newspapers

Outreach Advertising Services for Fiscal Year 2020-2021 Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	4	5	6	7	8	9
Minimum Qualifications (MQs)	Small Business Exchange	San Francisco Bayview	World Journal SF LLC	Sing Tao Daily	El Reportero	Bay Area Reporter	San Francisco Bay Times	Jasmine Blue Media LLC (DBA Marina Times)	The Potrero View
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	no	yes	yes	yes	yes	yes	yes	yes	yes
Sample Newspapers Indicating Continuous Publication?	yes	yes	yes	yes	yes	yes	yes	yes	yes
Verification of Circulation	Circulation Audit Report/ Invoice (6 months)	Circulation Audit Report/ Invoice	Circulation Route List	Statement (notarized)	Invoice/ Circulation Route List	Invoice (6 months)	Personal Statement (not notarized)	Invoice (1 month)	Personal Statement (not notarized)
Sample Ad	yes	yes	yes	yes	yes	yes	yes	yes	yes
Outreach Community Served	African American (AA)	African American (AA) or BayView Hunters Point	Chinese (Ch)	Chinese (Ch)	Hispanic (H)	Lesbian-Gay-Bisexual-Transgender (LGBT)	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/Eastern South of Market
Frequency of Publication? (Outreach Community-Weekly, Outreach Neighborhood - Monthly)	weekly	printed = monthly online = daily	daily	daily	printed=weekly online=daily	printed=weekly online=daily	bi-weekly (every 2 weeks)	monthly	monthly
Printed in San Francisco?	yes	no	yes	no	yes	yes	yes	yes	yes
Responsible (Meets all MQs)	NO	NO	YES	NO	YES	YES	YES	YES	YES
Not Minimum Qualifications									
Locally Owned? (NOT MQ)	yes	yes	no	yes	yes	yes	yes	yes	yes
Circulation (NOT MQ)	19070/week	20000/month	45000/day	6786/day	10,000/week	22000/week	75000/month	10000/month	11000/month
Map/locations/Zip Codes Included? (NOT MQ)	yes	yes	yes	yes	yes	no	no	no	yes

Summary of Outreach Advertising Services Bids For Fiscal Year 2020-2021 (TC 95324)

Outreach Advertising		1		2		3		4		5		6		7	
Evaluation Points		Small Business Exchange		San Francisco Bay View		World Journal SF LLC		Sing Tao Daily		El Reportero		Bay Area Reporter		San Francisco Bay Times	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.07		\$0.30		\$0.01		\$0.05		\$0.61		\$0.15		\$0.30	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$200.00	15	\$376.50	7.97	\$330.00	9.09	\$875.00	3.43	\$465.00	6.45	\$750.00	4.00
Circulation as submitted		19,070/wk		20,000/mo		45,000/day		6786/day		10,000/wk		22,000/wk		75,000/mo	
Daily Circulation (Avg)	10.0	2724	0.61	667	0.15	45,000	10	6,786	1.51	1429	0.32	3,143	0.70	2,500	0.56
Periodical Cost	5.0	Complimentary	5	Free	5	\$0.50	0	\$0.60 - \$1.25	0	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	YES	2	YES	2	NO	0	YES	2	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	YES	5	YES	5	YES	5	NO	0	NO	0
Total Evaluation Points	37.0		22.6		22.1		23.0		17.6		15.7		14.2		11.6
LBE Preference	10%	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	YES	1%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			25.4		22.4		23.3		17.8		15.9		14.3		11.7

Outreach Advertising		8		9	
Evaluation Points		Jasmine Blue Media LLC (DBA Marina Times)		The Potrero View	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown		Neighborhood (N) - Potrero Hill/Dogpatch/Mission Bay/ Eastern South of Market	
Ad Price Per Circulated Copy (\$)		\$1.50		\$1.70	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>	Total Points Available	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$500.00	6.00	\$625.00	4.80
Circulation as submitted		10,000/mo		11,000/mo	
Daily Circulation (Avg)	10.0	333	0.07	367	0.08
Periodical Cost	5.0	Free	5	Free	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		13.1		11.9
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			13.2		12.0



San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 200562

Bid/RFP #: 95324

Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of \$100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: <https://sfethics.org/compliance/city-officers/contract-approval-city-officers>

1. FILING INFORMATION

TYPE OF FILING	DATE OF ORIGINAL FILING (for amendment only)
Original	
AMENDMENT DESCRIPTION – Explain reason for amendment	

2. CITY ELECTIVE OFFICE OR BOARD

OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	415-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Bay Area Reporter	TELEPHONE NUMBER 415-861-5019
STREET ADDRESS (including City, State and Zip Code) 44 Gough Street #204, San Francisco, CA 94103	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
NATURE OF THE CONTRACT (Please describe) <p>The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.</p>		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor's board of directors; (B) the contractor's principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Yamashita	Michael	Board of Directors
2	Yamashita	Michael	CEO
3	Yamashita	Michael	Shareholder
4	wazłowski	Scott	Board of Directors
5	Horn	Thomas	Board of Directors
6	Richstone	Mitch	Board of Directors
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9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.

10. VERIFICATION

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
---	---------------------------



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Board of Supervisors	Members

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Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

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Romeo Alberto	451-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office Of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Jasmine Blue Media LLC (dba Marina Times)	TELEPHONE NUMBER 415-815-8081
STREET ADDRESS (including City, State and Zip Code) 1015 Francisco #1, San Francisco, CA 94109	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Adkins	Earl	Shareholder
2	Dyer Reynolds	Susan	Shareholder
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.

10. VERIFICATION

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
---	---------------------------



San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

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Bid/RFP #: 95324

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AMENDMENT DESCRIPTION – Explain reason for amendment	

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OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	415-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR El Reportero	TELEPHONE NUMBER 415-648-3711
STREET ADDRESS (including City, State and Zip Code) 2601 Mission Street San Francisco, CA. 94110	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
NATURE OF THE CONTRACT (Please describe) <p>The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.</p>		

7. COMMENTS

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

9. AFFILIATES AND SUBCONTRACTORS

List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Ramirez	Marvin	Shareholder
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10. VERIFICATION

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
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San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 200562

Bid/RFP #: 95324

Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of \$100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: <https://sfethics.org/compliance/city-officers/contract-approval-city-officers>

1. FILING INFORMATION

TYPE OF FILING	DATE OF ORIGINAL FILING (for amendment only)
Original	
AMENDMENT DESCRIPTION – Explain reason for amendment	

2. CITY ELECTIVE OFFICE OR BOARD

OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	451-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Th Potrero View	TELEPHONE NUMBER 415-643-9578
STREET ADDRESS (including City, State and Zip Code) 1459 18th St. #214 San Francisco, CA 94107	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
NATURE OF THE CONTRACT (Please describe) The purpose of this contract is to provide outreach advertising in publication that are printed in the City and circulate primarily in outreach communities and neighborhoods for the City.		

7. COMMENTS

8. CONTRACT APPROVAL	
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<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Moss	Stephen	Board of Directors
2	Findley	Deborah	Board of Directors
3	Magee	Catie	Board of Directors
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<p>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</p> <p>BOS Clerk of the Board</p>	<p>DATE SIGNED</p>
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Received On:

File #: 200562

Bid/RFP #: 95324

Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

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OFFICE OR BOARD	NAME OF CITY ELECTIVE OFFICER
Board of Supervisors	Members

3. FILER'S CONTACT

NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	415-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR San Francisco Bay Times	TELEPHONE NUMBER 415-601-2113
STREET ADDRESS (including City, State and Zip Code) 358 Noe St. San Francisco, CA 94114	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Sullivan	Betty	Board of Directors
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NAME OF FILER'S CONTACT	TELEPHONE NUMBER
Angela Calvillo	415-554-5184
FULL DEPARTMENT NAME	EMAIL
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

4. CONTRACTING DEPARTMENT CONTACT

NAME OF DEPARTMENTAL CONTACT	DEPARTMENT CONTACT TELEPHONE NUMBER
Romeo Alberto	415-554-6217
FULL DEPARTMENT NAME	DEPARTMENT CONTACT EMAIL
OCA Office Of Contract Administration	romeo.alberto@sfgov.org

5. CONTRACTOR	
NAME OF CONTRACTOR World Journal SF LLC	TELEPHONE NUMBER 650-259-2047
STREET ADDRESS (including City, State and Zip Code) 231 Adrian Rd. Millbrae, CA 94030	EMAIL

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 200562
DESCRIPTION OF AMOUNT OF CONTRACT \$4,400		
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Chang	Hansheng	Other Principal Officer
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From: [Quetone, Tal \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Kurella, Sailaja \(ADM\)](#); [Kyaun, Florence \(ADM\)](#); [Alberto, Romeo \(ADM\)](#); [Barnes, Bill \(ADM\)](#)
Subject: ADM -- [Resolution] -- [Resolution designating outreach periodicals for Fiscal Year 2020-2021]
Date: Friday, May 29, 2020 12:50:44 PM
Attachments: [95324 Resolution Memo-Outreach Advertising FY20-21.pdf](#)
[95324 Resolution-Outreach Advertising FY20-21.doc](#)
[TC 95324 Bid Evaluation.pdf](#)
[TC 95324 Bids for Fiscal Year 2020-2021.pdf](#)
[TC 95324 Evaluation of Responsiveness and Responsibility.pdf](#)

Hello,

Attached for introduction to the Board of Supervisors is a **resolution designating El Reportero to be the outreach periodical of the City and County of San Francisco for the Hispanic community; World Journal SF LLC to be the outreach periodical of the City and County of San Francisco for the Chinese community; Bay Area Reporter and San Francisco Bay Times to be the outreach periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and Transgender community; Jasmine Blue Media LLC (dba Marina Times) to be the neighborhood outreach periodical of the City and County of San Francisco for the Marina, Cow Hollow, North Beach and Chinatown neighborhoods; The Potrero View to be the neighborhood outreach periodical of the City and County of San Francisco for the Potrero Hill, Dogpatch, Mission Bay and Eastern SoMa neighborhoods; and to provide outreach advertising for FY2020-2021.**

Additionally, attached is an Office of Contract Administration (OCA) memo, Bid Evaluation document, Bids for FY20-21 document, and an Evaluation of Responsiveness document.

Please let reach out with any questions or concerns. Thank you.

Best,

Tal Quetone
Office of the City Administrator
City and County of San Francisco
City Hall, Room 362
(415) 554-4928