

File No. 100568

Committee Item No. 10

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Sub - Committee: Budget and Finance

Date: June 9, 2010

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 checked="" 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                           |
| <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)

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|--------------------------|--------------------------|----------|
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 |
| <input type="checkbox"/> | <input type="checkbox"/> | _____    |
| <input type="checkbox"/> | <input type="checkbox"/> | _____    |
| <input type="checkbox"/> | <input type="checkbox"/> | _____    |
| <input type="checkbox"/> | <input type="checkbox"/> | _____    |

Completed by: Andrea S. Ausberry

Date Friday, June 4, 2010

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 for FY2010-2011]

2  
3 Resolution designating *El Reportero* to be the outreach newspaper of the City and  
4 County for the Hispanic community, *Bay Area Reporter* to be the outreach newspaper  
5 of the City and County for the Lesbian, Gay, Bisexual community, and the *West Portal*  
6 *Monthly* to be the neighborhood outreach newspaper for the West Portal  
7 neighborhood, to provide outreach advertising for FY2010-2011.

8  
9 WHEREAS, the voters, by passing Proposition J in 1994, mandated outreach  
10 advertising to those communities which may not be adequately served by the official  
11 newspaper, pursuant to 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  
13 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative  
14 Code; and

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

17 RESOLVED, that the Board designates the following newspapers, which circulate  
18 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
19 newspapers for the indicated communities for FY 10-11:

20 Hispanic *El Reportero*;

21 Lesbian, Gay, Bisexual *Bay Area Reporter*, and be it

22 FURTHER RESOLVED, that the Board designates the following neighborhood  
23 outreach newspaper for the indicated neighborhood for FY 10-11:

24 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.

**Summary of Outreach Newspaper Bids for FY 10-11**

Outreach community	Newspapers receiving bids	Newspapers submitting bids	Ad price	FY 10-11:		FY 09-10:
				Responsive bids, Recommended papers	Designated by the Board of Supervisors	
African-American	S. F. Bay View Oakland Post Sun Reporter	S. F. Bay View (1, 2)	\$200	None	S. F. Bay View (1, 2, 3)	
Chinese	China Press Sing Tao Daily World Journal Int'l Daily News Ming Pao Daily News	China Press (1) Sing Tao Daily (1) World Journal (1, 4)	\$140 \$270 \$259	None	China Press (1) Sing Tao Daily (1) World Journal (1, 4)	
Hispanic	El Reportero El Mensajero El Avisador Magazine El Bohemio News El Tecolote	El Reportero	\$375	El Reportero	El Reportero El Mensajero (1)	
Lesbian-Gay-Bisexual	Bay Area Reporter Bay Times	Bay Area Reporter	\$340	Bay Area Reporter	Bay Area Reporter Bay Times (1, 4, 5)	
Other	Bay Guardian Manila Bulletin USA Mission Local Philippine News Small Business Exch.					
Neighborhood	West Portal Monthly Western Edition Sunset Beacon	West Portal Monthly Western Edition (3)	\$250 \$500	West Portal Monthly	No bids received, FY 09-10	

**Reasons a bid would be considered non-responsive:**

1. Paper is not printed in San Francisco.
2. Paper is printed monthly rather than weekly.
3. Bid was late.
4. Business Tax Certificate is not current.
5. No Equal Benefits paperwork has been submitted to HRC.

Bid Evaluation  
Outreach Advertising, FY 10-11  
Contract 95314

Item	Possible points	African-American	Chinese			Gay, Lesbian, Bisexual	Hispanic	Other (West Portal neighborhood)	Other (Western Addition neighborhood)
		S. F. Bay View	China Press	Sing Tao Daily	World Journal	Bay Area Reporter	El Reportero	West Portal Monthly	Western Edition Newspaper
Evaluation factors, per Admin. Code Sec. 2.81-3									
Advertising price	15	15	10	5.19	8.05	15	15	15	15
Circulation	10	10	3.83	10	4.90	10	10	10	10
Newspaper cost to public	5	5	0	0	0	5	5	5	5
Locally owned and operated	2	2	0	0	0	2	2	2	2
Published in a foreign language	5	0	5	5	5	0	5	5	0
Chapter 14B LBE preference	10%	3.20	0	0	0	0	3.70	0	0
Score		35.20	18.83	20.19	17.95	32.00	40.70	37.00	32.00
Ranking		1	2	1	3	1	1	1	1
Bid price, FY 10-11		\$200	\$140	\$270	\$259	\$140	\$375	\$250	\$300
Bid price, FY 09-10		\$200	\$140	\$270	\$174	\$320	\$325		
Bid price, FY 08-09		\$195	\$140	\$270		\$290	\$450		
Bid status		Non-responsive	Non-responsive	Non-responsive	Non-responsive	Responsive	Responsive	Responsive	Non-responsive
Recommended vendor (responsive)						Bay Area Reporter	El Reportero	West Portal Monthly	
Why bidder is non-responsive		Not printed in SF. Printed once a month	Not printed in SF.	Not printed in SF.	Not printed in SF. Business Tax certificate is on hold.				Late bid
Board's designated papers, FY 09-10		S. F. Bay View	China Press	Sing Tao Daily	World Journal	Bay Area Rptr. Bay Times	El Reportero, El Mensajero		

**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: World Journal	
<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) Shun-yi Hsia, President (3) None (4) None (5) None	
Contractor address: 231 Adrian Rd., Millbrae 94030	
Date that contract was approved:	Amount of contract: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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: (      )
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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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) None (2) Cedric Moore, CEO (3) None (4) None (5) None	
Contractor address: 225 Bush St., 16th Fl., San Francisco 94104	
Date that contract was approved:	Amount of contract: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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 \_\_\_\_\_

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Name of filer:	Contact telephone number: ( )
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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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: 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, Rongmei Yu, Florence Tso (3) None (4) None (5) None	
Contractor address: 5000 Marine Bl., Suite 300, Brisbane 94005	
Date that contract was approved:	Amount of contract: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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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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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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: 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 Third St., San Francisco 94124-2309	
Date that contract was approved:	Amount of contract: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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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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: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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

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Address:	E-mail:

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Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	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) None      (2) Hong Yu Ren      (3) Hong Yu Ren (4) None      (5) None	
Contractor address: 839 Cowan Road, Burlingame, CA 94010	
Date that contract was approved:	Amount of contract: N/A
Describe the nature of the contract that was approved: Outreach advertising	
Comments:	

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 \_\_\_\_\_  
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- 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  
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Print Name of Board

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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





Gavin Newsom  
Mayor

Naomi Kelly  
Director and Purchaser

Purchasing

May 7, 2010

To: Angela Calvillo  
Clerk of the Board

From: Naomi Kelly *N. Kelly*  
Director of OCA and Purchaser

Subject: Resolution designating Outreach Newspapers for FY 10-11

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2010 MAY -7 PM 12:17  
BY         

I am enclosing the resolution that would designate the City's outreach newspapers for next fiscal year. OCA received responsive bids from one paper each for the Hispanic and Lesbian-Gay-Bisexual outreach communities. As a result, the resolution would designate *El Reportero* and the *Bay Area Reporter* for their respective communities. OCA received only non-responsive bids for the African American and Chinese outreach communities. All bidders for those communities were non-responsive because the papers are not printed in San Francisco, and some bidders had additional problems, detailed in this memo's second enclosure.

In accordance with the Administrative Code, OCA ranks the bidders according a point scale and recommends to the Board the highest-scoring responsive bidder for each outreach community. Historically, the Board has awarded contracts to more bidders than OCA has been able to recommend.

The attached table, "Summary of Outreach Bids for FY 10-11," shows the following:

- papers OCA sent the outreach bid package 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 09-10.

The attached "Detailed Comparison of Outreach Bids" shows the point calculations required by the Administrative Code.

OCA has notified all bidders of the status of their bids.

Angela Calvillo  
May 7, 2010  
Page 2

For several years, OCA has notified neighborhood newspapers of the outreach newspaper bid. This year we notified some additional neighborhood papers and, for the first time, we received bids from two of them. The *Western Edition* submitted a bid for the Western Addition neighborhood, and the *West Portal Monthly* submitted a bid for the West Portal neighborhood. Administrative Code Section 2.81-4 authorizes the Board to authorize advertising in monthly neighborhood publications if the Board finds that a neighborhood is not adequately served by an outreach paper.

The attached bid summary notes that the *West Portal Monthly's* bid was responsive and that the *Western Edition's* was not because it was late. In case the Board wishes to designate a neighborhood outreach newspaper, OCA has drafted the enclosed resolution to include the *West Portal Monthly* as the designated paper for the West Portal neighborhood.

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

Enclosures:      Summary of Outreach Bids for FY 10-11

                    Detailed comparison of outreach bids

                    Resolution designating *El Reportero* and *Bay Area Reporter* as outreach papers for their respective communities, and designating the *West Portal Monthly* as the neighborhood outreach paper for its neighborhood