

File No. 201212

Committee Item No. 3

Board Item No. 27

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date November 18, 2020

Board of Supervisors Meeting

Date December 1, 2020

Cmte Board

- | | | |
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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" 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 and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" 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 checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Form 126 – Ethics Commission |
| <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 checked="" type="checkbox"/> | <u>Outreach Advertising Bid Evaluation</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Summary of Outreach Advertising Services Bids</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Outreach Advertising Evaluation of Reponsiveness and Responsibility</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Department Presentation - November 18, 2020</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
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Completed by: Linda Wong

Date November 13, 2020

Completed by: Linda Wong

Date November 23, 2020

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Various
2 Newspapers - FY2020-2021]

3 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**
4 **City and County of San Francisco for the African American Community; *El Reportero* to**
5 **be the outreach periodical of the City and County of San Francisco for the Hispanic**
6 **community; *World Journal SF LLC and Sing Tao Daily* to be the outreach periodical of**
7 **the City and County of San Francisco for the Chinese community; *Bay Area Reporter***
8 **and *San Francisco Bay Times* to be the outreach periodical of the City and County of**
9 **San Francisco for the Lesbian, Gay, Bisexual and Transgender community; *Jasmine***
10 ***Blue Media LLC (dba Marina Times)* to be the neighborhood outreach periodical of the**
11 **City and County of San Francisco for the Marina, Cow Hollow, North Beach and**
12 **Chinatown neighborhoods; *The Potrero View* to be the neighborhood outreach**
13 **periodical of the City and County of San Francisco for the Potrero Hill, Dogpatch,**
14 **Mission Bay and Eastern SoMa neighborhoods; *The Richmond Review* to be the**
15 **neighborhood outreach periodical of the City and County of San Francisco for the**
16 **Richmond District neighborhoods; *The Sunset Beacon* to be the neighborhood**
17 **outreach periodical of the City and County of San Francisco for the Sunset District**
18 **neighborhoods; *Noe Valley Voice* to be the neighborhood outreach periodical of the**
19 **City and County of San Francisco for the Noe Valley and Diamond Heights**
20 **neighborhoods; and to provide outreach advertising for FY2020-2021.**

21
22 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
23 advertising to those communities which may not be adequately served by the official
24 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and
25

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

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

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

9 African American	<i>Small Business Exchange</i>
10 Hispanic	<i>El Reportero</i>
11 Chinese	<i>World Journal SF LLC; Sing Tao Daily</i>
12 Lesbian, Gay, Bisexual, Transgender	<i>Bay Area Reporter; San Francisco Bay Times</i>

13
14 FURTHER RESOLVED, That the Board designates the following neighborhood
15 outreach periodical for the indicated neighborhood(s) for FY2020-2021:

17 Marina, Cow Hollow, North Beach 18 and Chinatown	<i>Jasmine Blue Media LLC (DBA Marina Times)</i>
19 Potrero Hill, Dogpatch, Mission Bay 20 and Eastern SOMA	<i>The Potrero View</i>
21 Richmond District	<i>The Richmond Review</i>
22 Sunset District	<i>The Sunset Beacon</i>
23 Noe Valley and Diamond Heights	<i>Noe Valley Voice</i>

24
25

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

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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	25.1	YES
San Francisco Bay View	African American (AA) (or Bayview Hunters Point Neighborhoods)	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	22.97	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	15.6	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	Lesbian-Gay-Bisexual-Transgender (LGBT) (or Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	NO
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
The Richmond Review	Neighborhood (N) - Richmond District	667	\$500.00	\$0.75	13.3	YES
The Sunset Beacon	Neighborhood (N) - Sunset District	667	\$500.00	\$0.75	13.3	YES
Noe Valley Voice	Neighborhood (N) - Noe Valley/Diamond Heights	167	\$575.00	\$3.44	12.4	NO

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		6,786/day		10,000/wk		22,000/wk		75,000/mo	
Daily Circulation (Avg)	10.0	2,724	0.61	667	0.15	45,000	10	6,786	1.51	1,429	0.32	3,143	0.70	2,500	0.56
Periodical Cost	5.0	Free	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	NO	0	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		22.97		15.6		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	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	NO	0.00%	NO	0.00%	YES	1.25%	YES	1.25%	YES	1.25%
Total Points with Bid Discounts Applied			25.1		22.4		22.97		15.6		15.9		14.3		11.7

Outreach Advertising		8		9		10		11		12	
Evaluation Points		Jasmine Blue Media LLC (DBA Marina Times)		The Potrero View		The Richmond Review		The Sunset Beacon		Noe Valley Voice	
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		Neighborhood (N) - Richmond District		Neighborhood (N) - Sunset District		Neighborhood (N) - Noe Valley/Diamond Heights	
Ad Price Per Circulated Copy (\$)		\$1.50		\$1.70		\$0.75		\$0.75		\$3.44	
<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	\$500.00	6.00	\$625.00	4.80	\$500.00	6.00	\$500.00	6.00	\$575.00	5.22
Circulation as submitted		10,000/mo		11,000/mo		20,000/mo		20,000/mo		5,000/mo	
Daily Circulation (Avg)	10.0	333	0.07	367	0.08	667	0.15	667	0.15	167	0.04
Periodical Cost	5.0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned & Operated	2.0	YES	2	YES	2	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	NO	0
Total Evaluation Points	37.0		13.07		11.9		13.15		13.15		12.3
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%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			13.2		12.0		13.3		13.3		12.4

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

Outreach Advertising	1	2	3	4	5	6	7	8	9	10	11	12
Minimum Qualifications (MQs)	Small Business Exchange	San Francisco Bay View	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	The Richmond Review	The Sunset Beacon	Noe Valley Voice
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Sample Newspapers Indicating Continuous Publication?	yes	yes	yes	yes	yes	yes	yes	no (did not print March 26, 2020 issue due to hardship)	yes	yes	yes	no (July/August issues combined)
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)	Invoice (1 month)	Invoice (1 month)	Invoice (1 month)
Sample Ad	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Outreach Community Served	African American (AA)	African American (AA) (or Bayview Hunters Point Neighborhoods)	Chinese (Ch)	Chinese (Ch)	Hispanic (H)	Lesbian-Gay-Bisexual-Transgender (LGBT)	Lesbian-Gay-Bisexual-Transgender (LGBT) (or Castro/Mission/ Duboce Triangle Neighborhoods)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	Neighborhood (N) - Potrero Hill/ Dogpatch/Mission Bay/Eastern South of Market	Neighborhood (N) - Richmond District	Neighborhood (N) - Sunset District	Neighborhood (N) - Noe Valley/ Diamond Heights
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	monthly	monthly	11 times per year (July/August issues combined)
Printed in San Francisco? (Outreach Community - Yes, Outreach Neighborhood - No requirement regarding where printed)	yes	no	yes	no	yes	yes	no	yes	yes	yes	yes	no
Responsible (Meets all MQs)	YES	NO	YES	NO	YES	YES	NO	YES	YES	YES	YES	NO
Not Minimum Qualifications												
Locally Owned? (NOT MQ)	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
Circulation (NOT MQ)	19,070/week	20,000/month	45,000/day	6,786/day	10,000/week	22,000/week	75,000/month	10,000/month	11,000/month	20,000/month	20,000/month	5,000/month
Map/locations/Zip Codes Included? (NOT MQ)	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes



London N. Breed
Mayor

Sailaja Kurella
Acting Director and Purchaser
Purchasing

October 26, 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)
Small Business Exchange	African American	YES
Bay Area Reporter	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
The Richmond Review	Neighborhood – Richmond District	YES
The Sunset Beacon	Neighborhood – Sunset District	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 and re-advertised per the Board’s recommendation for another three weeks; reaching out to more newspapers. All invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of twelve (12) 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. All twelve (12) 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. Eight (8) of the twelve (12) 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 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?
San Francisco Bayview	African American	NO	1, 2
Sing Tao Daily	Chinese	NO	1
San Francisco Bay Times	Lesbian-Gay-Bisexual-Transgender	NO	1, 2
Noe Valley Voice	Neighborhood – Noe Valley/Diamond Heights	NO	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 = Not Printed at Least Once Per Month (July/August Issues are combined)

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, Sing Tao Daily, or San Francisco Bay Times print their periodicals in the City and County of San Francisco. In addition, San Francisco Bayview and San Francisco Bay Times do not print on one or more days in a calendar week. Thus, San Francisco Bayview, Sing Tao Daily, and San Francisco Bay Times are not responsible bidders given that they 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. Noe Valley Voice does not print at least once per month, but publishes eleven (11) times per year; July and August issues are always a combined issue. Thus, Noe Valley Voice is not a responsible bidder given that they do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.81.

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

From: [Quetone, Tal \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Kyaun, Florence \(ADM\)](#); [Alberto, Romeo \(ADM\)](#); [Kurella, Sailaja \(ADM\)](#); [Barnes, Bill \(ADM\)](#)
Subject: ADM - Resolution - [Outreach Community Advertising and Neighborhood Outreach Advertising]
Date: Monday, October 26, 2020 11:45:22 AM
Attachments: [95324 Resolution Memo-Outreach Advertising FY20-21.doc](#)
[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,

Please find attached a resolution for outreach community advertising and neighborhood outreach advertising with supporting documents. I have copied my colleagues at the Office of Contract Administration to help answer any questions or concerns as well. Thank you!

Best,

Tal Quetone

Office of the City Administrator

(415) 554-4928 (*Calls are forwarded to my cell phone*)

Pronouns: He, Him, His



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 #: 201212

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 The 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) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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	Moss	Stephen	Board of Directors
2	Findley	Deborah	Board of Directors
3	Magee	Catie	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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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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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

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

Received On:

File #: 201212

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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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 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 bettysnie@aol.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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	Sullivan	Betty	Board of Directors
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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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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 #: 201212

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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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) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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	
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Ramirez	Marvin	Shareholder
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<input type="checkbox"/>	Check this box if you need to include additional names. Please submit a separate form with complete information. Select "Supplemental" for filing type.		

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Bid/RFP #: 95324

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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 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) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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:	
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Adkins	Earl	Shareholder
2	Dyer Reynolds	Susan	Shareholder
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Bid/RFP #: 95324

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Board of Supervisors	Members

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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@sfov.org

5. CONTRACTOR	
NAME OF CONTRACTOR Noe Valley Voice	TELEPHONE NUMBER 415-608-7634
STREET ADDRESS (including City, State and Zip Code) PO Box 460249 San Francisco CA 94146	EMAIL patrose@noevalleyvoice.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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	
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Tipple	Jack	Board of Directors
2	Tipple	Jack	Other Principal Officer
3	Smith	Sally	Board of Directors
4	Smith	sally	Other Principal Officer
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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

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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 Richmond Review	TELEPHONE NUMBER 415-706-6428
STREET ADDRESS (including City, State and Zip Code) 2463 28th Ave. San Francisco, CA 94116	EMAIL editor@richmondsunsetnews.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Durand	Michael	CEO
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office of the clerk of the Board	Board.of.Supervisors@sfgov.org

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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 Sing Tao Daily	TELEPHONE NUMBER 650-808-8828
STREET ADDRESS (including City, State and Zip Code) 1849 Bayshore Highway Ste 200 Burlingame CA 94010	EMAIL florence@singtaousa.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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	Siu	Sai Wo	Board of Directors
2	Lau	Louis Chung Man	Board of Directors
3	Mui	Robin	Other Principal Officer
4	Tso	Florence	Other Principal Officer
5	Leung	Joseph	Other Principal Officer
6	Fu	Charles	Other Principal Officer
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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 #: 201212

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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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 Sunset Beacon	TELEPHONE NUMBER 415-706-6428
STREET ADDRESS (including City, State and Zip Code) 2463 28th Ave. San Francisco, CA 94116	EMAIL editor@richmondsunsetnews.com

6. CONTRACT		
DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)	ORIGINAL BID/RFP NUMBER 95324	FILE NUMBER (If applicable) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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>		

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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Durand	Michael	CEO
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Received On:

File #: 201212

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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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 World Journal SF LLC	TELEPHONE NUMBER 650-259-
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) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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.		

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1	Chang	Hansheng	Other Principal Officer
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ethics.commission@sfgov.org . www.sfethics.org

Received On:

File #: 201212

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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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) 201212
DESCRIPTION OF AMOUNT OF CONTRACT \$3,636		
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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#	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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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)

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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 Small Business Exchange	TELEPHONE NUMBER 415-778-6250
STREET ADDRESS (including City, State and Zip Code) 795 Folsom Street Floor 1 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 \$3,636		
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.		

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1	Johnson	Gerald	Other Principal Officer
2	Voorhies	Valerie	Other Principal Officer
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Office of Contract Administration

Term Contracts for the Outreach Advertising Services Overview & Proposed Contract Award (*File 201212*)

Florence Kyaun
Office of Contract Administration
November 18, 2020



Agenda

1. Background
2. Minimum Requirements, pursuant to Administrative Code 2.81 through 2.81-4
3. Outreach Advertising Bid Evaluation and Recommendation

Background: Outreach Advertising

- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out advertising services annually, per Administrative Code 2.81 through 2.81-4.
- The City is required to publicly post notices of government business, in newspapers that are locally published and printed.
- Every year OCA conducts the bids and presents award recommendations based on Administrative Code mandated evaluation guidelines.
- OCA processes the bidding and contracts on the behalf of the Clerk of the Board.
- The Board of Supervisors makes the official awards by designating contracts for the Outreach Advertising.

Minimum Requirements, per Administrative Code 2.81- 2.81-4

■ Outreach Newspapers

❖ Community

- ✓ Print in San Francisco on one or more days in a calendar week
- ✓ Circulates primarily in one of the following outreach communities:
 - Lesbian/Gay/Bisexual/Transgender
 - African American
 - Hispanic
 - Chinese

❖ Neighborhood

- ✓ Print in San Francisco on one or more days in a calendar month
- ✓ Circulates in San Francisco neighborhoods

Outreach Advertising Bid Evaluation

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	25.1	YES
San Francisco Bay View	African American (AA) (or Bayview Hunters Point Neighborhoods)	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	22.97	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	15.6	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	Lesbian-Gay-Bisexual-Transgender (LGBT) (or Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	NO
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
The Richmond Review	Neighborhood (N) - Richmond District	667	\$500.00	\$0.75	13.3	YES
The Sunset Beacon	Neighborhood (N) - Sunset District	667	\$500.00	\$0.75	13.3	YES
Noe Valley Voice	Neighborhood (N) - Noe Valley/Diamond Heights	167	\$575.00	\$3.44	12.4	NO

Outreach Advertising Recommendations

OUTREACH		NEIGHBORHOOD	
Community	Newspaper	Districts	Newspaper
African American	Small Business Exchange	Marina	Jasmine Blue Media LLC (DBA Marina Times)
Chinese	World Journal SF LLC	Potrero Hill/Bayview/ Mission Bay/SOMA	The Potrero View
Hispanic	El Reportero	Richmond	The Richmond Review
LGBT	Bay Area Reporter	Sunset	The Sunset Beacon

- Contracts for Fiscal Year 2020 – 2021, requesting \$40,000 based on current usage.

Thank you