



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser  
Purchasing

May 30, 2013

**To:** Angela Calvillo, Clerk of the Board  
**From:** Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser *JF*  
**Subject:** Resolution Designating Outreach Newspapers for FY 13-14

Enclosed, is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 13-14:

NEWSPAPER	COMMUNITY	RESPONSIVE?
Small Business Exchange	African-American, Chinese, Hispanic	YES
Bay Area Reporter	LGBT	YES
Northside Publications/Marina Times	Northern SF Neighborhoods	YES
Central City Extra	Central City Neighborhoods	YES
West Portal Monthly	West Portal Neighborhood	YES

This year, OCA sent invitations to bid to approximately 50 local newspapers, an increase of 85% over FY11-12's total of 28 invitations. In addition to the term contract bid proposal being posted on the City's bid database for almost one month, all invited outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA received a total of 12 bids.

OCA regulations require that we officially recommend only responsive bidders for contract awards but the Board of Supervisors has historically used its discretion to award the Outreach Advertising contract to a broader range of bidders to best serve the City's outreach advertising needs.

Non-responsive bids were submitted by the following newspapers:

NEWSPAPER	COMMUNITY	RESPONSIVE?	WHY?
Sing Tao Daily	Chinese	NO	Printed Outside SF
World Journal	Chinese	NO	Printed Outside SF
El Mensajero	Hispanic	NO	Printed Outside SF
San Francisco Bay View	African American	NO	Printed Outside SF/Late Bid
The Western Edition	Western Addition Neighborhoods	NO	Not Printed Frequently Enough/Late Bid
Potrero View	Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay Neighborhoods	NO	Late Bid
El Reportero	Hispanic	NO	Late Bid

Late bids were received by *El Reportero*, *Potrero View*, *San Francisco Bay View* and *The Western Edition*.

In order to be responsive, outreach community (not neighborhood) newspapers must be printed in San Francisco. *Sing Tao Daily*, *World Journal*, *El Mensajero* and *San Francisco Bay View* are not printed in San Francisco and are therefore, non-responsive.

Outreach neighborhood newspapers must be printed at least once per month to be responsive. Outreach neighborhood newspaper *The Western Edition* is printed quarterly and is therefore, non-responsive.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach newspapers. The clearinghouse transmits the City's ads to the newspapers and handles translation, invoicing and payment. OCA received one (1) responsive bid from The Daily Journal who has been providing clearinghouse services to the City for several years.

Please find further detail in the attached spreadsheet regarding FY13-14 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Deirdre Darley on my team at 415-554-6751.

Enclosures:        Summary of Outreach Advertising Bids for FY 13-14  
                          Resolution designating OCA's recommended outreach newspapers  
                          S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)  
                          S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY 13-14]

2 **Resolution designating *Small Business Exchange* to be the outreach newspaper of the**  
 3 **City and County for the African American, Chinese and Hispanic communities; *Bay***  
 4 ***Area Reporter* to be the outreach newspaper of the City and County for the Lesbian,**  
 5 **Gay, Bisexual and Transgender community; *Central City Extra* to be the neighborhood**  
 6 **outreach newspaper of the City and County for the Central City neighborhood;**  
 7 ***Northside Publications/Marina Times* to be the neighborhood outreach newspaper of**  
 8 **the City and County for the Northern San Francisco neighborhood; and *West Portal***  
 9 ***Monthly* to be the neighborhood outreach newspaper of the City and County for the**  
 10 **West Portal neighborhood; to provide outreach advertising for Fiscal Year 13-14.**

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

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

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

20 RESOLVED, That the Board designates the following newspapers, which circulate  
 21 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
 22 newspapers for the indicated communities for FY 13-14:

- |                     |                                |
|---------------------|--------------------------------|
| 23 African American | <i>Small Business Exchange</i> |
| 24 Chinese          | <i>Small Business Exchange</i> |



1 Hispanic *Small Business Exchange*

2 Lesbian, Gay, Bisexual *Bay Area Reporter*

3 FURTHER RESOLVED, that the Board designates the following neighborhood  
4 outreach newspapers for the indicated neighborhood for FY 13-14:

5 Central City *Central City Extra*

6 Northern San Francisco *Northside Publications/Marina Times*

7 West Portal *West Portal Monthly*; and be it

8 FURTHER RESOLVED, that the Office of Contract Administration is authorized to  
9 execute contracts with these designated outreach newspapers and said contracts must fully  
10 comply with all the contracting requirements of the City and County of San Francisco.

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