

File No. 120612

Committee Item No. 5

Board Item No. 58

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight Date June 14, 2012

Board of Supervisors Meeting Date 6/19/12

Cmte Board

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
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| <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"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <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 |
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OTHER (Use back side if additional space is needed)

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Completed by: Alisa Miller Date June 8, 2012
Completed by: _____ Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

GOVERNMENT AUDIT AND OVERSIGHT COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Mark Farrell, Chair
Government Audit and Oversight Committee

FROM: Rana Calonsag, Committee Clerk

DATE: June 15, 2012

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, June 19, 2012

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, June 19, 2012. This item was acted upon at the Committee Meeting on June 14, 2012 at 1:00 p.m., by the votes indicated.

Item No. 5 **File No. 120612**

Resolution designating *San Francisco Bay View* and *Small Business Exchange* to be the outreach newspapers of the City and County for the African American community; *Sing Tao Daily*, *World Journal*, and *Small Business Exchange* to be the outreach newspapers of the City and County of San Francisco for the Chinese community; *El Reportero* and *Small Business Exchange* to be the outreach newspapers of the City and County for the Hispanic community; *Bay Area Reporter* to be the outreach newspaper of the City and County for the Lesbian, Gay, Bisexual and Transgender community; *Central City Extra* to be the neighborhood outreach newspaper of the City and County for the Central City neighborhood; *Marina Times/Northside Publications* to be the neighborhood outreach newspaper of the City and County for the Northern San Francisco neighborhood; *Potrero View* to be the neighborhood outreach newspaper of the City and County for the Potrero Hill, Bayview, Mission Bay and South of Market neighborhoods; *West Portal Monthly* to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and *The Western Edition* to be the neighborhood outreach newspaper for the City and County for the Western Addition neighborhood; to provide outreach advertising for FY2012-2013.

RECOMMENDED AS A COMMITTEE REPORT

Vote: Supervisor Mark Farrell - Aye
Supervisor Sean Elsbernd - Aye
Supervisor David Chiu - Aye

cc: Board of Supervisors
Angela Calvillo, Clerk of the Board
Rick Caldeira, Legislative Deputy Director
Cheryl Adams, Deputy City Attorney
Binder Copy

1 [Outreach Advertising and Neighborhood Outreach Advertising for FY2012-2013]

2 Resolution designating *San Francisco Bay View* and *Small Business Exchange* to be
3 the outreach newspapers of the City and County for the African American community;
4 *Sing Tao Daily*, *World Journal*, and *Small Business Exchange* to be the outreach
5 newspapers of the City and County of San Francisco for the Chinese community; *El*
6 *Reportero* and *Small Business Exchange* to be the outreach newspapers of the City
7 and County for the Hispanic community; *Bay Area Reporter* to be the outreach
8 newspaper of the City and County for the Lesbian, Gay, Bisexual and Transgender
9 community; *Central City Extra* to be the neighborhood outreach newspaper of the City
10 and County for the Central City neighborhood; *Marina Times/Northside Publications* to
11 be the neighborhood outreach newspaper of the City and County for the Northern San
12 Francisco neighborhood; *Potrero View* to be the neighborhood outreach newspaper of
13 the City and County for the Potrero Hill, Bayview, Mission Bay and South of Market
14 neighborhoods; *West Portal Monthly* to be the neighborhood outreach newspaper of
15 the City and County for the West Portal neighborhood; and *The Western Edition* to be
16 the neighborhood outreach newspaper for the City and County for the Western
17 Addition neighborhood; to provide outreach advertising for FY2012-2013.

18
19
20 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
21 advertising to those communities which may not be adequately served by the official
22 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and

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

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

3 RESOLVED, That the Board designates the following newspapers, which circulate
4 primarily in the indicated communities and are printed in San Francisco, to be the outreach
5 newspapers for the indicated communities for FY 12-13:

6 African American	<i>San Francisco Bay View, Small Business Exchange</i>
7 Chinese	<i>Sing Tao Daily, World Journal, Small Business Exchange</i>
8 Hispanic	<i>El Reportero, Small Business Exchange</i>
9 Lesbian, Gay, Bisexual	<i>Bay Area Reporter</i>

10 FURTHER RESOLVED, That the Board designates the following neighborhood
11 outreach newspapers for the indicated neighborhood for FY 12-13:

12 Central City	<i>Central City Extra,</i>
13 Northern San Francisco	<i>Marina Times/Northside San Francisco</i>
14 Potrero Hill	<i>Potrero View</i>
15 West Portal	<i>West Portal Monthly</i>
16 Western Edition	<i>The Western Edition Newspaper; and, be it</i>

17 FURTHER RESOLVED, That the Office of Contract Administration is authorized to
18 execute contracts with these designated outreach newspapers and said contracts must fully
19 comply with all the contracting requirements of the City and County of San Francisco.
20
21

95316 Summary of Outreach Advertising and Clearinghouse Bids for FY12-13
 Revision Date: 5/31/12
 AFT

Evaluation Points	Bidder 7: Sing Tao Daily		Bidder 8: World Journal		Bidder 10: Bay Area Reporter		Bidder 11: Central City Extra		Bidder 13: El Reporter		Bidder 14: The Western Edition	
	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Total Points Available	15.0	8.0	9.1	6.3	225.00	10.6	444.00	5.4	500.00	4.8		
Advertising Price	\$ 16,466	\$ 29,000	\$ 44,433	\$ 14,433	per week	per week	per week	per week	per week	per month		
Duration as submitted	10.0	10.0	7.3	2.5	143	0.7	1429	0.9	833	0.5		
Production Cost	\$ 60-\$125	Free	0	5	Free	15	Free	5	Free	5		
Locally Owned & Operated	Yes	Yes	No	2	No	0	Yes	2	Yes	2		
Published in Foreign Language	5.0	5.0	5	0	No	0	Yes	5	No	0		
Total Evaluation Points	37.0	21.0	21.4	15.8	16.3	16.8	18.5	12.3				
Preference	10%	No	No	0%	No	0%	No	0%	No	0%		
Print Payment Discount	max 2% Net 30	No	No	0%	No	2%	Net 2% 30 days	0%	No	0%		
Print Tax Discount	1.25%	No	No	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%		
Total Points with Bid Discounts Applied	25.0	21.4	21.4	16.0	16.8	16.8	18.5	12.4				

Price Per Circulated Copy Announcements Served	Chinese	0.02	\$	Chinese	0.02	\$	LGBT	0.01	\$	Neighborhood	0.03	\$	Hispanic	0.04	\$	Neighborhood	0.02

Bidding Agency	Bidder 9: Daily Journal	Bidder 6: Small Business Exchange	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
																			China Press

aided Last Year but didn't bid this year
 contact and ask why they didn't bid and if
 you'd like to submit bids

Clearinghouse Bids for FY12-13

provide service for 3 years prior to state,
 city or government agency
 bid as a business announcement
 using software (not email) that provides:
 newspaper deadline entry
 online submittal of camera ready notices
 mail confirmation of each order

City and County of San Francisco Office of Contract Administration



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 30, 2012

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 JUNE 11 31 PM 1:04
 ME

To: Angela Calvillo, Clerk of the Board
From: Jaci Fong, Director of OCA *JF*
Subject: Resolution Designating Outreach Newspapers for FY 12-13

Enclosed is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 12-13:

NEWSPAPER	COMMUNITY
✓ San Francisco Bay View	African American
✓ Small Business Exchange	African American, Chinese, Hispanic
✓ Sing Tao Daily	Chinese
✓ World Journal	Chinese
✓ Bay Area Reporter	LGBT
✓ Potrero View	Potrero Hill Neighborhood
✓ Central City Extra	Central City Neighborhood
✓ Marina Times/Northside Publications	Northern SF Neighborhood
✓ West Portal Monthly	West Portal Neighborhood
✓ <i>El Reportero (non-responsive: bid received late)</i>	<i>Hispanic</i>
✓ <i>The Western Edition (non-responsive: bid received late)</i>	<i>Western Addition Neighborhood</i>

- 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.
- For this year's term contract bid, OCA increased invitations to bid by 85% by conducting outreach to approximately 50 local vendors. In addition to the term contract bid proposal being posted on the City's bid database for two weeks, all outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA initially received 10 bids. After the initial bid due date, OCA noticed that three incumbent newspapers had not submitted a bid. Those vendors were contacted and invited to submit late bids. Only one did. OCA received a total of 11 bids. Two were deemed non-responsive due to late submission of bids.

Please find further detail in the attached spreadsheet regarding FY12-13 bids and recommended awards, bid prices, circulation, and bid evaluation criteria.

If you have any questions or require additional information, please contact Jennifer Browne on my team at 415-554-4751.

- Enclosures:
- Summary of Outreach Advertising Bids for FY12-13
 - Resolution designating OCA's recommended outreach newspapers
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor and Board)

**FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL**
(S.F. Campaign and Governmental Conduct Code § 1.126)

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

Contractor Information <i>(Please print clearly.)</i>	
Name of contractor: The Western Edition Newspaper	
<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)-(3) Cedric Moore	
(4) n/a	
(5) n/a	
Contractor address: 225 Bush St., 16 th Floor, San Francisco, CA 94104	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach Advertising	
Comments: Jaci Fong, Director of the Office of Contract Administration 554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
 a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority; Housing Authority Commission, Industrial Development Authority Board, Parking Authority, 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

Filer Information <i>(Please print clearly.)</i>	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

