File No	130566	Committee Item No	2
		Board Item No.	

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee:	Budget and Finance Committee	Date:	06/19/2013	
Board of Su	pervisors Meeting	Date:		
Cmte Boar	rd			
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Report Legislative Analyst Report Youth Commission Report Introduction Form Department/Agency Cover Letter at MOU Grant Information Form Grant Budget Subcontract Budget Contract/Agreement Form 126 – Ethics Commission Award Letter Application Public Correspondence		port	
OTHER	(Use back side if additional space i	s needed	i)	
-	by: Victor Young Dat		14, 2013	

[Outreach Advertising and Neighborhood Outreach Advertising - FY2013-2014]

Resolution designating Small Business Exchange to be the outreach newspaper of the City and County for the African American, Chinese and Hispanic communities; 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; Northside Publications/Marina Times to be the neighborhood outreach newspaper of the City and County for the Northern San Francisco neighborhood; and West Portal Monthly to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; to provide outreach advertising for FY2013-2014.

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

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

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

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

African American

Small Business Exchange

Chinese

Small Business Exchange

Hispanic

Small Business Exchange

Lesbian, Gay, Bisexual

Bay Area Reporter

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

Central City

Central City Extra

Northern San Francisco

Northside Publications/Marina Times

West Portal

West Portal Monthly; and be it

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.

City and County of San Francisco

Office of Contract Administration



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

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	ERESPONSIVE?	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	NO	Not Printed Frequently
·	Neighborhoods		Enough/Late Bid
Potrero View	Potrero Hill, Dogpatch,	NO	Late Bid
	Bayview, SOMA,		,
	Mission Bay	•	
	Neighborhoods	<u></u>	
El Reportero	Hispanic	NO	Late Bid

Page 1 of 2

City Hall, Room 430 1 Dr. Carlton B. Goodlett Place Tel. (415) 554-6743 Fax (415) 554-6717 San Francisco CA 94102-4685 Home Page: http://www.sfgov.org/oca Recycled paper, 100% PCW E-mail: oca@sfgov.org

RECEIVED
SAMERALISONS

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)

Outreach Community Served		Map/Zip Codes Included?			Verification of Circulation	Circulation	Publication?	Sample Newspapers Indicating Continuous	Sample Ad	Frequency of Publication?	Printed in San Francisco?	Locally Owned?	Minimumonalidedibns
Chinese	-	Yes			Self	16191	No*	,	Yes	Daily	No (South SF)	No	Blader Malay Tao
Neighborhood		Yes (Zip)			Printer Letter	25000	No*		Yes	Monthly	Yes	Yes	Northside Publications (Marina immes)
Neighborhood Hispanic/Latino Neighborhood		Yes (Zlp)	,		Printer Letter	102904	No*		Yes	Weekly	No (San Jose)	No	Biddar Bid Widdar Bid
Neighborhood		Yes (Addresses)			Printer Invoice	8000	Yes		Yes	Monthly	Yes	Yes	ender <i>syg</i> edutalieny edutar
Chinese		Yes (Zip)			Self (notarized) ibilsher's Stateme	60000	No*		Yes	Daily	No (Millbrae)	No	BidgerzzWolid Jednak
LGBT		Yes (Zip)			blisher's Stateme	27841	No*		Yes	Weekly	Yes	Yes	aBidderi8lBay Avea Reporter
nlc/Chinese	African American/Hispa	Yes (Zip)			Self	18750	No		Yes	Weekly	Yes	Yes .	eltider Øskmåll Business Exchanse
Neighborhood		No (Neighborhoods Listed)			ublisher and Printer Stateme	20000	No*		Yes	Weekly	No (San Rafael)	Yes	illiddar 10/West/Pontell Montally
Hispanic		(Addresses)	Circulation Route		Printer Invoice	10000	No*		Yes	Weekly	Yes	Yes	Eldder on Albrepariero (EXT/2)
Neighborhood		Listed)	(Neighborhoods	No	Printer Letter	9000	No*	1	Yes	Monthly	Yes	Yes	Bilditer (12)Rostero Vijevr (12/Nije)
	African-	Yes (Zip)			Printer Invoice	15000	No*		Yes	Monthly	No (Union City)	· Yes	Bidderiekan Frantiscoley Vietylekia
Neighborhood		No			Printer Invoice	25000	No*		ON	Quarterly	Yes	Yes ·	Bilder William Westernfedition (Mile)

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,	Communities Served	Ad Price Per Circulated Copy	Total Points with Bid Discounts Applied	Sales Tax Discount	Prompt Payment Discount	LBE Preference	Total Evaluation Points	Published in Foreign Language	Locally Owned & Operated	Periodical Cost	Circulation	Circulation as submitted	Advertising Price	Evaluation factors per Admin. Code Sec. 2.81	Evaluation Points
•		£.,		1.25%	max 2% Net 30	10%	37.0	5.0	2.0	5.0	10.0		15.0	Total Points Available	
	Chinese	\$ 0.02		No	No	No	,	Yes	No	.60 - \$1.25	16191	16,191	\$ 300.00	Bid	Bidder1:Si
			15.7	0.00%	0%	0%	15.7	5	0	0	2.7	per day	8.0	Points	Bidder 1: Sing Tao Daily
	Neighborhood	\$ 0.02		Yes	No	No		No	Yes	Free	833	25,000	\$ 455.00	Bid	2. Northside Publications/Marina
			12.5	1.25%	0%	0%	12.4	0	2	5	0.1	per month	5.3	Points	olications/Marina
DAGE 1 OF 2	Hispanic	\$ 0.004		Yes	No	No		Yes	No	Free	14701	102,904	\$ 441.18	Bid	Bidder 3: El Mensajero
			18.1	1.25%	. 0%	. 0%	17.9	G	0 .	и	2.5	per week	5.4	Points	Mensajero
	Neighborhood	\$ 0.03		Yes	1%30Net31	No		· No	Yes	Free	267	8,000	\$ 225.00	Bid	Bidder 5/6: Central City Extra
		· ·	18.1	1.25%	1%	0%	17.7	0	2	5	0.0444	per month	10.6	Points	ral City Extra
	Chinese	\$ 0.004		No	No .	No		Yes	No	\$ 0.50	60000	60,000	\$ 260.00		減縮 Bidden Jywon
			24.2	0.00%	0%	0%	24.2	5	0	0	10.0	per day	9.2	Points	ld Journal 3
	LGBT	\$ 0.01		Yes	No	No		No	Yes	Free	3977	27,841	\$ 380.00	Bid	Bidder 8: Bay Area Reporter
			14.1	1.25%	0%	0%	14.0	0	2	ហ	0.663	per week	6.3	Points	rea Reporter

		Bidder 9: Small		Bidder 10: West		Bidder 11: El						medina de la la	
Evaluation Points		Business Exchange		Bidder 10: West Portal Monthly		Reportero (LATE)		Bidder 12: Potrero View (LATE)		Bidder 13: San Frans	isco Bay View	(Magnagaran)	
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Blď	Points	Bid	Points	Bid	Points	Bid	Points	l one	
Advertising Price	15.0	\$ 159.32	15.0	\$ 265.00	9.0	\$ 650.00	3.7	\$ 355.00	6.7	\$ 200.00	11.9	\$ 600.00	4.0
Circulation as submitted		18750	per week	20,000	per month	10,000	per week	9,000	per month	15,000	per month	25,000	per quarter
Circulation	10.0	2679	0.4	667	0.1	1429	0.2	300	0.1	500	0.1	278	1
Periodical Cost	5.0	\$ 2.00	0	Free	5	Free	ы	Free	۲,	Free	5	Free	1
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2	Yes	
Published in Foreign Language	5.0	No	0	No	0	Yes	5	ì No	0	No	0	No	
Total Evaluation Points	37.0		17.4		16,1		15.9		13.8		19.0		11.0
LBE Preference	10%	Yes	10%	No	0%	No	0%	No	%0	Yes	10%	No	. 0%
Prompt Payment Discount	max 2% Net 30	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%
Total Points with Bid Discounts Applied			19.4		16.3		16.1		14.0		21.2		11.2
Ad Price Per Circulated Capy Communities Served		\$ 0.01 African-America	\$ 0.01 African-American/Chinese/Hispan Neighborhood	\$ 0.01 Neighborhood		\$ 0.07 Hispanic		\$ 0.04 Neighborhood		\$ 0.01 Neighborhood		\$ 0.02 Neighborhood	
Awarded last Year hut didn't hid this year													

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

NONE

county of government agency
riss secure were rosser of prevenient and
tracking software (not email) that provides:
- newspaper deadline entry
- online submittal of camera ready notices
- email confirmation of each order
Evaluation ovide service for 3 years prior to state, Bidder 4: Daily Journal Yes 15% řes Bidder 9: Small Business Exchange 5%

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Yes

PAGE 2 OF 2

	Outreach Community Served		Map/Zip Codes Included?		-	Verification of Circulation	Circulation	Publication?	Sample Newspapers Indicating Continuous	Sample Ad	Frequency of Publication?	Printed in San Francisco?	Locally Owned?	Minimum de cilita roos
* All names appropriate the interior of the field of the	Chinese		Yes			Self	16191	No*		Yes	Daily	No (South SF)	No	oan filmin kepina oan filmin kepina
thin it had one cam	Neighborhood		Yes (Zip)			Printer Letter	25000	No*		Yes	Monthly	Yes	Yes	Bjegsræ Nordiside Publications Publications
ple powerser of	Neighborhood Hispanic/Latino Neighborhood		Yes (Zip)			Printer Letter	102904	No*		Yes	Weekly	No (San Jose)	No	guderagi Menseleto
niv Biddor E/E/Co	Neighborhood		Yes (Addresses)			Printer Invoice	8000	Yes		Yes	Monthly	Yes	Yes	Citicar Cantalicity Cantalicity
Ditta Extra) c	Chinese		Yes (Zip)	-		Self (notarized) i	60000	No*		Yes	Daily	No (Millbrae)	No	dicension
when the desired	LGBT		Yes (Zip)			ıblisher's Stateme	27841	No*		Yes	Weekly	Yes	Yes	Biodepsubay Area Reporter
ios to indicate co	nlc/Chinese	African American/Hispa	Yes (Zip)			Self	18750	No		Yes	Weekly	Yes	Yes	eptetaranses.
ation of a rinting	Neighborhood		No (Neighborhoods Listed)	,		blisher and Printer Stateme	20000	No*		. Yes	Weekly	No (San Rafael)	Yes	Etgjer (OW)essperel Mennesser
	Hispanic		(Addresses)	Circulation Route		Printer Invoice	10000	No*		Yes	Weekly	Ϋ́es	Yes	ilodarisi Alkapadaro (Exte)
	Neighborhood		Listed)	(Neighborhoods	No	Printer Letter	9000	No*		Yes	Monthly	Yes	Yes	මැල්ලිය මුවු Rockaro මැත්තුන්
	American	African-	Yes (Zip)			Printer Invoice	15000	No.*		Yes	Monthly	No (Union City)	Yes	Digig-Eskeri Gengloodey Gengloodey
	Neighborhood		No			Printer Invoice	25000	No.*		No	Quarterly	Yes	Yes	ijddar (4:33he Wasianajajida)

newspapers submitted one sa
sample newspaper. On
ily Bidder 5/6 (Cent
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omitted back issues
to indicate continuous print
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	Communities Served	Ad Price Per Circulated Copy	Total Points with Bid Discounts Applied	Sales Tax Discount	Prompt Payment Discount	LBE Preference	Total Evaluation Points	Published in Foreign Language	Locally Owned & Operated	Periodical Cost	Circulation	Circulation as submitted	Advertising Price	Evaluation factors per Admin. Code Sec. 2.81	Evaluation Points
		,		1.25%	max 2% Net 30	10%	37.0	5.0	2.0	5.0	10.0		15.0	Total Points Available	
	Chinese	\$ 0.02		No	¥6	No		Yes	No	.60 - \$1.25	16191	16,191	\$ 300.00	Bid	Bidder 1: Sing Tao Daily
			15.7	0.00%	0%	0%	15.7	5	0	0	2.7	per day	8.0	Points	8
	Neighborhood	\$ 0.02		Yes	No	No		No	Yes	Free	833	25,000	\$ 455.00	Bid	2: Northside Publications/Marina
			12.5	1.25%	0%	0%	12,4	0	2	5	0.1	per month	5.3	Points	lications/Marina
PAGE 1 OF 2	Hispanic	\$ 0.004		Yes	No	No		Yes	No	Free	14701	102,904	\$ 441.18	Bid	Bidder 3: El Mensajero
,			18.1	1.25%	0%	0%	17.9	G,	0	5	2.5	per week	5.4	Points	Mensajero
	Nelghborhood	\$ 0.03		Yes	1%30Net31	No		No	Yes	Free	267	8,000	\$ 225.00	Bid	Bidder 5/6: Central City Extra
			18.1	1.25%	1%	0%	17.7	0	2	5	0.0444	per month	10.6	Points	ral City Extra
	Chinese	\$ 0.004		No	No	No		Yes	No	\$ 0.50	60000	60,000	\$ 260.00	邮	iowicznappie was
-			24.2	0.00%	0%	0%	24.2	5	0	0	10.0	per day	9.2	Points	INTERNITORIES
	LGBT	\$ 0.01		Yes	No	No		No	Yes	Free	3977	27,841	\$ 380.00	Bid	Bidder 8; Bay Area Reporter
			14.1	1.25%	%0	0%	14.0	0	2	ы	0.663	per week	6.3	Points	rea Reporter

Evaluation Points	Total Points	Bidder 9: Small Business Exchange		Bidder 10: West Portal Monthly		Bidder 11; El Reportero (LATE)		Bidder 12; Potrero View (LATE)		Bidder 13: San Fra	ncisco Bay View		朝は付きアエダル 助さい (ル/)
Evaluation factors per Admin. Code Sec. 2.81	Total Points Available	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points		肥
Advertising Price	15.0	\$ 159.32	15.0	\$ 265.00	9,0	\$ 650.00	3.7	\$ 355.00	6.7	\$ 200.00	11.9	١,٨	600.00
Circulation as submitted		18750	per week	20,000	per month	10,000	per week	9,000	per month	15,000	per month		25,000
Circulation	10.0	2679	0.4	667	0.1	1429	0.2	300	0.1	500	0.1	_	278
Periodical Cost	5,0	\$ 2.00	0	Free	5	Free	5	Free	5	Free	5		Free
Locally Owned & Operated	2.0	Yes	2	Yes	2	Yes	2	Yes	2	Yes	2		Yes
Published in Foreign Language	5.0	No	. 0	No	0	Yes	5	No	0	No	0		No
Total Evaluation Points	37.0		17.4		16.1		15.9		13.8		19.0		
LBE Preference	10%	Yes	10%	No	0%	No	0%	No	0%	Yes	10%		No
nt Discount	max 2% Net 30	Nο	%0	No	0%	No	0%	No	0%	No	0%		No
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%		Yes
Total Points with Bid Discounts Applied			19,4		16.3		16.1		14.0		21.2		
Ad Price Per Circulated Copy Communities Served		\$ 0.01 African-America	\$ 0.01 African-American/Chinese/Hispan.Neighborhood	\$ 0.01 . Neighborhood		\$ 0.07 Hispanic		\$ Neighbarhood		\$ 0.01 Neighborhood		Vei.	\$ 0.02 Neighborhood
Awarded Last Year but didn't bid this year													

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

NONE

Clearinghouse Bids for FY13-14

Control Contro		
	Bidder 4:	Bidder 9:
(MinimumQualifications	Daily Journal	Small Business
Provide service for 3 years prior to state,	Var	N .
county or government agency	100	No
rias secure web pased an pracement and		
tracking software (not email) that provides:		
 newspaper deadline entry 	Yes	Yes
- online submittal of camera ready notices		
- email confirmation of each order		
Evaluation	15%	5%

TC95317 Summary of Outreach Advertising and Clearinghouse Bids for FY13-14 Version Date: 5/30/13

	Outreach Community Served		Map/Zlp Codes Included?			Verification of Circulation	Circulation	Publication?	Sample Newspapers Indicating Continuous	Sample Ad	Frequency of Publication?	Printed in San Francisco?	Locally Owned?	al Minimum Qualifications at 2.5
* All newspapers submitted one sample newspaper. Only Bidder 5/6 (Central City Extra) submitted back issues to indicate continuous p	Chinese		Yes			Self	16191	No*		Yes	Daily	No (South SF)	No	Oct. Bus. Triangle
abmitted one sam	Neighborhood		Yes (Zlp)			Printer Letter	25000	No.		Yes	Monthly	Yes	Yes	iBidder 2 Finorthside Publications (Manna i imes)
ple newspaper. O	Neighborhood Hispanic/Latino Neighborhood		Yes (Zip)			Printer Letter	102904	No*		Yes	Weekly	No (San Jose)	No	Bidde/a/El
nly Bidder 5/6 (Ce	Neighborhood		Yes (Addresses)			Printer Invoice	8000	Yes	-	Yes	Monthly	Yes	Yes	Bilddel: 5/6 p. Central City
entral City Extra) s	Chinese		Yes (Zip)			Self (notarized)	60000	No.*		Yes	Daily	No (Millbrae)	No	Bidger World Bidger World
submitted back is:	LGBT		Yes (Zip)			ıblisher's Stateme	27841 ·	No*		Yes	Weekly	Yes	Yes	Bidder, 8 Bay Area Reporter,
ues to indicate co	nic/Chinese	African American/Hispa	Yes (Zip)			Self	18750	No		Yes	Weekly	Yes	Yes	Bidder 9:5mall. Bidder 9:5mall. Bigginess Birkchanges
ontinuous printing.	Neighborhood		No (Neighborhoods Listed)			ublisher and Printer Stateme	20000	No*		Yes	Weekly	No (San Rafael)	Yes	Biddle prowest portal
	Hispanic		(Addresses)	Circulation Route		Printer Invoice	10000	No*		Yes	Weekly	Yes	Yes	alddar W Elikepog gro (Livita)
	Neighborhood		Listed)	(Nelghborhoods	No	Printer Letter	9000	No*		Yes	Monthly	Yes	Yes	Bidder i Abotrero Miewi (Aute)
	American	African-	Yes (Zip)			Printer Invoice	15000	No*		Yes	Monthly	No (Union City)	Yes	Bidder 13 San Fight scotts View (UATE)
	Neighborhood		No			Printer Involce	25000	No*		Ν̈́ο	Quarterly	Yes	Yes	Bidder 14 The Western Edition

15.7 12.5 18.1 \$ 0.02 \$ 0.02 \$ 0.004 Chinese Neighborhood Hispanic	Evaluation factors per Admin. Code Sec. 2.83 Advertising Price Circule** as submitted Circu PerioCost Localify Owned & Operated Published in Foreign Language Total Evaluation Points LIBE Preference Prompt Payment Discount Incomit Tax Discount Incomit Disco	Total Points Available 15.0 10.0 5.0 2.0 5.0 37.0 10% max 2% Net 30 1.25%	8 Bidder 1: 5 8 Bid \$ 300.00 \$ 16.191 16.191 .60 - \$1.25 No No No No	Sing Tac. 500 Tac. 50		Bid 455.00 455.00 25,000	2.: Northaide Publications/Marinal \$ 455.00	Bidder 3: E Mensalero Bid Points \$ 441.18 5.4 102.904 per wee 14701 2.5 Free 5 Free 5 Free 5 17.9 No 0% No 0% Yes 1.25%	Mensajero Points 5.4 5.4 Perweek 2.5 5 5 5 0 0 5 17.9 0% 1.25%	Bidder 5/6: Central City Extra Bid Poin \$ 225.00 10. 267 20.004 Free 5 Yes 20.00 No 17. No 17. Yes 0.04 17. 17. 17. 17. 17. 17. 17. 17. 17. 17	City Extra Points 10.6 per mont 0.04444 5 5 2 2 0 17.7 0% 1.25%		\$ \$ 60 5 60 6 60	\$ 260.00 \$ 0.00 \$ 0.00 \$ 0.00 \$ 0.50 No	\$ 260.00 9.2 \$ 60,000 10.0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
No 0 Yes 2 No 0 15.7 12.4 17.9	15.0 10.0 5.0	1 1	\$ 300, 16,191 16191 .60 - \$1.25		· ·		5.3 per month 0.1 5	\$ 441.18 102,904 14701 Free	5.4 per week 2.5 5	\$	1 1 1 1	225.00 pe	225.00 10.6 \$ 26 per month 60,000 0.0444 60000 5 \$	225.00 10.6 \$ 260.00 per month 60,000 0.0444 60000 5 \$ 0.50	225.00 10.6 \$ 260.00 9.2 \$ 2.7
Yes 5	5.0 2.0		.60 - \$1.25 No	0		Free Yes	2	Free No	5	Free Yes		2	5 \$ No	5 \$ No	5 \$ 0.50 0 2 No 0
No O% No		5.0	Yes	5		No	0	Yes	5	, N	В	0	0	0	0 Yes 5
No 0%		37.0		15.7			12,4		17.9			17.7	17.7		
No 0% No 0% No 0% No 0.00% Yes 1.25% Yes 1.25% \$ 0.02 \$ 0.02 \$ 0.04 Chinese Nelathbarhood Hispanic		10%	No	0%		No	0%	No	0%		No		0%	0% No	0% No 0%
No 0.00% Yes 1.25% Yes 1.25% 45.7 12.5 12.5 18.1 \$ 0.02 \$ 0.04 \$ 0.04 Chinese Neighborhood Hispanic	3	max 2% Net 30	No	2%		No	0%	No	%0		1%30Net31	Net31	Net31 1%	Net31 1% No	Net31 1% No 0%
15.7 12.5 18.1 0.02 \$ 0.02 \$ 0.004 Nelathorhood Hispanic	_	1.25%	No	0.00%		Yes	1.25%	Yes	1.25%		Yes	Yes 1.25%	***	1.25%	1.25% No
0.02 \$ 0.02 \$ 0.004 Neighborhood Hispanic				15.7			12.5		18.1			18.1	18.1	18.1 24.2	
			S 0. Chinese	02	\$ Neight	0.02 porhood		\$ 0.004 Hispanic		\$ Neig	\$ Neighborhood			0.03 \$ 0.004 Chinese	0.03 \$ Chinese

PAGE 1 OF 2

TC95317 Summary of Outreach Advertising and Clearinghouse Bids for FY13-14 Version Date: 5/30/13

Communities Served	Ad Price Per Circulated Copy	Total Points with Bid Discounts Applied	Sales Tax Discount	Prompt Payment Discount	LBE Preference	Total Evaluation Points	Published in Foreign Language	Locally Owned & Operated	Periodical Cost	Circulation	Circulation as submitted	Advertising Price	Evaluation factors per Admin. Code Sec. 2.81	Evaluation Points
			1.25%	max 2% Net 30	10%	37.0	5.0	2.0	5.0	10.0		15.0	Total Points Avallable	
African-American/Chinese/Hispan. Neighborhood	\$ 0.01		Yes	No	Yes		No	Yes	\$ 2.00	2679	18750	\$ 159.32	Bid	Bidder 9: Small Business Exchange
/Chinese/Hispan.		19.4	1.25%	0%	10%	17.4	0	2	0	0.4	per week	15.0	Points	
Neighborhood	\$ 0.01		Yes	No :	No		No	Yes	Free	667	20,000	\$ 265.00	Bid	Bidder 10: West Portal Monthly
		16.3	1.25%	0%	0%	16.1	0	2	5	0.1	per month	9.0	Points	
Hispanic	\$ 0.07		Yes	No	No		Yes	Yes	Free	1429	10,000	\$ 650.00	Bid	Bidder 11: El Reportero (LATE)
		16.1	1.25%	0%	0%	15.9	5	2	5	0.2	per week	3.7	Points	
Nelghborhood	\$ 0.04		Yes	No	No		No	Yes	Free	300	9,000	\$ 355.00	Bld	Bidder 12: Potrero View (LATE)
		14.0	1.25%	0%	0%	13.8	0	2	5	0.1	per month	Ī		
Nelghborhood	\$ 0.01		Yes	No	Yes		No	Yes	Free	500	15,000	\$ 200,00	Bid	Bidder 13: San Fran
		21.2	1.25%	0%	10%	19.0	0	7	U	0.1	per month	11.9	Points	cisco Bay View
Neighborhood	\$ 0.02		Yes	No	No		No	Yes	rree	2//8	25,000	\$ 25.00	Pi Bid	Bidder 14 The
		11.2	1.25%	0%	0%	TL.U			, ,	0.0	per quarter	4.0	Points	Vestern Edition (E) 4 30 3 (S)

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

NONE

Clearinghouse Blds for FY13-14

Cicarii Broade piad tot 1 1 20 27		
	Didder A.	Bidder 9:
Minimum Qualifications	Diluter #.	Small Business
	Daily Journal	Exchange
Provide vice for 3 years prior to state,	∀B r	2
county or government agency	į	
Ligs sectors were passed an biggerineite and		
tracking software (not email) that provides:		,
- newspaper deadline entry	Yes	Ýes
online submittal of camera ready notices		
emall confirmation of each order		
Evaluation	15%	5%

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

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor:	
Small Business Exchange, Inc.	
Please list the names of (1) members of the contractor's board of	f directory (2) the contractor's chief accousing officer chief
financial officer and chief operating officer; (3) any person who	has an expression of 20 reposes on the executive officer, chief
any subcontractor listed in the bid or contract; and (5) any politi	ical committee snowspred or controlled by the contractor. Use
additional pages as necessary.	ical commutee sponsored or comfound by the contractor. Ose
(1) Gerald Johnson, Valerie Voorhies	
(2) Gerald Johnson, CEO	
(3) Gerald Johnson (100%)	
(4)(5) - N/A	
Contractor address: 703 Market Street, Suite 1000, San I	Francisco, CA 94103
Date that contract was approved:	Amount of contract:
11	Amount of contract.
Describe the nature of the contract that was approved:	
	Advertising and Clearinghouse Services
Outreact	Advertising and Clearinghouse Services
Comments: Jaci Fong, Director of the Office of Contr	ract Administration and Purchaser
415-554-6701	
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 Au	uthority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commis	
Development Authority) on which an appointee of the City	
	olective officer(s) radiitified on this form sits
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	()
A J.J	
Address:	E-mail:
•	
Signature of City Elective Officer (if submitted by City elective o	fficer) Date Signed
Signature of Board Secretary or Clerk (if submitted by Board Secretary o	retary or Clerk) Date Signed
· · · · · · · · · · · · · · · · · · ·	<u> </u>

FORM SFEC-126: NOTIFICATION OF CONTRACT APPROVAL

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

City Elective Officer Information (Please print clearly.)

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 (Please print clearly.)	
Name of contractor: Bay Area Reporter	
	of directors; (2) the contractor's chief executive officer, chief o has an ownership of 20 percent or more in the contractor; (4) itical committee sponsored or controlled by the contractor. Use
Contractor address: 395 – 9th Street, San Francisco, CA	94103
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outread	ch Advertising and Clearinghouse Services
Comments: Jaci Fong, Director of the Office of Con 415-554-6701	tract Administration and Purchaser
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 A Board, Parking Authority, Redevelopment Agency Comm Development Authority) on which an appointee of the Cit	Authority Commission, Industrial Development Authority ission, Relocation Appeals Board, Treasure Island
Print Name of Board	-
Filer Information (Please print clearly.)	
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 Se	ecretary or Clerk) Date Signed

FORM SFEC-126: NOTIFICATION OF CONTRACT APPROVAL

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

City Elective Officer Information (Please print clearly.)

Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
Contractor Information (Please print clearly.)	
Name of contractor: San Francisco Study Center dba Centra	l City Extra
Please list the names of (1) members of the contractor's board of financial officer and chief operating officer; (3) any person who hany subcontractor listed in the bid or contract; and (5) any politic additional pages as necessary. (1) John Burks - President; Ric Secretary/Treasury; Reiko Homma True, Stas Margaronis, E Tina Tong Lee; (2) CEO – Geoffrey Link, CFO – Kevin Wals	has an ownership of 20 percent or more in the contractor; (4) cal committee sponsored or controlled by the contractor. Use thard Livingston – Vice President; Libby Denebeim – dgar Mercado, James D. McWilliams, Ben Fong-Torres,
(3)(4)(5) - N/A	
Contractor address: 944 Market Street, #701, San Francisco	co, CA 94102
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach	Advertising and Clearinghouse Services
Comments: Jaci Fong, Director of the Office of Contra 415-554-6701	act Administration and Purchaser
his 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 Aut Board, Parking Authority, Redevelopment Agency Commiss Development Authority) on which an appointee of the City e	thority Commission, Industrial Development Authority sion, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number: ()
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective of	ficer) Date Signed
Signature of Board Secretary or Clerk (if submitted by Board Secre	etary or Clerk) Date Signed

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

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Members, San Francisco Board of Supervisors	Members, San Francisco Board of Supervisors
· .	
,	
Contractor Information (Please print clearly.)	A
Name of contractor:	
Northside Publications, Inc. (Mari	na Times)
Please list the names of (1) members of the contractor's board financial officer and chief operating officer; (3) any person wh any subcontractor listed in the bid or contract; and (5) any pol additional pages as necessary. (1) Susan Dyer Reynolds (2) Susan Dyer Reynolds – CEO, COO, CFO (3) Susan Dyer Reynolds	of directors; (2) the contractor's chief executive officer, chief to has an ownership of 20 percent or more in the contractor; (4) litical committee sponsored or controlled by the contractor. Use
(4)(5) - N/A	·
Contractor address: 3053 Fillmore Street, #328, San Fra	ncisco, CA 94123
Date that contract was approved:	Amount of contract:
Bato that contract was approved.	Amount of contract.
Describe the nature of the contract that was approved:	
	ch Advertising and Clearinghouse Services
Outread	ch Advertising and Clearinghouse Services
Comments: Jaci Fong, Director of the Office of Con 415-554-6701	tract Administration and Purchaser
This contract was approved by (check applicable):	1
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 A Board, Parking Authority, Redevelopment Agency Comm Development Authority) on which an appointee of the Cit	Authority Commission, Industrial Development Authority ission, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
Address:	E-mail:
Trade obs.	L-man.
	•
City of City City of C	00
Signature of City Elective Officer (if submitted by City elective	officer) Date Signed
G' CD 10 C' 1 (2)	
Signature of Board Secretary or Clerk (if submitted by Board Se	ecretary or Clerk) Date Signed

FORM SFEC-126: NOTIFICATION OF CONTRACT APPROVAL

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

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s):	City elective office(s) held:
Edwin M. Lee	Mayor, City and County of San Francisco
Contractor Information (Please print clearly.)	
Name of contractor: West Portal Monthly	
Please list the names of (1) members of the contractor's board of difinancial officer and chief operating officer; (3) any person who has any subcontractor listed in the bid or contract; and (5) any political additional pages as necessary.	s an ownership of 20 percent or more in the contractor; (4)
Glenn Gullmes, Sole Proprietor	
Contractor address:	
205 Kensington Way, San Francisco, C	A 94127
Date that contract was approved	Amount of contract:
Describe the nature of the contract that was approved:	
	dvertising and Clearinghouse Services
Comments: Jaci Fong, Director of the Office of Contract Act 415-554-6701	dministration and Purchaser
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	
	rint Name of Board
☐ the board of a state agency (Health Authority, Housing Authority, Parking Authority, Redevelopment Agency Commission Development Authority) on which an appointee of the City ele	n, Relocation Appeals Board, Treasure Island
Print Name of Board	
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	()
Address:	E-mail:
Signature of City Elective Officer (if submitted by City elective office	er) Date Signed
Gint D. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	01.1)
Signature of Board Secretary or Clerk (if submitted by Board Secreta	ry or Clerk) Date Signed