File No	140795	Committee Item No.	<u></u>
	•	Board Item No.	

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee:	Budget & Finance Sub-Committee	Date <u>July 23, 2014</u>
Board of Su	pervisors Meeting	Date
Cmte Boa	rd	
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Rep Youth Commission Report Introduction Form Department/Agency Cover Letter and MOU Grant Information Form Grant Budget Subcontract Budget Contract/Agreement Form 126 – Ethics Commission Award Letter Application Public Correspondence	
OTHER	(Use back side if additional space is	s needed)
-	by: <u>Linda Wong</u> Date by: <u>Linda Wong</u> Date	eJuly 18, 2014 e

Mayor Lee
BOARD OF SUPERVISORS

Potrero Hill

Resolution designating *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; *West Portal Monthly* to be the neighborhood outreach newspaper of the City and County for the West Portal neighborhood; and *Potrero View* to be the neighborhood outreach newspaper of the City and County for the Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay neighborhoods to provide outreach advertising for FY2014-2015.

[Outreach Advertising and Neighborhood Outreach Advertising - FY2014-2015]

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 neighborhood outreach newspapers for the indicated neighborhood for FY2014-2015:

Central City Central City Extra

Northern San Francisco Northside Publications/Marina Times

West Portal West Portal Monthly

Potrero View; 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 BDARD OF SUPERVISORS
SAN FRANCISCO
Director and

Jaci Fong Director and Purchaser

2014 JUL 18 PM 3: 29

Purchasing

July 15, 2014

To:

Angela Calvillo, Clerk of the Board

WK;

From:

Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser

SA

Subject:

Results of Outreach Newspaper Solicitation, OCA Recommendations and Resulting

Resolution Designating Outreach Newspapers for FY 14-15

Enclosed, is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 14-15 based on the solicitation results/Administrative Code requirements:

NEWSPAPER	NEIGHBORHOOD	RESPONSIVE TO ADMIN CODE 2.81?
Northside Publications/Marina Times	Northern SF Neighborhoods	YES
Central City Extra	Central City Neighborhoods	YES
West Portal Monthly	West Portal Neighborhood	YES
Potrero View	Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay Neighborhoods	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 11 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 contracts to a broader range of bidders to best serve the City's outreach advertising needs.

In order to be responsive, *outreach neighborhood* (not community) newspapers must be printed at least once per month to be responsive. There is no requirement regarding where the newspapers are printed. All bidding Outreach neighborhood newspapers [except The Western Edition – see next table] are printed at least once per month and are therefore, responsive.

Non-responsive bids were submitted by the following newspapers:

NEWSPAPER			REASON?
Ci T D-iI-		CODE 2.81?	
Sing Tao Daily	Chinese	NO	1
World Journal	Chinese	NO	1
Bay Area Reporter	LGBT	NO	2
Small Business Exchange	African-American, Chinese,	NO	2
	Hispanic		
El Reportero	Hispanic	NO	1,2,3

San Francisco Bay View	African-American	NO	1, 2
The Western Edition	Western Addition	NO	2,3

Responsiveness Key:

- 1 = Printed Outside SF
- 2 = Not Printed One or More Days in Calendar Week
- 3 = Late Bid

Per Admin 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 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 to be responsive, *outreach community* (not neighborhood) *newspapers* must be printed in San Francisco on one or more days in a calendar week. None of the bidding outreach community newspapers meet both of these requirements and are therefore, non-responsive.

Late bids were received from *El Reportero* and *The Western Edition*. Late bids are procedurally deemed non-responsive.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach newspapers. The clearinghouse receives the Clerk of the Board's ads and transmits them to the newspapers, 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 FY14-15 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 14-15

Summary of Outreach Advertising Awards for FY 14-15 with last year's awards

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 Advertising FY14-15 Bid Evaluation Overview dated July 7,2014

Bidder	Communities Served	Language Published	Evaluation Score	Rank	Responsive	Reason	FY14-15 OCA Recommendation	FV13-14 BOS Award
Central City Extra	Neighborhood	English	18.1	1	Yes		OCA Recommended for Award	Yes
West Portal Monthly	Neighborhood	English	18	7	Yes		OCA Recommended for Award	Yes
Potrero View	Neighborhood	English	12.9	3	Yes		OCA Recommended for Award	Yes
Northside Publications/Marina Times	Neighborhood	English	12.7	4	Yes		OCA Recommended for Award	Yes
World Journal	Chinese	Chinese	24.2		No	1	Board Discretion	Yes**
San Francisco Bay View	African-American	English	21.1		No	1,2	Board Discretion	Yes**
Small Business Exchange	African-American, Chinese, Hispanic	. English	19.1		No	2	Board Discretion	Yes
Sing Tao Daily	Chinese	Chinese	17.6		No	Ţ	Board Discretion	Yes**
El Reportero	Hispanic	Spanish	17		No	1,2,3	Board Discretion	Yes**
Bay Area Reporter	LGBT	English	14.2		No	7	Board Discretion	Yes
The Western Edition	Neighborhood	English	12		No	2,3	Board Discretion	Yes**

Responsiveness Key:

1 = Printed Outside SF
2 = Not Printed Frequently Enough
3 = Late Bid
** = Newspaper Non-Responsive FY13-14

Ves No* 7700 Printer Invoice	No* 12500 Printer Letter Yes (Neighborhoods Listed)	Weekly Yes Yes No* 7500 Printer invoice Yes (Circulatton Route/Addresses)	Yes No* 21000 er and Printer Sta Yes (Neighborhoods Listed)	Dally Weekly Weekly Monthly	Yes 29000 Silt Report/Publisi Yes (Zip)		Yes Yes 8000 Printer invoice Pres (Addresses)	Ves No* 25000 Printer Involce Yes (Map/Addresses	Yes No* 15867 Self (Notarized) Yes	Sample Ad Sample Newspapers Indicating Continuous Publication? Circulation Verification of Circulation Map/Zip Codes Included?
No (Union City)	Yes	No (Gardena, CA)	No (San Rafael)	Yes	Yes	No (Millbrae)	Yes	Yes Monthly	No (South SF)	Fraguency of Publication?
Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Locally Owned?
Selverings Vilva	Potradoview	välReportere (L'Anfo)	West Portal Monthly	Small Business	Bay Ajjed ay Reporter	Avyeriti ibirinati	Gentral Glty Extra	(Gradia adops)	Sing Tao Daily	ស្រីជាព្រះស្រីម៉េព្រះទេវិទ្រា

Chinese Neighborhood Neighborhood Chinese LGBT nic/Chinese Neighborhood Hispanic Neighborhood African-American Neighborhood African-American Neighborhood African-American Neighborhood African-American Neighborhood African-American Neighborhood African-American Neighborhood Neig

	Ad Price Per Circulated Copy Communities Served	lotal Points with Bid Discounts Applied	-	15Count max 29		Points	nguage				as submitted		Evaluation factors per Admin. Code Sec. 2.81 Av	Evaluation Points Tota
			1.25%	Net 30	10%	37.0	5.0	2.0	5.0	10.0		15.0	Available	Total Points
	\$ 0.02 Chinese		No	No	No		Yes	Yes	.60 - \$1.25	15867	15,867	\$ 300.00		oe ir guise sure.
		17.6	0.00%	0%	0%	17.6	5	2	0	2.6	per day	8.0	je svojast	AD THE
	\$ 0.02 Neighborhood		Yes	No	No		No	Yes	Free	833	25,000	\$ 445.00	Did.	ontisti e Baptican
		12.7	1.25%	0%	0%	12.5	0	2	5	0.1	per month	5.4	Polities	ons/Marinastin
PAGE 1 OF 2	\$ 0.03 Neighborhood		Yes	1%30Net31	No		No	Yes	Free	267	8,000	\$ 225.00	Bid	DIPLOCED TO SERVICE
	6	18.1	1.25%	1%	0%	17.7	0	2	5	0.0444	per month	10.6	+ Points	i enevelor
	\$ 0.004 Chinese		No	No	No		Yes	No	\$ 0.50	60000	60,000	\$ 260.00	ju .	, A Haworld Jo
		24.2	0.00%	%0	0%	24.2	5	0	0	10.0	per day	9.2	्रश्याच्य	urnal - FANCE 1838
	\$ 0.01 LGBT		Yes	No	No		No	Yes	Free	4143	29,000	\$ 380.00	i inici	Bay Area
		14.2	1.25%	%0	0%	14.0	0	2	5	0.690	per week	6.3	Rains	Reporter

Evaluation Points	Total Points	Sold Section 19	aurikasiskalauka	West P	West Portal Monthly Bid Points	ill Napoli	iany (inventa)	Potrero	View And A	See Saludin		E THINANGOEDU	TELEVERY OF THE CONTROL OF THE STREET
Advertising Drice		÷ 150	A CANADA CONT.					これでは、 これのこのできる。				である。 では、これでは、これでは、これでは、これでは、これでは、これでは、これでは、これ	の意思を見せている。
Circulation as submitted	10.0	C.C. C	Ť	225.00	T	> 519.04	4.6	\$ 425.00	5.6		\$ 200.00	\$ 200.00 11.9 \$)
Circulation as submitted		650	per week	21,000	per month	7,500	per week	12,500	per monti	nth	mth 7,700	7,700 per	7,700 per month 20,0
Circulation	10.0	93	. 0.0	700	0.1	1071	0.2	417	0.1			757	757 0.0
Periodical Cost	5.0	\$ 2	2.50 0	Free	,	Fron	_	-					
orally Owned & Operated	30		٥ د	1166		- lee	U	Free		G,	5 Free	5 Free 5	5 Free 5 Free
Locally Owled & Operated	0.2	TES.	7	Yes	2	Yes	2	Yes		2	2 Yes	2 Yes 2	2 Yes 2 Yes
rubisieu jii roteigii Language	5.0	NO	_	No	0	Yes	5	No		0	No	No 0	0
iotal Evaluation Points	3/.0		17.0		17.7		16.8		1	12.7	2.7	2.7	19.0
LBE Preference	10%	Yes	10%	No	0%	No	%0	No	_ }	20%	0% Yes	Yes	Yes
Prompt Payment Discount	max 2% Net 30	1%30Net31	1 1%	No	0%	No	0%	No		%0		No	No 0%
Sales Tax Discount	1.25%	Yes	1.25%	Yes	1.25%	Yes	1.25%	Yes		1.25%	-	Yes 1	Yes 1.25%
lotal Points with Bid Discounts Applied			19,1		18.0		17.0			12.9			21.1
Ad Price Per Circulated Copy Communities Served		\$ 0. African-Amer	0.25 merican/Chinese/His	0.25 \$ 0.01 rican-American/Chinese/Hispan Neighborhood	T #	\$ 0.07 Hispanic		\$ 0.03 Neighborhood			\$ 0.03 Neighborhood	S 0.03	\$ 0.03 Neighborhood Neighborhood
WALL STATE OF THE PROPERTY OF		E NAPOSALES	Di Si										

Clearinghouse Bids for FY14-15 (Althnum)@nellijeriji	Awarded Last Year but didn't bid this y contact and ask why they didn't big at they dilke to submit bids
Daik	year ELIVENSAIERO and if

(Minimum)Quell/figrifjons	Daily Journal
Provide service for 3 years prior to state,	V
county or government agency	Yes
Has secure web based ad placement and	
tracking software (not email) that provides:	
 newspaper deadline entry 	Yes
 online submittal of camera ready notices 	
 email confirmation of each order 	
Evaluation	15%

(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: Northside Publications, Inc. (Marina	Times
	,
Please list the names of (1) members of the contractor's board of financial officer and chief operating officer; (3) any person who any subcontractor listed in the bid or contract; and (5) any politic additional pages as necessary. (1) Susan Dyer Reynolds (2) Susan Dyer Reynolds (4) n/a (5) n/a	has an ownership of 20 percent or more in the contractor: (4)
Contractor address:	
3053 Fillmore St., # 238, San Francis	sco, CA 94123
Date that contract was approved:	Amount of contract:
•••	·
Describe the nature of the contract that was approved:	
Outreach	Advertising and Clearinghouse Services FY14-15
Comments: Jaci Fong, Director of the Office of Contr	act 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	thority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commission	sion, Relocation Appeals Board, Treasure Island
Development Authority) on which an appointee of the City of	elective officer(s) identified on this form sits
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 Doord Connetons on Cl. 1 (15 1 144 11 7) 15	(11)
Signature of Board Secretary or Clerk (if submitted by Board Secre	etary or Clerk) Date Signed

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

City Elective Officer Information (Please print clearly.)

city Elective Officer Information (1 tease print crearly.)	
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 (Centr	ral City Extra)
Please list the names of (1) members of the contractor's board financial officer and chief operating officer; (3) any person who any subcontractor listed in the bid or contract; and (5) any pola additional pages as necessary. (1) John Burks, Richard Livi McWilliams. Ben Fong-Torres, Tina Tung Yee (2) CEO – Geoff Link, CFO – Kevin Walsh (3) n/a (4) n/a (5) n/a	o has an ownership of 20 percent or more in the contractor; (4) itical committee sponsored or controlled by the contractor. Use
Contractor address: 1663 Mission St., Suite 504, San Fra	ancisco, 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 FY14-15
Comments: Jaci Fong, Director of the Office of Cont 415-554-6701	ract 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
I the board of a state agency (Health Authority, Housing A Board, Parking Authority, Redevelopment Agency Commit Development Authority) on which an appointee of the City	ssion, 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 Sec	cretary or Clerk) Date Signed

(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:	
West Portal Monthly	
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.	as an ownership of 20 percent or more in the contractor (4)
Glenn Gullmes, Sole Propietor	
Contractor address:	
205 Kensington Way, San Francisco, (CA 94127
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved:	
Outreach A	Advertising and Clearinghouse Services FY14-15
Comments: Jaci Fong, Director of the Office of Contra	et Administration and Purchasor
415-554-6701	et Administration and I dichaser
This contract was ammoved by (shorts and in the	
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
I the board of a state agency (Health Authority, Housing Auth	nority Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commissi	on, Relocation Appeals Board, Treasure Island
Development Authority) on which an appointee of the City el	ective officer(s) identified on this form sits
Print Name of Board	,
Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number:
	()
Address:	E-mail:
	E-man.
Signature of City Elective Officer (if submitted by City elective offi	icer) Date Signed
c committee by they decente the	Date Signed
Signature of Board Secretary or Clerk (if submitted by Board Secret	tary or Clerk) Date Signed

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

City Elective Officer Information (Please print clearly.)

The state of the 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:	
The Potrero View	
Please list the names of (1) members of the contractor's board of direct	ctors: (2) the contractor's chief executive officer, chief
financial officer and chief operating officer; (3) any person who has a	n ownership of 20 percent or more in the contractor: (4)
any subcontractor listed in the bid or contract; and (5) any political co	ommittee sponsored or controlled by the contractor Use
additional pages as necessary.	1
Steven J. Moss, Owner	
Jennifer Durrant, Production Manager (sub-contractor)	
Contractor address:	
2325 Third St., #344, San Francisco, CA	94107
Date that contract was approved:	Amount of contract:
	Amount of contract.
Describe the nature of the contract that was approved:	
	ertising and Clearinghouse Services FY14-15
Outicach Auvi	titising and Clearinghouse Services F 114-15
Comments: Jaci Fong, Director of the Office of Contract A	dministration and Purchaser
415-554-6701	
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	
	Name of Board
the board of a state agency (Health Authority, Housing Authority	y Commission, Industrial Development Authority
Board, Parking Authority, Redevelopment Agency Commission,	Relocation Appeals Board, Treasure Island
Development Authority) on which an appointee of the City electi	ve officer(s) identified on this form sits
Print Name of Board	
Tile. I. f	
Filer Information (Please print clearly.) Name of filer:	
Name of mer.	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
	-