

File No. 170647

Committee Item No. 4  
Board Item No. \_\_\_\_\_

**COMMITTEE/BOARD OF SUPERVISORS**  
AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date June 21, 2017

Board of Supervisors Meeting

Date \_\_\_\_\_

**Cmte Board**

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- 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 needed)

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Completed by: Linda Wong Date June 8, 2017  
Completed by: Linda Wong Date \_\_\_\_\_

AMENDED IN COMMITTEE

6/15/17

FILE NO. 170647

RESOLUTION NO.

1 [Outreach Community Advertising and Neighborhood Outreach Advertising - Small Business  
2 Exchange; Sing Tao Daily; World Journal SF LLC; El Reportero; Bay Area Reporter; The  
3 Potrero View - FY2017-2018]

4 **Resolution designating *Small Business Exchange* to be the outreach periodical of the**  
5 **City and County of San Francisco for the African American community; *Sing Tao Daily***  
6 **and *World Journal SF LLC*, to be the outreach periodical of the City and County of San**  
7 **Francisco for the Chinese community; *El Reportero* to be the outreach periodical of the**  
8 **City and County of San Francisco for the Hispanic community; *Bay Area Reporter* to be**  
9 **the outreach periodical of the City and County of San Francisco for the Lesbian, Gay,**  
10 **Bisexual and Transgender community; and *The Potrero View* to be the neighborhood**  
11 **outreach periodical of the City and County of San Francisco for the Potrero Hill,**  
12 **Bayview, Mission Bay and SoMa neighborhoods; to provide outreach advertising for**  
13 **FY2017-2018.**

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

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

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

23 RESOLVED, That the Board designates the following periodicals, which circulate  
24 primarily in the indicated communities and are printed in San Francisco, to be the outreach  
25 periodicals for the indicated communities for FY2017-2018:

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African American	<i>Small Business Exchange</i>
Chinese	<i>Sing Tao Daily; and World Journal SF LLC</i>
Hispanic	<i>El Reportero</i>
Lesbian, Gay, Bisexual,	<i>Bay Area Reporter</i>
Transgender	

FURTHER RESOLVED, That the Board designates the following neighborhood outreach periodical for the indicated neighborhood(s) for FY2017-2018:

Potrero Hill, Bayview,	<i>The Potrero View;</i> and be it
Mission Bay and SOMA	

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

Summary of Outreach Advertising and Clearinghouse Services Bids For Fiscal Year 2017-2018

Outreach Advertising	2	3	5	6	8	5	9	1	5
Evaluation Points	San Francisco Bay View	Small Business Exchange	San Francisco Print Media Co. (DBA SF Weekly)	World Journal SF LLC	Sing Tao Daily	San Francisco Print Media Co. (DBA SF Weekly)	El Reportero	Bay Area Reporter - LGBT	San Francisco Print Media Co. (DBA SF Weekly)
Communities Served (African American (AA) / Chinese (Ch) / Hispanic (H) / Lesbian-Gay-Bisexual-Transgender (LGBT))	African American (AA)	African American (AA)	African American (AA)	Chinese (Ch)	Chinese (Ch)	Hispanic (H)	Hispanic (H)		
Ad Price Per Circulated Copy (\$)	\$0.01	\$0.01	\$0.01	\$1.00	\$1.00	\$0.01	\$0.05		
Evaluation factors per Admin. Code Sec. 2.81									
Advertising Price (w/ clearinghouse)	\$200.00	\$200.00	\$400.00	\$100.00	\$100.00	\$109.00	\$24.00		
Circulation as submitted	15,200/wk	15,200/wk	70,000/wk	17,000/week	17,000/week	70,000/wk	10,000/wk		
Daily Circulation (Avg)	517	2143	30,000	4,250	4,250	30,000	1,419		
Periodical Cost	5	5	5	5	5	5	5		
Locally Owned & Operated	YES	YES	NO	YES	YES	NO	YES		
Published in Foreign Language	NO	NO	NO	NO	NO	NO	NO		
Total Evaluation Points	37.0	22.1	14.4	14.4	18.6	14.4	17.3		
LBE Preference	0%	0%	0%	0%	0%	0%	0%		
Prompt Payment Discount	NO	1% TO NET 30	NO	NO	NO	NO	NO		
Sales Tax Discount	Yes	1.25%	NO	1.25%	NO	1.25%	YES		
Total Points with Bid Discounts Applied	22.4	22.9	14.4	14.4	18.6	14.4	17.3	15.8	14.4

Outreach Advertising	7	10
Evaluation Points	The Potrero View	Jasmine Blue Media, LLC (DBA Marina Times)
Communities Served (African American (AA) / Chinese (Ch) / Hispanic (H) / Lesbian-Gay-Bisexual-Transgender (LGBT))	Neighborhood (N) / Potrero Hill/ Bayview/ Mission Bay/ SOMA	Neighborhood (N) - Marina and Cow Hollow
Ad Price Per Circulated Copy (\$)	\$0.05	\$0.03
Evaluation factors per Admin. Code Sec. 2.81		
Advertising Price (w/ clearinghouse)	\$600.00	\$540.00
Circulation as submitted	13,000/mo	20,000/mo
Daily Circulation (Avg)	433	667
Periodical Cost	5	5
Locally Owned & Operated	YES	YES
Published in Foreign Language	NO	NO
Total Evaluation Points	12.1	12.7
LBE Preference	NO	0%
Prompt Payment Discount	NO	0%
Sales Tax Discount	Yes	1.25%
Total Points with Bid Discounts Applied	12.2	12.8

Outreach Advertising	4
Evaluation Points	Daily Journal
Communities Served (African American (AA) / Chinese (Ch) / Hispanic (H) / Lesbian-Gay-Bisexual-Transgender (LGBT))	
Ad Price Per Circulated Copy (\$)	
Evaluation factors per Admin. Code Sec. 2.81	
Advertising Price (w/ clearinghouse)	
Circulation as submitted	
Daily Circulation (Avg)	
Periodical Cost	
Locally Owned & Operated	
Published in Foreign Language	
Total Evaluation Points	
LBE Preference	
Prompt Payment Discount	
Sales Tax Discount	
Total Points with Bid Discounts Applied	15%

Outreach Advertising for Fiscal Year 2017-2018 Bid Evaluation Overview

Bidder	Communities Served	Language Published	Evaluation Score	Rank (in Outreach Community/Neighborhood)	Responsible - Meets all Minimum Qualifications (Yes/No)	Reason (Not Responsible)	Fiscal Year 2017-2018 OCA Award Recommendation	Fiscal Year 2016-2017 Board of Supervisors Award
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	15.8	1	YES	YES	YES	YES
Small Business Exchange	African American (AA)	English	22.9	1	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	African American (AA)	English	14.4	3	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Chinese (Ch)	English	14.4	3	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Hispanic (H)	English	14.4	2	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	14.4	2	YES	YES	YES	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	English	12.2	2	YES	YES	YES	YES
El Reportero	Hispanic (H)	Spanish	17.3	1	NO	Printed Outside SF & Not Printed	Board Discretion	YES
San Francisco Bay View	African American (AA)	English	22.4	2	NO	Frequently enough	Board Discretion	YES
Sing Tao Daily	Chinese (Ch)	Chinese	18.6	2	NO	Printed Outside SF	Board Discretion	YES
World Journal SF LLC	Chinese (Ch)	Chinese	25.1	1	NO	Printed Outside SF	Board Discretion	NO
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina and Cow Hollow	English	12.8	1	NO	Submitted bid after deadline	Board Discretion	YES

Outreach Advertising and Clearinghouse Services for Fiscal Year 2017-2018 - Evaluation of Responsiveness and Responsibility

	1	2	3	5	6	7	8	9	10
Outreach Advertising	Bay Area Reporter	SF Bay View	Small Business Exchange, Inc.	SF Media Co. (SF Weekly)	World Journal SF LLC	The Potrero View	Sing Tao Daily	EI Reportero, LLC.	Jasmine Blue Media, LLC. (Marina Times)
Minimum Qualifications (MCOs)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Response (submitted all)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Require Documentation by Bid Submittal Deadline?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sample Newspapers	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Indicating Continuous Publications?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verification of Circulation Sample Ad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outreach Community Served	Lesbian, Gay, Bisexual, Transgender	African American	African American	LGBT, Asian/Chinese, African American, and Hispanic	Chinese	Potrero Hill, Dog Patch, Bayview, SOMA, Mission Bay (94107 & 94103)	Chinese	Hispanic	Marina
Frequency of Publication? (Outreach Community - Weekly, Outreach Neighborhood - Monthly) Printed in San Francisco?	Weekly	Monthly	Weekly	Weekly	Daily	Monthly	Daily	Weekly	Monthly
Responsible (Meets all MCOs)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Locality (Does/Does Not) (MCO)	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Circulation (NOT MCO)	77,000/Week	15,500/Week	15,000/Week	70,000/Week	57,000/Daily	13,000/Week	13,000/Daily	10,000/Week	70,000/Week
Map/location/Zip Codes Included? (NOT MCO)	Yes	Yes	Yes	No	No	No	No	No	Yes

	4
Clearinghouse Services	Daily Journal
Minimum Qualifications	Yes
Provide service for 3 years prior to state, county or government agency	Yes
Has secure web based ad placement and tracking software (not email) that provides - newspaper deadline entry - online submittal of camera ready files - email confirmation of each order	Yes
Reputation (submitted all required documents by Bid Due Date)	Yes
Commission Rate (%)	15%

City and County of San Francisco Office of Contract Administration



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser  
Purchasing

May 26, 2017

To: Angela Calvillo, Clerk of the Board  
From: Jaci Fong, 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 2017 - 2018

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2017 MAY 26 AM 11:59

Enclosed is the resolution recommending the designation of the following bidders as the City's outreach advertising periodicals for Fiscal Year 2017 - 2018, 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	RESPONSIVE AND RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
Small Business Exchange	African American	YES
San Francisco Media Co. DBA SF Weekly	African American	YES
San Francisco Media Co. DBA SF Weekly	Chinese	YES
San Francisco Media Co. DBA SF Weekly	Hispanic	YES
San Francisco Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender	YES
The Potrero View	Neighborhood - Potrero Hill/ Bayview / Mission Bay / SOMA	YES

This year, the Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as an invitation to bid, for outreach advertising services to approximately forty-nine (49) local periodicals. In addition to the solicitation being posted on the City's bid Webpage for approximately four weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of nine (9) 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" bid meets with all requirements by the due date and time as specified in a solicitation. Additionally, a "responsible" bid refers to a bidder being capable and qualified as specified in a solicitation. Eight (8) out of nine (9) bids were submitted on time. Four (4) of the nine (9) bids met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement,

OCA is recommending awards only to responsive and responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

In order for an *outreach neighborhood* (not community) periodical to be considered responsive, it must be printed at least once per month. However, there is no requirement regarding where the outreach neighborhood periodicals are printed. All bidding outreach neighborhood newspapers are printed at least once per month and are therefore, responsive. Additionally, the neighborhood outreach periodical recommended for award is printed in the City and County of San Francisco.

Bids deemed not responsive were submitted by the following periodicals:

PERIODICAL / BIDDER	OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	RESPONSIVE AND RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	REASON?
San Francisco Bay View	African American	NO	1, 2
Sing Tao Daily	Chinese	NO	1
World Journal SF	Chinese	NO	1
Jasmine Blue Media LLC. DBA Marina Times	Marina	NO	3
El Reportero	Hispanic	NO	1

**Reason? (Not Responsive Vendor) Key:**

**1 = Printed Outside the City and County of San Francisco**

**2 = Not Printed One or More Days in Calendar Week**

**3 = Late Bid Submission**

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 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 considered responsive, *outreach community* (not neighborhood) periodicals must be printed in San Francisco on one or more days in a calendar week. San Francisco Bay View was the only *outreach community* bidder who does not print their periodicals at least once each week. Additionally, another requirement established by San Francisco Administrative Codes 2.80 is that *outreach community* (not neighborhood) periodicals must be printed in the City and County of San Francisco. Sing Tao Daily, San Francisco Bay View, El Reportero, and World Journal SF are the only bidders who do not print their periodicals in the City and County of San Francisco. Thus, Sing Tao Daily, San Francisco Bay View, El Reportero, and World Journal SF are not responsive bidders given that they both do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.80.

A late bid submission was received from *Jasmine Blue Media LLC (DBA Marina Times)*. Late bids submissions are procedurally deemed not responsive.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach periodicals. The clearinghouse receives the Clerk of the Board’s ads and transmits them to the outreach



periodicals, handles translation, invoicing and payment. OCA received one (1) responsive and responsible bid from The Daily Journal who has been providing clearinghouse services to the City for several years.

The total estimated contract value for outreach advertising for Fiscal Year 2017 - 2018 is \$20,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2017 - 2018 is \$3,000.00.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2017-2018 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 2017-2018 Bid Evaluation Overview

                         Summary of Outreach Advertising and Clearinghouse Services Bids for Fiscal Year 2017-2018

                         Outreach Advertising and Clearinghouse Services for Fiscal Year 2017-2018 - Evaluation of Responsiveness and Responsibility

                         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)

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

<b>City Elective Officer Information</b> <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

<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: The Potrero View	
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. Steven J. Moss , Owner Helena Chiu, Production Manager (sub-contractor) Andy Moore, Ad Sales (sub-contractor)	
Contractor address: 2325 Third St., #44, San Francisco, CA 94107	
Date that contract was approved:	Amount of contracts: \$5,000
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract 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: San Francisco Board of Supervisors  
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

<b>Filer Information</b> <i>(Please print clearly.)</i>	
Name of filer: Angela Calvillo, Clerk of the Board	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

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

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

<b>City Elective Officer Information</b> <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
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Small Business Exchange, Inc	
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. Gerald W. Johnson, President & CEO, 100% Ownership Valerie V. Voorhies, Secretary (Corporation)	
Contractor address: 795 Folsom St., Flr 1, San Francisco, CA 94107	
Date that contract was approved: <i>(By the SF Board of Supervisors)</i>	Amount of contracts: \$5,000
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract 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: San Francisco Board of Supervisors  
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Date Signed

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

Date Signed

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
<b>Contractor Information</b> <i>(Please print clearly.)</i>	
Name of contractor: Bay Area Reporter	
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.	
(1) Michael Yamshita, Scott Wazlowski, Todd Vogt, Patrick Brown (2) Michael Yamshita, Patrick Brown (3) Michael Yamshita, Bob Ross Foundation (Thomas Horn, Trustee), Todd Vogt, Patrick Brown (4) None (5) None	
Contractor address: 44 Gough St., #204 San Francisco, CA 94103	
Date that contract was approved:	Amount of contracts: \$5,000
Describe the nature of the contract that was approved: Outreach and Advertising and Clearing House Services	
Comments: Jaci Fong, Director of the Office of Contract 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: San Francisco Board of Supervisors  
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

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Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: Board.of.Supervisors@sfgov.org

\_\_\_\_\_  
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