2 DESIGNATING EL LATINO NEWSPAPER TO PROVIDE OUTREACH ADVERTISING SERVICES TO THE CITY AND COUNTY OF SAN FRANCISCO FOR THE HISPANIC COMMUNITY; AND DESIGNATING ASIAN WEEK AND INTERNATIONAL DAILY NEWS TO PROVIDE OUTREACH ADVERTISING SERVICES TO THE CITY AND COUNTY OF SAN FRANCISCO; AND AUTHORIZING THE PURCHASING DEPARTMENT TO EXECUTE CONTRACTS WITH ONLY THOSE OUTREACH NEWSPAPERS THAT FULLY COMPLY WITH ALL CITY CONTRACTING REQUIREMENTS, INCLUDING EQUAL BENEFITS REQUIREMENTS, AND IN ACCORDANCE WITH THE HIGHEST SCORES AND RANKING RESULTING FROM THE EVALUATION OF BIDS RECEIVED FOR OUTREACH ADVERTISING; AND FURTHER URGING THE SAN FRANCISCO REDEVELOPMENT AGENCY AND THE SAN FRANCISCO HOUSING AUTHORITY TO COOPERATE WITH THE CLERK OF THE BOARD AND THE CITY PURCHASER TO USE THE OUTREACH NEWSPAPERS; AND FURTHER RECOMMENDING THE CLERK OF THE BOARD AND THE CITY PURCHASER TO JOINTLY OVERSEE OUTREACH NEWSPAPERS CONTRACT TO ENSURE COMPLIANCE REGARDING ADVERTISING, PUBLICATION AND TRANSLATIONS; AND FURTHER AUTHORIZING THE CLERK OF THE BOARD AND THE PURCHASING DEPARTMENT TO EXPLORE AND RECOMMEND TO THE BOARD ADDITIONAL OUTREACH NEWSPAPERS FOR COMMUNITIES OF RUSSIAN, SOUTHEAST ASIAN, KOREAN AND FILIPINO POPULATIONS.

WHEREAS, The voters, by passing Proposition J in 1994, have mandated the need to provide outreach advertising to the diverse communities pursuant to Section 2.80 and 2.82 of the Administrative Code; and,

SUPERVISOR, YEE, BIERMAN
BOARD OF SUPERVISORS
WHEREAS, In order for the Board to comply with the voters mandates to afford as great as possible community based newspaper participation in the City’s advertising the Board designates several newspapers for outreach advertising services; and,

WHEREAS, On June 12, 2000, the Board of Supervisors adopted Resolution No. 547-00, designating the Bayview, Inc. to be outreach newspaper for the African American community, the Chinese Times to be outreach newspaper for the Chinese community, and El Reportero to be outreach newspaper for the Hispanic community for the City and County of San Francisco, commencing July 1, 2000; and,

WHEREAS, Bids were solicited and no responsive bids were received from the Gay/Lesbian/Bisexual/Transgender community; and,

WHEREAS, A resolution designating the San Francisco Bay Times and the San Francisco Spectrum newspapers for outreach services to the Lesbian/Gay/Bisexual/Transgender communities is being considered separately by the Board of Supervisors; and,

WHEREAS, If the Board finds that certain neighborhoods are not being adequately served by the outreach periodicals, the Board may authorize additional advertising services in monthly neighborhood publications which target certain neighborhoods in San Francisco; now, therefore, be it

RESOLVED, That the Board of Supervisors of the City and County of San Francisco hereby designates El Latino to be added as one of the two periodicals that shall provide outreach advertising for the City and County of San Francisco for the Hispanic/Latino community; and, be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco hereby designates Asian Week and the International Daily News to be added as two of three newspapers that shall provide outreach advertising for the City and County of San Francisco for the Chinese community; and, be it

SUPERVISOR YEE
BOARD OF SUPERVISORS
FURTHER RESOLVED, That the Purchasing Department is hereby authorized to execute contracts with only those outreach newspapers that fully comply with all contracting requirements, including equal benefits requirements; and, be it

FURTHER RESOLVED, That the Purchasing Department is hereby authorized, where applicable, to execute contracts with outreach newspapers in accordance with the score and ranking resulting from the evaluation of bids received for outreach advertising, in descending order, and should any of the designated newspapers fail to comply with city requirements, Purchasing shall consider for designation newspapers in the next lower order of ranking; and be it

FURTHER RESOLVED, That the Board strongly urges the San Francisco Redevelopment Agency and the San Francisco Housing Authority to cooperate with the Clerk of the Board and the City Purchaser to use the outreach newspapers to reach all of the communities of San Francisco to inform them of their various public service programs; and be it

FURTHER RESOLVED, That the Clerk of the Board and the City Purchaser shall jointly oversee each of the outreach newspaper contracts to ensure compliance regarding advertising, publication and translations, and the Clerk and Purchaser shall jointly institute reminders to all City departments to submit their community messages and advertisements through the various outreach newspaper contracts; and be it

FURTHER RESOLVED, That the Clerk of the Board and the Purchasing Department shall further explore and recommend to the Board additional outreach newspapers for communities of Russian, Southeast Asian, Korean and Filipino populations and shall report to the Board within six months of the adoption of this resolution.
Resolution designating El Latino newspaper to provide outreach advertising services to the City and County of San Francisco for the Hispanic community; and designating Asian Week and International Daily News to provide outreach advertising services to the City and County of San Francisco; and authorizing the Purchasing Department to execute contracts with only those outreach newspapers that fully comply with all City contracting requirements, including equal benefits requirements, and in accordance with the highest scores and ranking resulting from the evaluation of bids received for outreach advertising; and further urging the San Francisco Redevelopment Agency and the San Francisco Housing Authority to cooperate with the Clerk of the Board and the City Purchaser to use the outreach newspapers; and further recommending the Clerk of the Board and the City Purchaser to jointly oversee outreach newspapers contract to ensure compliance regarding advertising, publication and translations; and further authorizing the Clerk of the Board and the Purchasing Department to explore and recommend to the Board additional outreach newspapers for communities of Russian, Southeast Asian, Korean and Filipino populations.

October 2, 2000  Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Becerril, Bierman, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee
Absent: 1 - Brown
File No. 001556

I hereby certify that the foregoing Resolution was ADOPTED on October 2, 2000 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

OCT 13 2000
Date Approved

Mayor Willie L. Brown Jr.