

1 [Outreach Advertising Services]
2 DESIGNATING EL LATINO NEWSPAPER TO PROVIDE OUTREACH ADVERTISING
3 SERVICES TO THE CITY AND COUNTY OF SAN FRANCISCO FOR THE HISPANIC
4 COMMUNITY; AND DESIGNATING ASIAN WEEK AND INTERNATIONAL DAILY NEWS TO
5 PROVIDE OUTREACH ADVERTISING SERVICES TO THE CITY AND COUNTY OF SAN
6 FRANCISCO; AND AUTHORIZING THE PURCHASING DEPARTMENT TO EXECUTE
7 CONTRACTS WITH ONLY THOSE OUTREACH NEWSPAPERS THAT FULLY COMPLY WITH
8 ALL CITY CONTRACTING REQUIREMENTS, INCLUDING EQUAL BENEFITS
9 REQUIREMENTS, AND IN ACCORDANCE WITH THE HIGHEST SCORES AND RANKING
10 RESULTING FROM THE EVALUATION OF BIDS RECEIVED FOR OUTREACH
11 ADVERTISING; AND FURTHER URGING THE SAN FRANCISCO REDEVELOPMENT
12 AGENCY AND THE SAN FRANCISCO HOUSING AUTHORITY TO COOPERATE WITH THE
13 CLERK OF THE BOARD AND THE CITY PURCHASER TO USE THE OUTREACH
14 NEWSPAPERS; AND FURTHER RECOMMENDING THE CLERK OF THE BOARD AND THE
15 CITY PURCHASER TO JOINTLY OVERSEE OUTREACH NEWSPAPERS CONTRACT TO
16 ENSURE COMPLIANCE REGARDING ADVERTISING, PUBLICATION AND TRANSLATIONS;
17 AND FURTHER AUTHORIZING THE CLERK OF THE BOARD AND THE PURCHASING
18 DEPARTMENT TO EXPLORE AND RECOMMEND TO THE BOARD ADDITIONAL
19 OUTREACH NEWSPAPERS FOR COMMUNITIES OF RUSSIAN, SOUTHEAST ASIAN,
20 KOREAN AND FILIPINO POPULATIONS.

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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,

1 WHEREAS, In order for the Board to comply with the voters mandates to afford as great as
2 possible community based newspaper participation in the City's advertising the Board designates
3 several newspapers for outreach advertising services; and,

4 WHEREAS, On June 12, 2000, the Board of Supervisors adopted Resolution No. 547-00,
5 designating the Bayview, Inc. to be outreach newspaper for the African American community, the
6 Chinese Times to be outreach newspaper for the Chinese community, and El Reportero to be outreach
7 newspaper for the Hispanic community for the City and County of San Francisco, commencing July 1,
8 2000; and,

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

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

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

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

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

1 FURTHER RESOLVED, That the Purchasing Department is hereby authorized to execute
2 contracts with only those outreach newspapers that fully comply with all contracting requirements,
3 including equal benefits requirements; and, be it

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

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

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

18 FURTHER RESOLVED, That the Clerk of the Board and the Purchasing Department shall
19 further explore and recommend to the Board additional outreach newspapers for communities of
20 Russian, Southeast Asian, Korean and Filipino populations and shall report to the Board within six
21 months of the adoption of this resolution.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 001556

Date Passed:

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.