

The Department of Public Works  

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NEWS RACK PROGRAM

**On Line Services**



User Guide

March 2013 rev

NEWS RACK PROGRAM ONLINE SERVICES

CITY AND COUNTY OF SAN FRANCISCO

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**The Department of Public Works**



News Rack Program at: [www.sfdpw.org](http://www.sfdpw.org)

Bureau of Street Use and Mapping

**News Rack Program**

1155 Market Street, 3<sup>rd</sup> Floor

San Francisco, Ca 94103

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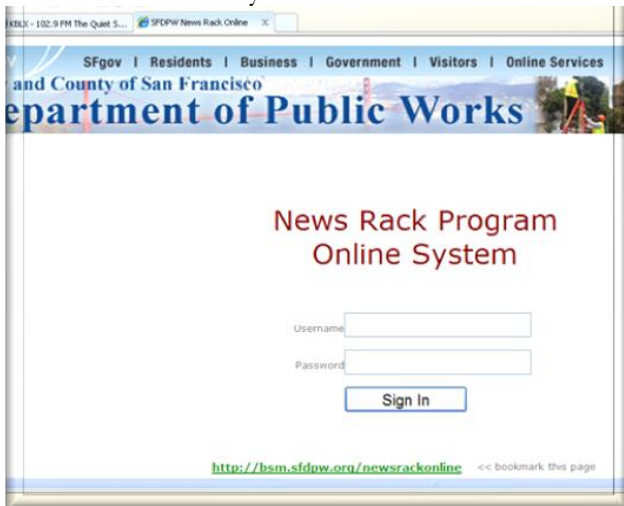
1. News Rack Program Online System  
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# News Rack Program *Permit Application System*

# 1

To set up a user name and password, contact Cynthia Hoe at 415.554.5803 or [cynthia.hoe@sfdpw.org](mailto:cynthia.hoe@sfdpw.org)

If you would like to distribute a publication from a box space in a Fixed Pedestal News Rack in San Francisco, you must apply for a permit from the Department of Public Works. Application can be filed on line through the News Rack Program Online system. You must have a user name and password to access the News Rack Online System.

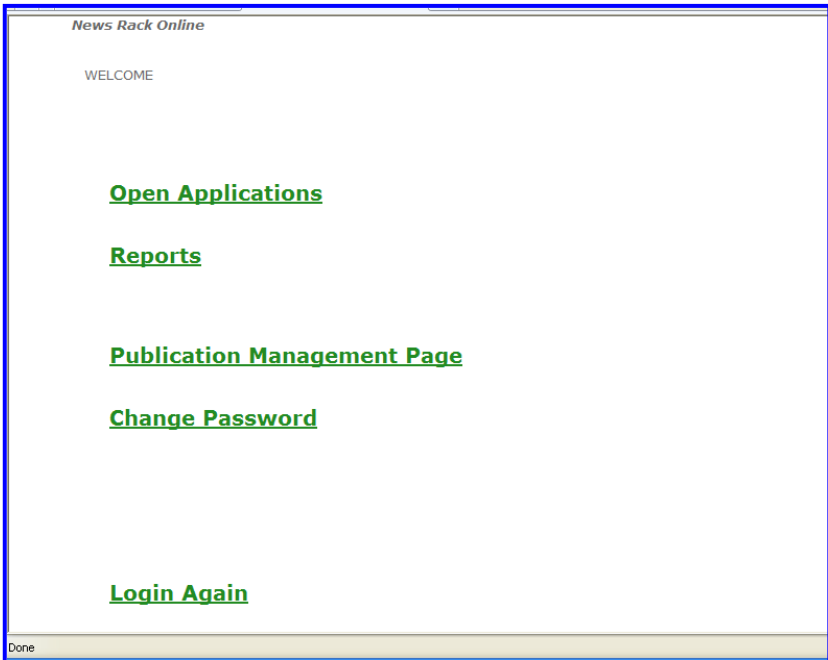
A screenshot of a web browser displaying the login page for the News Rack Program Online System. The browser's address bar shows "http://bsm.sfdpw.org/newsrackonline". The page header includes navigation links for "SFgov | Residents | Business | Government | Visitors | Online Services" and the "Department of Public Works" logo. The main content area features the title "News Rack Program Online System" in red text. Below the title are two input fields: "Username" and "Password". A "Sign In" button is positioned below the password field. At the bottom of the page, there is a URL "http://bsm.sfdpw.org/newsrackonline" and a bookmark icon with the text "<< bookmark this page".

<http://bsm.sfdpw.org/newsrackonline/>

To obtain a user name and password or to apply by mail call 415.554.5803

## Welcome / Home Page

**Main Menu** Access your Publication's Account  
Information, Change your password, Access Reports



[HTTP://BSM.SFDPW.ORG/NEWSRACKONLINE/](http://BSM.SFDPW.ORG/NEWSRACKONLINE/)

BOOKMARK THIS PAGE

## Open Application

# 2

When space in a fixed pedestal news rack becomes available, the online system will allow application during the **“Open Application Dates”** only.

To apply for box space, click on the **Phase** listed for each phase *or fixed pedestal zone* for which you would like to apply.

Screenshot of the SFDPW News Rack Online website in Microsoft Internet Explorer. The browser address bar shows <http://209.77.149.9/newsrackonline/OpenApplications.aspx>. The page content includes a table with columns for Allocation Meeting, Phase, and Open Application Dates.

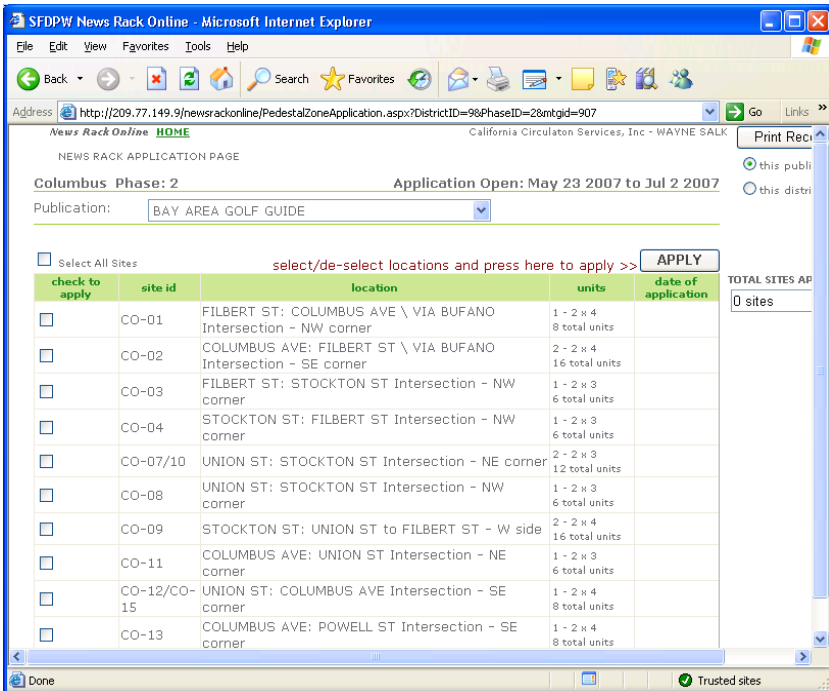
Allocation Meeting	Phase	Open Application Dates
7/10/2007	<a href="#">Columbus 2</a>	May 23 2007 to Jul 2 2007
	<a href="#">Market Phase 2 Amended Area 2</a>	May 23 2007 to Jul 2 2007
	<a href="#">Mission Howard 4</a>	May 23 2007 to Jul 2 2007

### Meeting Information

Public Notice is mailed to all publications with a current News Rack Certificate on file with DPW. The notice includes the fixed pedestal locations to be allocated, the deadline for application and more. You must maintain current contact information on file with DPW. You may contact Cynthia Hoe at 554-5803 to update your records.

## How to Apply

**Each Applicant** is responsible for verifying on line data entry. (see *Application Report* on page 9)

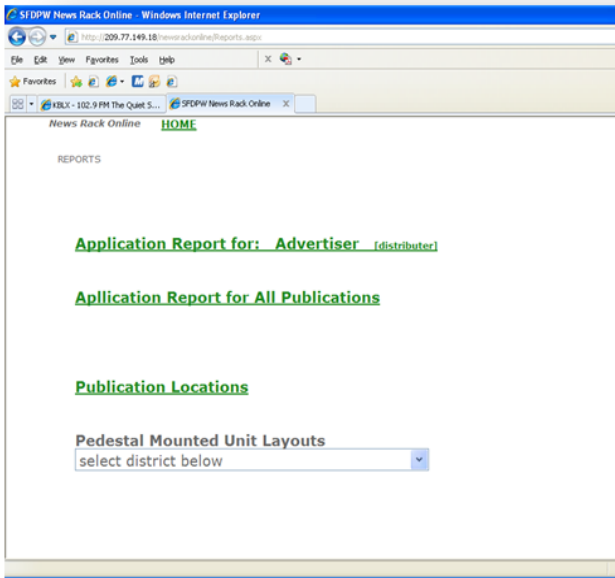


Click the box  at each location you want to apply for. Once you've completed all selections for this phase, click on **Apply**.

# 3

## Reports

Publishers can now access box space data online. You must have a **user name and password** in order to access this information on the web.

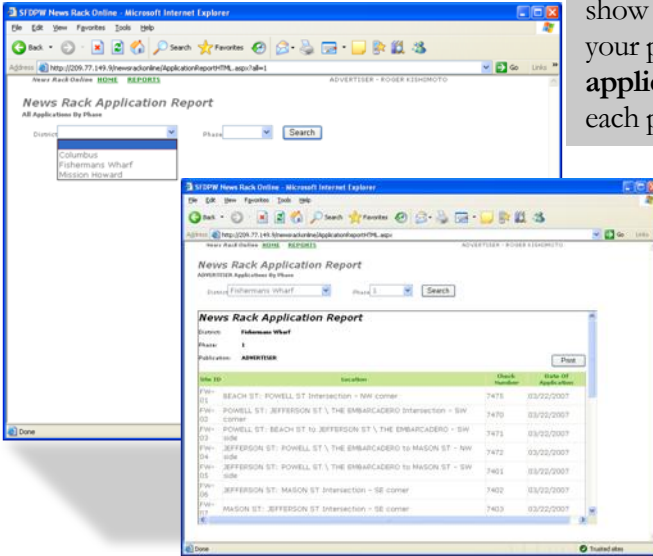


- Applicants Reports – Current applications only
- Application Report for ALL Publications – Current applications only
- Publishers Locations Report is a list of all APPROVED box locations for your publication.
- Pedestal Unit Layouts (Box Diagrams)



## Application Reports

Click on a **phase**. The report will show each location your publication has **applied** for within each phase.



The application report serves as your verification / confirmation of the locations you have applied for during this allocation only. We recommend that you print a copy for your files.

# Publication Locations

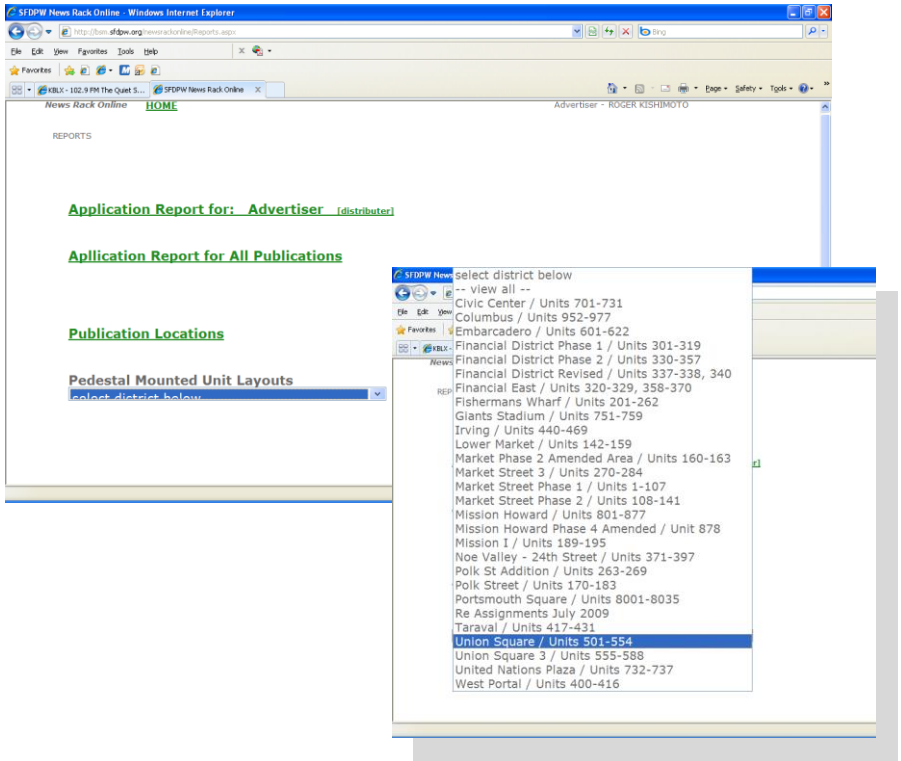
List all box spaces **approved** for your publication.

103 location(s)

Pedestal Unit ID	Location	District	Date Installed
<b>ADVERTISER</b>			
707	GOLDEN GATE AVE: LARKIN ST Intersection - NE corner	Civic Center	-
709	HYDE ST: GOLDEN GATE AVE Intersection - NE corner	Civic Center	-
721	MCALLISTER ST: HYDE ST Intersection - NW corner	Civic Center	-
725	MCALLISTER ST: VAN NESS AVE Intersection - SE corner	Civic Center	11/15/2006
728	POLK ST: DR CARLTON B GOODLETT PL \ MCALLISTER ST Intersection - NW corner	Civic Center	11/16/2006
730	100 - VAN NESS AVE: FELL ST to HAYES ST - E side	Civic Center	-
723	VAN NESS AVE: GROVE ST Intersection - NE corner	Civic Center	11/16/2006
714	VAN NESS AVE: MCALLISTER ST Intersection - NW corner	Civic Center	-
726	VAN NESS AVE: GOLDEN GATE AVE Intersection - NW corner	Civic Center	-
704	VAN NESS AVE: ELM ST Intersection - SE corner	Civic Center	-

**Fixed Pedestal Report** includes Unit #, Location, Phase and Installation Date. *The annual fee becomes effective and due one year after publisher's notification of fixed pedestal news rack installation.*

## Pedestal Unit Layouts (Box Diagrams)



Box diagrams for each district are available. The diagrams show your box location within each unit. You can download by district or you can choose “ALL” and get box diagrams for all current pedestal units installed.

## Pedestal Unit Layouts (Box Diagrams)

The screenshot shows a web browser window with the URL <http://bsm.sfdpw.org/newsrackonline/BoxReport.aspx?DistrictID=22&DistrictName=Polk St Addition>. The page title is "Polk St Addition / Units 263-269". The main content is a table representing a box diagram for unit 263.

263	CALIFORNIA ST: HYDE ST Intersection - SW corner					PSA-1
	1	2	3	4	5	
A	SAN FRANCISCO BAY GUARDIAN	S.F. WEEKLY	REAL ESTATE TIMES	ADVERTISER	USA TODAY	
B	ASIAN WEEK	REPORTER, BAY AREA	THIS BOX IS EMPTY	THIS BOX IS EMPTY	GOTHAM WRITERS WORKSHOP	

Above is the diagram for the district known as the *Polk Street Addition and pedmount* units 263 through 269

## Manage Your Contact info

SFDPW News Rack Online - Microsoft Internet Explorer

Address: http://209.77.149.9/newsrackonline/ContactInfo.aspx

News Rack Online [HOME](#) California Circulation Services, Inc - WAYNE SALK

CONTACT MANAGEMENT

add a contact

OR

select a contact below to edit

Publication / Distributor	Contact Name	Contact Address	Contact Numbers / Email	Edit Delete
DISTRIBUTOR	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
BAY AREA GOLF GUIDE	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
CALIFORNIA CIRCULATION SERVICES, INC.	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
HOME GUIDE OF SONOMA COUNTY	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
HOMES AND LANDS	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
HOMES AND LANDS OF SOLANO COUNTY	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA 95404	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>
HOMES AND LANDS OF THE NORTH BAY	MR WAYNE SALK	886 2ND STREET, SANTA ROSA, CA	Phone: 707-578-3300; Fax: 707-578-8450;	<a href="#">Edit</a> <a href="#">Delete</a>

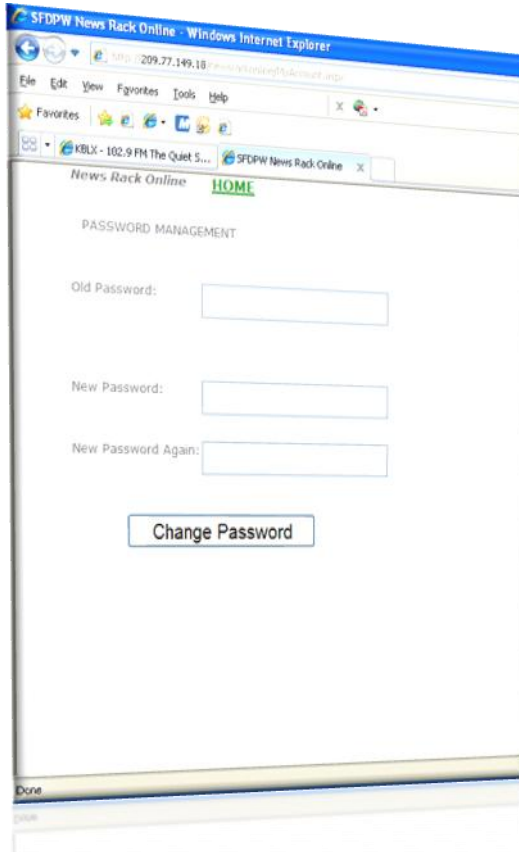
Done Trusted sites

### Add, Edit or Delete

Contact Name, Street Address, Email Address, Phone and Fax Numbers

# 5

## Change Your Password



If you forget your password contact Cynthia Hoe at 554-5803 or at [cynthia.hoe@sfdpw.org](mailto:cynthia.hoe@sfdpw.org)

NEWS RACK PROGRAM ONLINE SERVICES



NEWS RACK PROGRAM ONLINE SERVICES

Also Available Online

Art Work Specification  
Certificate Forms  
Regulations Regarding News Rack  
Guidelines for News Racks

Go to: [www.sfdpw.org](http://www.sfdpw.org) and click on *News Rack Program*

Additional Resources

Open Applications  
Permit Application Forms  
Meeting Information  
Fixed Pedestal Zone Maps

Contact Cynthia Hoe at 415.554.5803 or  
[cynthia.hoe@sfdpw.org](mailto:cynthia.hoe@sfdpw.org)