



To: Angela Calvillo, Clerk of the Board
From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser
Date: May 27, 2022

Subject: Resolution Designating Outreach Newspaper for Fiscal Year 2022 - 2023

Enclosed is the resolution recommending the designation of the following periodicals as the City’s outreach advertising periodicals for Fiscal Year 2022– 2023, 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.

Summary of Solicitation Results

The Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal, for outreach advertising services to approximately fifty (50) local periodicals. The solicitation was posted on the City’s bid webpage for approximately four weeks All invited outreach periodicals were contacted several times via email and a pre-proposal conference was held. OCA received a total of sixteen (16) proposals for outreach advertising.

OCA is recommending contract awards to the highest scoring responsive proposals per community and neighborhood categories but the Board of Supervisors has historically used its discretion to award the outreach advertising service contracts to a broader range of proposals in order to best serve the City’s outreach advertising needs. A “responsive” proposal is one who meets all of the minimum qualifications and requirements as specified in a solicitation. **10 of the 16 proposals** were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY	OCA RECOMMENDATION
Community: Black Community	SF Bay View National Black Newspaper	NO Not printed in SF Not printed weekly	N/A	NO Deemed non-responsive
Community: Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Community: Chinese	World Journal SF, LLC	YES	1	YES
	Wind Newspaper	YES	2	NO Ranked second
	Sing Tao Daily	NO Not printed in SF	N/A	NO Deemed non-responsive
	The China Press	NO Not responsive to City’s	N/A	NO Deemed non-responsive



		requests for clarifications		
Community: Hispanic	El Reportero	YES	1	YES
Community: Latinx	Accion Latina dba El Tecolote Newspaper	NO Not printed in SF Not printed weekly	N/A	NO Deemed non-responsive
Neighborhood: Bayview Hunter's Point	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	YES	1	YES
Neighborhood: Castro/ Noe Valley/ Duboce Triangle	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Neighborhood: Castro	San Francisco Bay Times	YES	1	YES
Neighborhood: Noe Valley	The Noe Valley Voice	YES	1	YES
Neighborhood: Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero	Street Media, LLC. dba Marina Times	YES	1	YES
Neighborhood: Mission	Accion Latina dba El Tecolote Newspaper	YES	1	YES
Neighborhood: Chinatown	The China Press	NO Not responsive		NO Deemed non-responsive
Neighborhood: Chinatown	Wind Newspaper	YES	1	YES

As shown in the table above, there are several proposals that are not being recommended for a contract award because they were either ranked second in their Community or Neighborhood category or were found to be non-responsive to the solicitation requirements.

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c) state that the represented 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/Transgender 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. According to San Francisco Administrative Code Section 2.80-1, in order for an outreach *community* (not neighborhood) periodical proposal to be considered responsive, it must have primary circulation in the community being proposed for, it must be circulated in San Francisco on one or more days in a calendar week, and must be printed in the City and County of



San Francisco.

- The Black community periodical proposal from the SF Bay View National Black Newspaper is not being recommended by OCA because their proposal is not responsive since they are not printed in San Francisco and are not printed on one or more calendar days per week. But note that they are being recommended for award for their *neighborhood* periodical proposal because the printing in San Francisco and weekly printing requirements do not apply to neighborhood periodicals. Therefore, this periodical is being recommended for a different award.
- The Latinx community periodical proposal from Accion Latina is not being recommended by OCA because they are not printed in San Francisco and are not printed on one or more calendar days per week. But note that they are being recommended for award for their neighborhood periodical proposal because the printing in San Francisco and weekly printing requirements do not apply to neighborhood periodicals. Therefore, this periodical is being recommended for a different award.
- The Chinese community periodical proposal from Sing Tao is not being recommended by OCA because they are not printed in San Francisco.
- The Chinese community periodical proposal from the China Press is not being recommended by OCA because they failed to submit several proposal documents and were not responsive to our requests for documents and clarifications.

The San Francisco Administrative Code Section 2.80-4 also states that if the Board of Supervisors finds that certain neighborhoods are not being adequately served by the official newspaper(s) and the outreach community periodicals, the Board may authorize additional advertising in monthly neighborhood publications which target certain neighborhoods in San Francisco. According to San Francisco Administrative Code Section 2.80-4, in order for an outreach *neighborhood* (not community) periodical proposal to be considered responsive, it must have primary circulation in the neighborhood being proposed for, it must be circulated in San Francisco on one or more days in a calendar month.

- The Chinatown neighborhood periodical proposal from the China Press is not being recommended by OCA because they failed to submit several proposal documents and were not responsive to our requests for documents and clarifications.

The total estimated value for each outreach advertising contract for Fiscal Year 2022 – 2023 is **\$10,000**.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2022– 2023 proposals and recommended awards.

If you have any questions or require additional information, please contact Daniel Sanchez on my team, at 415-554-6735.

Enclosures:

Outreach Advertising for Fiscal Year 2022 – 2023 Evaluation Summary
Resolution designating OCA's recommended outreach newspapers
S.F. Ethics Commission form 126f4 Submissions