



London N. Breed
Mayor

Sailaja Kurella
Acting Director and Purchaser
Purchasing

May 28, 2020

To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Acting 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 2020 – 2021**

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2020– 2021, 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	REPOSNSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
San Francisco Bay Times	Lesbian-Gay-Bisexual-Transgender	YES
World Journal SF LLC	Chinese	YES
El Reportero	Hispanic	YES
The Potrero View	Neighborhood – Potrero Hill/Dogpatch/Mission Bay/Eastern SOMA	YES
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood – Marina/Cow Hollow/North Beach/Chinatown	YES

This year, the Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal or invitation to bid, for outreach advertising services to approximately fifty (50) local periodicals. In addition to the solicitation being posted on the City’s bid webpage for approximately six 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” bidder is one who submits a bid with all required documentation by the due date and time as specified in a solicitation. Eight (8) out of the nine (9) bids were submitted in a timely manner. A “responsible” bidder is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Six (6) of the eight (8) bids were deemed responsible as they met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement, OCA is recommending awards only to responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

Bids deemed not responsive or not responsible were submitted by the following periodicals:

PERIODICAL / BIDDER	OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	REASON?
Small Business Exchange	African American	NO	3
San Francisco Bayview	African American	NO	1
Sing Tao Daily	Chinese	NO	1

Reason? (Not Responsive or Not Responsible 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/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.

In order for an *outreach community* (not neighborhood) periodical be considered responsible, it must be printed in San Francisco on one or more days in a calendar week and must be printed in the City and County of San Francisco. Neither bidders, San Francisco Bayview or Sing Tao Daily, print their periodicals in the City and County of San Francisco. Thus, San Francisco Bayview and Sing Tao Daily are not responsible bidders given that they both do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.80.

In order for an *outreach neighborhood* (not community) periodical to be considered responsible, 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, responsible. Additionally, the neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

A late bid submission was received from *Small Business Exchange*. Late bids submissions are procedurally deemed non-responsive.

The total estimated contract value for outreach advertising for Fiscal Year 2020 – 2021 is \$40,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2020– 2021 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 2020 – 2021 Bid Evaluation Overview
 - Summary of Outreach Advertising Services Bids for Fiscal Year 2020 – 2021
 - Outreach Advertising Services for Fiscal Year 2020 – 2021 – Evaluation of Responsiveness and Responsibility
 - Resolution designating OCA’s recommended outreach newspapers