



Edwin M. Lee
Mayor

Jaci Fong
Director and Purchaser
Purchasing

May 23, 2017

To: Angela Calvillo, Clerk of the Board

From: Jaci Fong, Director of Office of Contract Administration (OCA) and Purchaser *JF*

Subject: **Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2017 - 2018**

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2017 – 2018, 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	RESPONSIVE AND RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender	YES
Small Business Exchange	African American	YES
San Francisco Media Co. DBA SF Weekly	African American	YES
San Francisco Media Co. DBA SF Weekly	Chinese	YES
San Francisco Media Co. DBA SF Weekly	Hispanic	YES
San Francisco Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender	YES
The Potrero View	Neighborhood – Potrero Hill/ Bayview / Mission Bay / SOMA	YES

This year, the Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as an invitation to bid, for outreach advertising services to approximately forty-nine (49) local periodicals. In addition to the solicitation being posted on the City’s bid Webpage for approximately four 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” bid meets with all requirements by the due date and time as specified in a solicitation. Additionally, a “responsible” bid refers to a bidder being capable and qualified as specified in a solicitation. Eight (8) out of nine (9) bids were submitted on time. Four (4) of the nine (9) bids met all of the minimum qualifications as specified in the solicitation. Given the circumstances of this procurement,

OCA is recommending awards only to responsive and responsible bidders with the highest evaluation scores in each outreach community and outreach neighborhood.

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

Bids deemed not responsive were submitted by the following periodicals:

PERIODICAL / BIDDER	OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	RESPONSIVE AND RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	REASON?
San Francisco Bay View	African American	NO	1, 2
Sing Tao Daily	Chinese	NO	1
World Journal SF	Chinese	NO	1
Jasmine Blue Media LLC. DBA Marina Times	Marina	NO	3
El Reportero	Hispanic	NO	1

Reason? (Not Responsive 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 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 to be considered responsive, *outreach community* (not neighborhood) periodicals must be printed in San Francisco on one or more days in a calendar week. San Francisco Bay View was the only *outreach community* bidder who does not print their periodicals at least once each week. Additionally, another requirement established by San Francisco Administrative Codes 2.80 is that *outreach community* (not neighborhood) periodicals must be printed in the City and County of San Francisco. Sing Tao Daily, San Francisco Bay View, El Reportero, and World Journal SF are the only bidders who do not print their periodicals in the City and County of San Francisco. Thus, Sing Tao Daily, San Francisco Bay View, El Reportero, and World Journal SF are not responsive bidders given that they both do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.80.

A late bid submission was received from *Jasmine Blue Media LLC (DBA Marina Times)*. Late bids submissions are procedurally deemed not responsive.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach periodicals. The clearinghouse receives the Clerk of the Board’s ads and transmits them to the outreach

periodicals, handles translation, invoicing and payment. OCA received one (1) responsive and responsible bid from The Daily Journal who has been providing clearinghouse services to the City for several years.

The total estimated contract value for outreach advertising for Fiscal Year 2017 - 2018 is \$20,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2017 - 2018 is \$3,000.00.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2017-2018 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 2017-2018 Bid Evaluation Overview
 - Summary of Outreach Advertising and Clearinghouse Services Bids for Fiscal Year 2017-2018
 - Outreach Advertising and Clearinghouse Services for Fiscal Year 2017-2018 - Evaluation of Responsiveness and Responsibility
 - Resolution designating OCA's recommended outreach newspapers
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Mayor)
 - S.F. Ethics Commission form 126, Notification of Contract Approval (Board)

