



To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser ^{SK}

Date: June 12, 2023

Subject: Resolution Designating Outreach Newspapers for Fiscal Year 2023-2024

Enclosed is the resolution recommending the designation of the following periodicals as the City's outreach advertising periodicals for Fiscal Year 2023– 2024, 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.

Background

Administrative Code Sections 2.80 and 2.81, adopted via ballot measure in 1994, is an ordinance requiring the City to utilize locally-published newspapers to provide notification of governmental proceedings via official public notices. Pursuant to the Code, the City's Board of Supervisors, each fiscal year, must designate the "Official Newspaper(s)" and one or more "Outreach Periodicals" that serve the diverse communities making up the population of the City.

The Official Newspaper must be a newspaper of general circulation published for the dissemination of local or telegraphic news and intelligence of general character, with a bona fide circulation of at least 50,000 copies per calendar week and which is printed in the City on three or more days in a calendar week.

An Outreach Periodical must be a periodical which circulates primarily in one of the "Outreach Communities" and which is printed in the City and County on one or more days in a calendar week. Outreach Communities are specifically defined to include: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. However, the Board of Supervisors may determine different outreach communities from time to time, and has in the past, designated as Outreach Periodicals those which serve specific neighborhoods within the City.

Solicitation Process

The solicitation and recommendation process to select the Official Newspaper and Outreach Periodicals was added to the Administrative Code via Proposition J in 1994; therefore, the basic structure of the solicitation can only be altered by voter mandate. The result is a process that is distinct from other competitive solicitations run by the Office of Contract Administration (OCA).

Pursuant to the Code, each year OCA is required to issue a public solicitation seeking proposals for the selection of the Official Newspaper(s) and the Outreach Periodicals. The selection process for the designation of these periodicals and the resulting contract awards varies from typical procurement process, in that the qualification requirements, evaluation criteria, and scoring methodology are highly prescribed in Administrative Code Sections 2.80 – 2.81. OCA cannot deviate from these selection requirements when making a recommendation to the Board of Supervisors.

Based on the scores, OCA provides a recommendation to the Board of Supervisors. The Board of Supervisors then designates both an Official Newspaper and Outreach Periodicals by resolution; the Board of Supervisors need not follow the recommendation made by OCA, and has in the past added Outreach Periodicals not recommended by OCA.

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 in Spring 2023. The solicitation was posted on the City’s public solicitation webpage for approximately five weeks. All invited outreach periodicals were notified several times regarding the solicitation, and a pre-proposal conference was held. OCA received a total of eleven (11) 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 which meets all the qualification requirements and achieves the highest score pursuant to the evaluation requirements specified in Administrative Code Section 2.81 and 2.81-3. Seven of the 11 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 FOR DESIGNATION & AWARD
<u>Community:</u> Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
<u>Community:</u> Hispanic	El Reportero LLC	NO Not printed in SF	N/A	NO Deemed non-responsive
<u>Community:</u> Chinese	Sing Tao Daily	NO Not printed in SF	N/A	NO Deemed non-responsive
	Wind Newspaper	YES	1	YES
<u>Neighborhood:</u> Mission	Acción Latina dba El Tecolote Newspaper	YES	1	YES
<u>Neighborhood:</u> Castro, Noe Valley, Duboce Triangle Neighborhoods	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES

<u>Neighborhood:</u> Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	NO Did not provide timely documentation to demonstrate circulation frequency and circulation neighborhood.	N/A	NO Deemed non-responsive
<u>Neighborhood:</u> Richmond District and Sunset District	Richmond Review and Sunset Beacon	NO Did not provide timely documentation to demonstrate circulation frequency and circulation neighborhood.	N/A	NO Deemed non-responsive
<u>Neighborhood:</u> Castro	Sullivan Communications dba San Francisco Bay Times	YES	1	YES
<u>Neighborhood:</u> Chinatown, Richmond, Sunset, Portola, Visitacion Valley, Excelsior, Tenderloin	Wind Newspaper	YES	1	YES
<u>Neighborhood:</u> All other underrepresented neighborhoods	Hearst Communications, Inc. dba SF Chronicle	YES	1	YES

As noted above, Administrative Code Section 2.80-1(b) and 2.80-1(c) states that the represented Outreach Communities shall reflect the diversity in race and sexual orientation of the population of the City and County and shall include: (1) the Lesbian/Gay/Bisexual/Transgender community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community.

According to San Francisco Administrative Code Section 2.80-1, in order for an Outreach Community 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 African American community did not have any proposals.
- The Hispanic community periodical proposal from El Reportero is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).
- The Chinese community periodical proposal from Sing Tao is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).

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 (“Outreach Neighborhood Periodicals”). According to Administrative Code Section 2.80-3 and 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 Potrero Hill, Dogpatch, Mission Bay, E. SOMA, and Bayview, periodical proposal from the Potrero View is not being recommended by OCA because they failed to timely provide documentation to demonstrate circulation frequency and circulation neighborhood.
- The Richmond District and Sunset District periodical proposal from the Richmond Review and Sunset Review are not being recommended by OCA because they failed to timely provide documentation to demonstrate circulation frequency and circulation neighborhood.

In addition, this year, the San Francisco Chronicle applied for all neighborhoods and OCA recommends them to service any underrepresented neighborhoods.

Recommendation

OCA recommends designation as the City’s Outreach Periodicals and award of the Fiscal Year 2023–2024 Outreach Advertising contracts to the following periodicals:

Outreach Community Periodical

- Bar Media, Inc. dba Bay Area Reporter
- Wind Newspaper

Outreach Neighborhood Periodical

- Acción Latina dba El Tecolote Newspaper
- Bar Media, Inc. dba Bay Area Reporter
- Sullivan Communications dba San Francisco Bay Times
- Wind Newspaper
- Hearst Communications, Inc. dba SF Chronicle

The total estimated value for each outreach advertising contract for Fiscal Year 2023–2024 is **\$10,000**.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2023–2024 proposals and recommended awards. If you have any questions or require additional information, please contact Wil Alderman, at 628-652-1647 or wil.alderman@sfgov.org.

Enclosures: 1) Outreach Advertising for Fiscal Year 2023–2024 Evaluation Summary
 2) Resolution designating OCA’s recommended outreach newspapers
 3) S.F. Ethics Commission form 126f4 Submissions