



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser  
Purchasing

July 15, 2014

**To:** Angela Calvillo, Clerk of the Board

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

**Subject:** **Results of Outreach Newspaper Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Newspapers for FY 14-15**

Enclosed, is the resolution designating the following newspapers as the City's outreach newspapers for Fiscal Year 14-15 based on the solicitation results/Administrative Code requirements:

NEWSPAPER	NEIGHBORHOOD	RESPONSIVE TO ADMIN CODE 2.81?
Northside Publications/Marina Times	Northern SF Neighborhoods	YES
Central City Extra	Central City Neighborhoods	YES
West Portal Monthly	West Portal Neighborhood	YES
Potrero View	Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay Neighborhoods	YES

This year, OCA sent invitations to bid to approximately 50 local newspapers, an increase of 85% over FY11-12's total of 28 invitations. In addition to the term contract bid proposal being posted on the City's bid database for almost one month, all invited outreach newspapers were contacted several times via email and phone to encourage bid submission. OCA received a total of 11 bids.

OCA regulations require that we officially recommend only responsive bidders for contract awards but the Board of Supervisors has historically used its discretion to award the Outreach Advertising contracts to a broader range of bidders to best serve the City's outreach advertising needs.

In order to be responsive, *outreach neighborhood* (not community) newspapers must be printed at least once per month to be responsive. There is no requirement regarding where the newspapers are printed. All bidding Outreach neighborhood newspapers [except The Western Edition – see next table] are printed at least once per month and are therefore, responsive.

Non-responsive bids were submitted by the following newspapers:

NEWSPAPER	COMMUNITY/NEIGHBORHOOD	RESPONSIVE TO ADMIN CODE 2.81?	REASON?
Sing Tao Daily	Chinese	NO	1
World Journal	Chinese	NO	1
Bay Area Reporter	LGBT	NO	2
Small Business Exchange	African-American, Chinese, Hispanic	NO	2
El Reportero	Hispanic	NO	1,2,3

San Francisco Bay View	African-American	NO	1, 2
The Western Edition	Western Addition	NO	2,3

**Responsiveness Key:**

**1 = Printed Outside SF**

**2 = Not Printed One or More Days in Calendar Week**

**3 = Late Bid**

Per Admin 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 responsive, *outreach community* (not neighborhood) *newspapers* must be printed in San Francisco on one or more days in a calendar week. None of the bidding outreach community newspapers meet both of these requirements and are therefore, non-responsive.

Late bids were received from *El Reportero* and *The Western Edition*. Late bids are procedurally deemed non-responsive.

OCA also solicited bids for the services of a clearinghouse in addition to the usual bids for the outreach newspapers. The clearinghouse receives the Clerk of the Board’s ads and transmits them to the newspapers, handles translation, invoicing and payment. OCA received one (1) responsive bid from The Daily Journal who has been providing clearinghouse services to the City for several years.

Please find further detail in the attached spreadsheet regarding FY14-15 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Deirdre Darley on my team at 415-554-6751.

- Enclosures:
- Summary of Outreach Advertising Bids for FY 14-15
  - Summary of Outreach Advertising Awards for FY 14-15 with last year’s awards
  - 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)