



London N. Breed  
Mayor

Alaric Degrafinried  
Director and Purchaser

Purchasing

May 6, 2019

**To:** Angela Calvillo, Clerk of the Board  
**From:** Alaric Degrafinried, 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 2019 – 2020

Enclosed is the resolution recommending the designation of the following bidders as the City’s outreach advertising periodicals for Fiscal Year 2019 – 2020, 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	REPOSIBLE (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
SF Bayview	African American	YES
EI Reportero	Hispanic	YES
The Potrero View	Neighborhood – Potrero Hill/ Bayview / Mission Bay / SOMA	YES
Jasmine Blue Media LLC. DBA Marina Times	Neighborhood – Marina	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 four weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of eight (8) 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. All eight (8) 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 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?
World Journal SF	Chinese	NO	1
Sing Tao Daily	Chinese	NO	1

**Reason? (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 bidder World Journal SF or Sing Tao Daily print their periodicals in the City and County of San Francisco. Thus, World Journal SF 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.

The total estimated contract value for outreach advertising for Fiscal Year 2019 – 2020 is \$40,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2019 – 2020 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 2019 – 2020 Bid Evaluation Overview
  - Summary of Outreach Advertising Services Bids for Fiscal Year 2019 – 2020
  - Outreach Advertising Services for Fiscal Year 2019 – 2020 – 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)