



London N. Breed  
Mayor

Sailaja Kurella  
Acting Director and Purchaser  
Purchasing

October 26, 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	REPOSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Small Business Exchange	African American	YES
Bay Area Reporter	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
The Richmond Review	Neighborhood – Richmond District	YES
The Sunset Beacon	Neighborhood – Sunset District	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 and re-advertised per the Board's recommendation for another three weeks; reaching out to more newspapers. All invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of twelve (12) 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 twelve (12) 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. Eight (8) of the twelve (12) 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:

<b>PERIODICAL / BIDDER</b>	<b>OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD</b>	<b>RESPONSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)</b>	<b>REASON?</b>
<b>San Francisco Bayview</b>	<b>African American</b>	<b>NO</b>	<b>1, 2</b>
<b>Sing Tao Daily</b>	<b>Chinese</b>	<b>NO</b>	<b>1</b>
<b>San Francisco Bay Times</b>	<b>Lesbian-Gay-Bisexual-Transgender</b>	<b>NO</b>	<b>1, 2</b>
<b>Noe Valley Voice</b>	<b>Neighborhood – Noe Valley/Diamond Heights</b>	<b>NO</b>	<b>3</b>

**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 = Not Printed at Least Once Per Month (July/August Issues are combined)**

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, Sing Tao Daily, or San Francisco Bay Times print their periodicals in the City and County of San Francisco. In addition, San Francisco Bayview and San Francisco Bay Times do not print on one or more days in a calendar week. Thus, San Francisco Bayview, Sing Tao Daily, and San Francisco Bay Times are not responsible bidders given that they 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. Noe Valley Voice does not print at least once per month, but publishes eleven (11) times per year; July and August issues are always a combined issue. Thus, Noe Valley Voice is not a responsible bidder given that they do not meet all of the minimum qualifications as set forth in San Francisco Administrative Code sections 2.81.

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