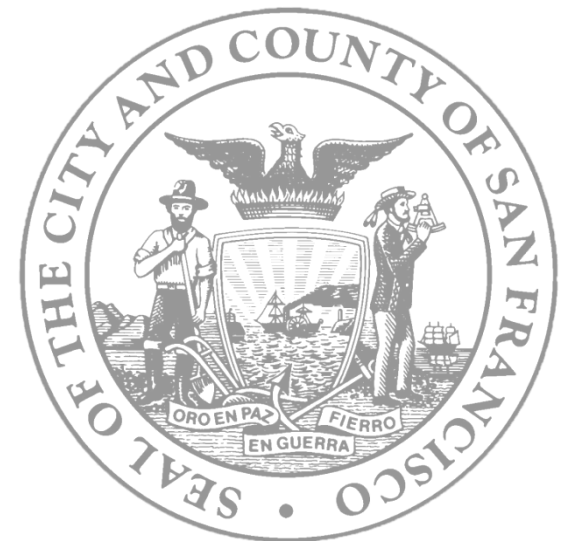


# Office of Contract Administration

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## Contracts for Official and Outreach Advertising Services Overview & Proposed Contract Awards (Files 220658 & 220659)

Sailaja Kurella and Daniel Sanchez  
Office of Contract Administration  
June 22, 2022



## Background: Official & Outreach Advertising

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- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out outreach advertising services annually, per Administrative Code 2.81 through 2.81-4.
- The City is required to publicly post notices of government business, in newspapers that are locally published and printed.
- Every year OCA conducts the solicitations based on the Administrative Code mandated evaluation guidelines and then presents award recommendations to the Board of Supervisors.
- The Board of Supervisors makes the award determination by designating contract recipients.

## Minimum Requirements, per Administrative Code 2.81- 2.81-4

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- Official Newspaper
  - ✓ Print in San Francisco on three or more days in a calendar week
  - ✓ Circulation of at least 50,000 copies per calendar week
- Outreach Community Newspapers
  - ✓ Printed in San Francisco on one or more days in a week
  - ✓ Primary circulation in the Community
- Outreach Neighborhood Newspapers
  - ✓ Printed on one or more days in a month
  - ✓ Primary circulation in the Neighborhood

# Official Advertising Recommendation FY 22-23

*Summary*

- Two proposals submitted.

PERIODICAL	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	OCA RECOMMENDATION
<b>Clint Reilly Communications dba San Francisco Examiner</b>	<b>YES</b>	<b>YES</b>
<b>San Francisco Chronicle</b>	<b>NO</b> Not printed in San Francisco and did not submit other required documentations	<b>NO</b> Deemed not responsive

*Award Recommendation:*

- San Francisco Examiner**. The only responsive proposer meeting all qualifications set forth in the Administrative Codes 2.80 through 2.81.
- Contract will cover period for Fiscal Year 2022 – 2023.

# Outreach Advertising Recommendations FY22-23

## Summary

- Sixteen (16) proposals submitted. Ten (10) of the sixteen (16) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

## Award Recommendation:

- OCA Recommendation based upon highest rated proposer per category who met all qualifications as set forth in San Francisco Administrative Codes 2.80 through 2.81.

	Chinese Community	Hispanic Community	LGBT Community & Castro/ Noe Valley/ Duboce Triangle Neighborhoods	Bayview Hunter's Point Neighborhood	Castro Neighborhood	Noe Valley Neighborhood	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhoods	Mission Neighborhood	Chinatown Neighborhood
OCA Recommended Awardee	World Journal SF, LLC	El Reportero	Bar Media, Inc.dba Bay Area Reporter	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	San Francisco Bay Times	The Noe Valley Voice	Street Media, LLC. dba Marina Times	Accion Latina dba El Tecolote Newspaper	Wind Newspaper

Thank you

# Reference Material

# Outreach Advertising Bid Evaluation

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
Community: Black Community	SF Bay View National Black Newspaper	NO Not printed in SF	1	NO Deemed not responsive
Community: Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Community: Chinese	World Journal SF, LLC	YES	1	YES
	Wind Newspaper	YES	2	NO Ranked Second
	Sing Tao Daily	NO Not printed in SF	N/A	NO Deemed non-responsive
	The China Press	NO Not printed in SF	N/A	NO Deemed non-responsive
Community: Hispanic	El Reportero	YES	1	YES
Community: Latinx	Accion Latina dba El Tecolote Newspaper	NO Not printed in SF Not printed weekly	N/A	NO Deemed non-responsive
Neighborhood: Bayview Hunter's Point	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	YES	1	YES
Neighborhood: Castro/ Noe Valley/ Duboce Triangle	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Neighborhood: Castro	San Francisco Bay Times	YES	1	YES
Neighborhood: Noe Valley	The Noe Valley Voice	YES	1	YES
Neighborhood: Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero	Street Media, LLC. dba Marina Times	YES	1	YES
Neighborhood: Mission	Accion Latina dba El Tecolote Newspaper	YES	1	YES
Neighborhood: Chinatown	The China Press	NO	N/A	NO Deemed non-responsive
	Wind Newspaper	YES	1	YES



# Official Advertising Bid Evaluation

Evaluation Summary of Official Advertising for Fiscal Year 2022-2023

Evaluation KEY	
Evaluation Categories	Total Points Available (per category)
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u> )	15.00
Circulation as submitted	
Daily Circulation	10.00
Periodical Cost	5.00
Locally Owned	2.00
Minority Owned	2.00
Woman-Owned	2.00
<b>Total Evaluation Points</b>	<b>36.00</b>

	SF Examiner		San Francisco Chronicle	
			Non-Responsive (Not printed in San Francisco)	
	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of <u>Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services</u> )	\$4.00 per actual line	15	\$6.25 per actual line	0
Circulation as submitted	24,220 circulation on Wednesday 24,200 circulation on Thursday 20,000 on Friday 87,213 on Sunday 155,653 weekly average		1,729,388 bona fide circulation per week	
Daily Circulation	22236	10	247055	0
Periodical Cost	Free	5	\$2.00 daily (price raises to \$3.00 daily on 5-23-22) \$3.00 on Sunday	0
Locally Owned	YES	2	YES	0
Minority Owned	NO	0	NO	0
Woman-Owned	NO	0	NO	0
<b>Total Points Earned</b>	<b>32</b>		<b>0</b>	