



Edwin M. Lee  
Mayor

Jaci Fong  
Director and Purchaser

Purchasing

May 18, 2016

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

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

**Subject:** Results of Outreach Advertising Solicitation, OCA Recommendations and Resulting Resolution Designating Outreach Periodicals for Fiscal Year 2016 - 2017

Enclosed is the resolution recommending the designation of the following bidders as the City's outreach advertising periodicals for Fiscal Year 2016 – 2017, 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	REPOSNSIBLE (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)
Jasmine Blue Media doing business as Marina Times	Marina and Cow Hollow Neighborhoods	YES
Central City Extra	Tenderloin and Central Market Neighborhoods	YES
The Potrero View	Potrero Hill, Bayview, Mission Bay, and SOMA Neighborhoods	YES
San Francisco Print Media Co. doing business as SF Weekly	African American	YES
San Francisco Print Media Co. doing business as SF Weekly	Chinese	YES
San Francisco Print Media Co. doing business as SF Weekly	Hispanic	YES
San Francisco Print Media Co. doing business as SF Weekly	Lesbian, Gay, Bisexual, Transgender (LGBT)	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 forty-nine (49) local periodicals. In addition to the solicitation being posted on the City's bid Webpage for approximately three weeks, all invited outreach periodicals were contacted several times via email and phone to encourage bid submission. OCA received a total of nine (9) eligible 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 nine (9) eligible bids were submitted in a timely manner but were missing some required documentation as specified in the competitive solicitation. Late bids and incomplete bids are procedurally deemed non-responsive. Thus, zero (0) of the nine (9) eligible bids were

responsive. However, those nine (9) eligible bidders have submitted all required documentation within several weeks after the specified solicitation due date and time. A “responsible” bidder is one that meets all of the minimum qualifications and requirements as specified in a solicitation. Seven (7) of the nine (9) eligible bidders were deemed responsible as their submitted bids were evaluated and 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.

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, all neighborhood outreach periodicals recommended for award are printed in the City and County of San Francisco.

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?
San Francisco Bay View	African American	NO	1, 2
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**

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 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 considered responsible, *outreach community* (not neighborhood) periodicals must be printed in San Francisco on one or more days in a calendar week. San Francisco Bay View was the only eligible *outreach community* bidder who does not print their periodicals at least once each week. Additionally, another qualification established by San Francisco Administrative Codes 2.80 is that *outreach community* (not neighborhood) periodicals must be printed in the City and County of San Francisco. Sing Tao Daily and San Francisco Bay View are the only eligible bidders who do not print their periodicals in the City and County of San Francisco. Thus Sing Tao Daily and San Francisco Bay View 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.

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

The total estimated contract value for outreach advertising for Fiscal Year 2016 - 2017 is \$20,000.00 and the total estimated contract value for clearinghouse services Fiscal Year 2016 - 2017 is \$3,000.00.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2016-2017 bids and recommended awards, bid prices, circulation and bid evaluation criteria.

If you have any questions or require additional information, please contact Kofo Domingo on my team, at 415-554-6714.

- Enclosures:
- Outreach Advertising for Fiscal Year 2016-2017 Bid Evaluation Overview
  - Summary of Outreach Advertising and Clearinghouse Services Bids for Fiscal Year 2016-2017
  - Outreach Advertising and Clearinghouse Services for Fiscal Year 2016-2017 - 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)