

# Office of Contract Administration

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## Term Contracts for Official and Outreach Advertising Services Overview & Proposed Contract Award (*File 200563 and 200562*)

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Office of Contract Administration  
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# Agenda

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1. Background
2. Minimum Requirements, pursuant to Administrative Code 2.81 through 2.81-4
3. Official Advertising Bid Evaluation and Recommendation
4. Outreach Advertising Bid Evaluation and Recommendation

## Background: Official & Outreach Advertising

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- In 1994 voters passed Proposition J, mandating the Office of Contract Administration (OCA) to bid out 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 bids and presents award recommendations based on Administrative Code mandated evaluation guidelines.
- OCA processes the bidding and contracts on the behalf of the Clerk of the Board.
- The Board of Supervisors makes the official awards by designating contracts for the Official and Outreach Advertising

## 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 Newspapers

- ✓ Print in San Francisco on one or more days in a calendar week
- ✓ Circulates primarily in one of the following outreach communities:
  - Lesbian/Gay/Bisexual/Transgender
  - African American
  - Hispanic
  - Chinese

# Official Advertising Bid Evaluation

Scoring Criteria per Admin. Code 2.81	Total Available Points	San Francisco Examiner Bid	San Francisco Examiner Points	SF Chronicle Bid	SF Chronicle Points
Advertising Price Per Line		\$3.75		\$6.25	
Price for Sample Ads	15	\$888.75	15	\$1,175	11.3
Circulation SF	10	391,410	10	221,724	5.7
Newsstand Price	5	\$0.00 (Free)	5	\$2.00-3.00	0
Locally Owned and Operated	2	No	0	No	0
Print in SF		Yes		NO	
<b>Total Evaluation Points</b>	<b>32</b>	<b>30</b>		<b>17</b>	
<b>Total Points with Bid Discounts Applied</b>		<b>30.38</b>		<b>17.22</b>	

## Official Advertising Recommendation

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### *San Francisco Examiner*

- Highest evaluation score and is the only responsive bidder meeting all qualifications set forth in the Administrative Code
- OCA Recommendation based upon highest rated bidder who met all qualifications as set forth in San Francisco Administrative Codes 2.80 through 2.81.
- Contract for Fiscal Year 2020 – 2021, requesting \$400,000 based on current usage.

# Outreach Advertising Bid Evaluation

Bidder	Communities Served	Daily Circulation	Price for Sample Ad	Ad Price Per Circulated Copy	Evaluation Score	Meets All Qualifications Per The Admin Code
Small Business Exchange	African American (AA)	2,724	\$200.00	\$0.07	25.4	NO
San Francisco Bay View	African American (AA) or BayView Hunters Point	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	23.3	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	17.8	NO
El Reportero	Hispanic (H)	1,429	\$875.00	\$0.61	15.9	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	3,143	\$465.00	\$0.15	14.3	YES
San Francisco Bay Times	LGBT Community (Castro/Mission/Duboce Triangle Neighborhoods)	2,500	\$750.00	\$0.30	11.7	NO
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina/Cow Hollow/ North Beach/Chinatown	333	\$500.00	\$1.50	13.2	YES
The Potrero View	Neighborhood (N) - Potrero Hill/Dogpatch/ Mission Bay/Eastern South of Market	367	\$625.00	\$1.70	12.0	YES

# Outreach Advertising Recommendations

OUTREACH		NEIGHBORHOOD	
Community	Newspaper	Community	Newspaper
Hispanic	El Reportero	Marina	Jasmine Blue Media LLC (DBA Marina Times)
LGBT	Bay Area Reporter	Potrero Hill/Bayview/ Mission Bay/SOMA	The Potrero View
Chinese	World Journal SF LLC		

- Contract for Fiscal Year 2020 – 2021, requesting \$40,000 based on current usage.



Thank you