

Office of Contract Administration

Term Contracts for the Outreach Advertising Services Overview & Proposed Contract Award (*File 201212*)

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Office of Contract Administration
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Agenda

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

Background: Outreach Advertising

- 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 Outreach Advertising.

Minimum Requirements, per Administrative Code 2.81- 2.81-4

■ Outreach Newspapers

❖ Community

- ✓ 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

❖ Neighborhood

- ✓ Print in San Francisco on one or more days in a calendar month
- ✓ Circulates in San Francisco neighborhoods

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	25.1	YES
San Francisco Bay View	African American (AA) (or Bayview Hunters Point Neighborhoods)	667	\$200.00	\$0.30	22.4	NO
World Journal SF LLC	Chinese (Ch)	45,000	\$376.50	\$0.01	22.97	YES
Sing Tao Daily	Chinese (Ch)	6,786	\$330.00	\$0.05	15.6	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	Lesbian-Gay-Bisexual-Transgender (LGBT) (or 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
The Richmond Review	Neighborhood (N) - Richmond District	667	\$500.00	\$0.75	13.3	YES
The Sunset Beacon	Neighborhood (N) - Sunset District	667	\$500.00	\$0.75	13.3	YES
Noe Valley Voice	Neighborhood (N) - Noe Valley/Diamond Heights	167	\$575.00	\$3.44	12.4	NO

Outreach Advertising Recommendations

OUTREACH		NEIGHBORHOOD	
Community	Newspaper	Districts	Newspaper
African American	Small Business Exchange	Marina	Jasmine Blue Media LLC (DBA Marina Times)
Chinese	World Journal SF LLC	Potrero Hill/Bayview/ Mission Bay/SOMA	The Potrero View
Hispanic	El Reportero	Richmond	The Richmond Review
LGBT	Bay Area Reporter	Sunset	The Sunset Beacon

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

Thank you