



To: Angela Calvillo, Clerk of the Board

From: Sailaja Kurella, Acting Director of Office of Contract Administration (OCA) and Purchaser

Date: May 28, 2021

Subject: Resolution Designating Outreach Newspaper for Fiscal Year 2021 - 2022

Enclosed is the resolution recommending the designation of the following periodicals as the City’s outreach advertising periodicals for Fiscal Year 2021– 2022, 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.

Summary of Solicitation Results

The Office of Contract Administration (OCA) sent notifications of a formal and competitive solicitation, also known as a request for proposal, for outreach advertising services to approximately fifty (50) local periodicals. The solicitation was posted on the City’s bid webpage for approximately four weeks. All invited outreach periodicals were contacted several times via email and we hosted a pre-proposal conference. OCA received a total of thirteen (13) proposals for outreach advertising.

OCA is recommending contract awards to the highest scoring responsive proposals but the Board of Supervisors has historically used its discretion to award the outreach advertising service contracts to a broader range of proposals in order to best serve the City’s outreach advertising needs. A “responsive” proposal is one who meets all of the minimum qualifications and requirements as specified in a solicitation. Nine (9) of the thirteen (13) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

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: African American Community	Small Business Exchange, Inc.	NO Primary circulation is not in African American community	1	NO Deemed not responsive
Community: Lesbian, Gay, Bisexual, Transgender	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
	San Francisco Bay Times	NO Not printed in SF Not printed weekly	2	NO Deemed not responsive And ranked second
Community: Chinese	World Journal SF, LLC	YES	1	YES
	Wind Newspaper	YES	2	NO Ranked second



Community: Hispanic	Accion Latina dba El Tecolote Newspaper	NO Not printed in SF Not printed weekly	1	NO Deemed not responsive
	El Reportero, LLC	YES	2	YES
Neighborhood: Bayview Hunter's Point	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	YES	1	YES
Neighborhood: Castro/Noe Valley	Bar Media, Inc. dba Bay Area Reporter	YES	1	YES
Neighborhood: Noe Valley	The Noe Valley Voice	YES	1	YES
Neighborhood: Marina/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	Wind Newspaper	YES	1	YES

As shown in the table above, the following proposals are not being recommended for a contract award because they were either ranked second in their Community or Neighborhood category or were found to be non-responsive.

OUTREACH COMMUNITY / OUTREACH NEIGHBORHOOD	PERIODICAL	OCA RECOMMENDATION
Community: African American Community	Small Business Exchange	NO Deemed not responsive (Primary circulation is not in African American community)
Community: Lesbian, Gay, Bisexual, Transgender	San Francisco Bay Times	NO Deemed not responsive And ranked second (Not printed in SF Not printed weekly)



Community: Chinese	Wind Newspaper	NO Ranked second
Community: Hispanic	Accion Latina dba El Tecolote Newspaper	NO Deemed not responsive (Not printed in SF Not printed weekly)

The San Francisco Administrative Code Section 2.80-1(b) and 2.80-1(c) state that the represented 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 proposal to be considered responsive, it must have primary circulation in the community being proposed for, 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.

- The community periodical proposal from the Small Business Exchange is not being recommended by OCA because their proposal is not responsive since they informed us that they do not have primary circulation in the African American community. While they do serve and target that community, it is not their primary target.
- The community periodical proposal from San Francisco Bay Times is not being recommended by OCA because (1) they are not responsive since they don't print their periodicals in the City and County of San Francisco and they don't print weekly; and (2) they are ranked second in their community category instead.
- The community periodical proposal from the Wind Newspaper is not being recommended by OCA because they are ranked second in their community category. Also, they are being recommended as a Neighborhood periodical so they would get a contract under that category.
- The community periodical proposal from Accion Latina is not being recommended by OCA because they are not responsive since they don't print their periodicals in the City and County of San Francisco and they don't print weekly. Also, they are being recommended as a Neighborhood periodical so they would get a contract under that category instead.

The total estimated value for outreach advertising contracts for Fiscal Year 2021 – 2022 is \$70,000.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2021– 2022 proposals and recommended awards.

If you have any questions or require additional information, please contact Daniel Sanchez on my team, at 415-554-6735.

Enclosures: Outreach Advertising for Fiscal Year 2021 – 2022 Bid Evaluation Overview

Resolution designating OCA's recommended outreach newspapers