



**San Francisco Office of the City Administrator
City Administrator Carmen Chu**

FY24-25 Official Newspaper and Outreach Periodicals

Files [240363](#) and [240364](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee
May 8, 2024

Official & Outreach Advertising: **Background**

- In 1994, voters passed Proposition J which mandates the Board of Supervisors to designate, each Fiscal Year, for the purpose of publishing official City notices:
 - Up to one *daily* “Official” newspaper (SF Administrative Code Sec. 2.81 and Sec. 2.81-1);
 - Up to one *weekly* “Community-Based” outreach periodical for each San Francisco community (SF Administrative Code Sec. 2.81-3); and
 - Where the Board of Supervisors finds that certain neighborhoods are not being adequately served by the Official newspaper and the Community-Based outreach periodicals, up to one *monthly* “Neighborhood-Based” outreach periodical for each San Francisco Neighborhood. (SF Administrative Code Sec. 2.81-4).

Selection Process

- Pursuant to Administrative Code Sections 2.81 through 2.81-4:
 - Each fiscal year, the Office of Contract Administration (OCA) must issue solicitations for the selection of an Official Newspaper, Community-Based outreach periodicals, and Neighborhood-Based outreach periodicals.
 - Upon receiving and reviewing the proposals, OCA makes recommendation for award to the Board of Supervisors who, by resolution, designates Official Newspaper, Community-Based" outreach periodicals, and Neighborhood-Based outreach periodicals for that fiscal year.

The Clearinghouse Process

- Historically, the City has used a competitively selected clearinghouse to act as the central point of contact between the City and the various publications through which advertisements are placed. In this role, the clearinghouse receives and coordinates the placement of advertisement through the selected publications, timely processes payments to each publication, and then bills City on their behalf. This ensures publications, particularly small ones, are paid in a timely and efficient manner. It also reduces the administrative burden on City staff.
- Beginning in FY24-25, and consistent with the historical practice describe above, each awardee will be added as a subcontractor to the clearinghouse's contract with City, rather than signing a direct agreement with the City. This will reduce the current administrative burden on OCA, as well as the publications, almost all of whom are small operations with little capacity to enter into and manage a direct contract with the City.

Definitions and Minimum Requirements

- **Daily Official Newspaper:**

- ✓ Printed in San Francisco on three or more days in a calendar week.
- ✓ Circulation of at least 50,000 copies per calendar week.

- **Weekly Community-Based Outreach Periodicals:**

- ✓ Periodicals that target a specific community, defined as the Lesbian/Gay/Bisexual, African American, Hispanic and Chinese communities and other communities as determined by the Board of Supervisors.
- ✓ Printed in San Francisco and published one or more days per week.

- **Monthly Neighborhood-Based Outreach Periodicals:**

- ✓ Periodicals that target a specific San Francisco neighborhood, as determined by the Board of Supervisors.
- ✓ Published one or more days per month.

Evaluation Criteria as per Admin Code

■ Daily Official Newspaper:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%

■ Weekly Community-Based Outreach Periodicals:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%
- ✓ **Foreign Language Publications:** 5 points if published in native language of community

■ Monthly Neighborhood-Based Outreach Periodicals:

- ✓ **Advertisement Price:** 15 points
- ✓ **Circulation based on "Circulation Calculation":** 10 points
- ✓ **Newspaper Cost:** 5 points if free
- ✓ **Local Ownership:** 2 points if local ownership > 50%

Proposals Summary & Recommendation:

Official Newspaper

NEWSPAPER	RESPONSIVE? <small>(MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)</small>	OCA RECOMMENDATION FOR DESIGNATION & AWARD
San Francisco Examiner	YES	YES
San Francisco Chronicle	NO Not printed in San Francisco	No Non-Responsive

Proposals Summary & Recommendation:

Weekly Community-Based Outreach Periodicals

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Lesbian, Gay, Bisexual, Transgender	Bay Area Reporter	YES	1	YES
Chinese	Wind Newspaper	YES	1	YES
Chinese	World Journal	NO Ranked 2 for Chinese Community	2	NO Ranked 2 for the Chinese community.
Hispanic	El Reportero LLC	NO Not printed in SF	N/A	NO Non-Responsive
All San Francisco Communities	San Francisco Chronicle	NO Not printed in SF	N/A	NO Non-Responsive

Proposals Summary & Recommendation:

Monthly Neighborhood-Based Outreach Periodicals

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Castro, Noe Valley, Duboce Triangle	San Francisco Bay Times	YES	1	YES
Castro, Noe Valley, Duboce Triangle	Bay Area Reporter	YES	2	NO Ranked 2 for Castro, Noe Valley, Duboce Triangle.
Bayview/Hunters Point, Mission, Bernal Heights	El Reportero	YES	1	YES
Bayview/Hunters Point, Visitacion Valley	Henry Society Journal	YES	1	YES
Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	World Journal	YES	1	YES
Noe Valley, Diamond Heights	Noe Valley Voice	YES	1	YES
Potrero Hill, Dogpatch, Mission Bay, E. SOMA	Potrero View	YES	1	YES

Proposals Summary & Recommendation:

Neighborhood-Based Outreach Periodicals (continued)

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial District, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, SOMA, Marina, North Beach	San Francisco Examiner	YES	1	YES
Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, Merced Heights	Sing Tao Daily	YES	1	YES
Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Wind Newspaper	YES	1	YES
Mission, Excelsior, Potrero Hill	El Tecolote	YES	1	YES
All San Francisco Neighborhoods	Small Business Exchange	YES	1	YES
All San Francisco Neighborhoods	San Francisco Chronicle	YES	2	NO Ranked 2 for All San Francisco Neighborhoods

Thank You

Historical Reference Material

Comparison of Fiscal Year 2023-2024 and Fiscal Year 2024 – 2025 Outreach Periodicals

Recommended Awards for Outreach Advertising 2024-2025															
Recommended Awardee	Community Periodical				Neighborhood Periodical										
	African American	LGBT Community	Chinese Community	Hispanic Community	Mission, Bernal Heights, Bay View/Hunters Point	Mission, Excelsior, Potrero Hill	Bayview Hunters Point & Visitacion Valley	Noe Valley, Diamond Heights	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	Castro, Noe Valley, Duboce Triangle	Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial Dist, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	Chinatown, Richmond, Portola Valley, Excelsior, Outer Mission, Oceanview, Ingleside, and Merced Heights	All San Francisco	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	
	none - no Proposers	Bay Area Reporter	Wind Newspaper	none - Proposer Non-Responsive	El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Potrero View	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal

Recommended Awards for Outreach Advertising 2023-2024													
Recommended Awardee	Community Periodical				Neighborhood Periodical								
	African American	LGBT Community	Chinese Community	Hispanic Community	Bayview Hunter's Point Neighborhood	Castro/ Noe Valley/ Duboce Triangle Neighborhood	Castro Neighborhood	Noe Valley Neighborhood	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhood	Mission Neighborhood	Chinatown Neighborhood	All under represented neighborhoods	Hearst Communications Inc dba SF Chronicle
	none - no Proposers	Bay Area Reporter	Wind Newspaper	none - Proposer Non-Responsive	none - no Proposers	Bay Area Reporter	San Francisco Bay Times	none - Proposer Non-Responsive	none - no Proposers	El Tecolote	Wind Newspaper		