

1 [Outreach Advertising and Neighborhood Outreach Advertising - FY2014-2015]

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3 **Resolution designating *Central City Extra* to be the neighborhood outreach newspaper**
4 **of the City and County for the Central City neighborhood; *Northside***
5 ***Publications/Marina Times* to be the neighborhood outreach newspaper of the City and**
6 **County for the Northern San Francisco neighborhood; *West Portal Monthly* to be the**
7 **neighborhood outreach newspaper of the City and County for the West Portal**
8 **neighborhood; and *Potrero View* to be the neighborhood outreach newspaper of the**
9 **City and County for the Potrero Hill, Dogpatch, Bayview, SOMA, Mission Bay**
10 **neighborhoods to provide outreach advertising for FY2014-2015.**

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12 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
13 advertising to those communities which may not be adequately served by the official
14 newspaper, pursuant to Section 2.80 and 2.80-1 of the Administrative Code; and

15 WHEREAS, In each year, the Board of Supervisors shall designate the outreach
16 periodical for each outreach community, pursuant to Section 2.81-3 of the Administrative
17 Code; and

18 WHEREAS, The Board of Supervisors may designate neighborhood outreach papers,
19 pursuant to Section 2.81-4 of the Administrative Code; now therefore, be it

20 RESOLVED, That the Board designates the following neighborhood outreach
21 newspapers for the indicated neighborhood for FY2014-2015:

- 22 Central City *Central City Extra*
- 23 Northern San Francisco *Northside Publications/Marina Times*
- 24 West Portal *West Portal Monthly*
- 25 Potrero Hill *Potrero View*; and be it

1 FURTHER RESOLVED, That the Office of Contract Administration is authorized to
2 execute contracts with these designated outreach newspapers and said contracts must fully
3 comply with all the contracting requirements of the City and County of San Francisco.

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