

File No. 240364

Committee Item No. 10

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date May 8, 2024

Board of Supervisors Meeting Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission (6)
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- Recommended Awards
- OCA Presentation 5/8/2024
- _____
- _____
- _____
- _____
- _____
- _____

Completed by: Brent Jalipa Date May 2, 2024

Completed by: Brent Jalipa Date _____

1 [Outreach Community-Based Weekly Advertising and Outreach Neighborhood-Based Monthly
2 Advertising - Various Periodicals - FY2024-2025]

3 **Resolution designating *Bay Area Reporter* to be the outreach community-based weekly**
4 **periodical of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
5 **Transgender community; *El Reportero* to be the outreach neighborhood-based monthly**
6 **periodical of the City and County of San Francisco for the Bayview/Hunters Point,**
7 **Mission District, Bernal Heights neighborhoods; *El Tecolote* to be the outreach**
8 **neighborhood-based monthly periodical of the City and County of San Francisco for**
9 **the Mission, Excelsior, and Potrero Hill neighborhoods; *Henry Society Journal* to be**
10 **the outreach neighborhood-based monthly periodical of the City and County of San**
11 **Francisco for the Bayview/Hunters Point and Visitacion Valley neighborhoods; *Noe***
12 ***Valley Voice* to be the outreach neighborhood-based monthly periodical of the City and**
13 **County of San Francisco for the Noe Valley and Diamond Heights neighborhoods;**
14 ***Potrero View* to be the outreach neighborhood-based monthly periodical of the City**
15 **and County of San Francisco for the Potrero Hill, Dogpatch, Mission Bay, and eastern**
16 **South of Market neighborhoods; *San Francisco Bay Times* to be the outreach**
17 **neighborhood-based monthly periodical of the City and County of San Francisco for**
18 **the Castro, Noe Valley, and Duboce Triangle neighborhoods; *San Francisco Examiner***
19 **to be the outreach neighborhood-based monthly periodical of the City and County of**
20 **San Francisco for the Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission,**
21 **Haight-Ashbury, Richmond, Financial District, Tenderloin, Eureka Valley, Russian Hill,**
22 **Forest Hill, South of Market, Marina, and North Beach neighborhoods; *Sing Tao Daily* to**
23 **be the outreach neighborhood-based monthly periodical of the City and County of San**
24 **Francisco for the Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer**
25 **Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights; *Small Business***

1 ***Exchange*** to be the outreach neighborhood-based monthly periodical of the City and
2 **County of San Francisco serving the entire City; *Wind Newspaper*** to be the outreach
3 **neighborhood-based monthly periodical of the City and County of San Francisco for**
4 **the Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission**
5 **neighborhoods, and the outreach community-based weekly periodical of the City and**
6 **County of San Francisco for the Chinese community; *World Journal*** to be the outreach
7 **neighborhood-based monthly periodical of the City and County of San Francisco for**
8 **the Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion**
9 **Valley, and Western Addition neighborhoods; and to provide outreach advertising for**
10 **Fiscal Year (FY) 2024-2025.**

11
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 Sections 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
19 periodical, pursuant to Section 2.81-4 of the Administrative Code; now, therefore, be it

20 RESOLVED, That the Board designates the following periodicals, which circulate
21 primarily in the indicated communities and are printed in San Francisco, to be the outreach
22 periodicals for the indicated communities for Fiscal Year (FY) 2024-2025:

23 Lesbian, Gay, Bisexual, Transgender -Bay Area Reporter

24 Chinese -Wind Newspaper

25

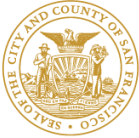
1 FURTHER RESOLVED, That the Board designates the following neighborhood
2 outreach periodicals for the indicated neighborhood(s) for FY2024-2025:

- 3 Bayview/Hunters Point, Mission, Bernal Heights -El Reportero
- 4 Mission, Excelsior, Potrero Hill -El Tecolote
- 5 Bayview/Hunters Point, Visitacion Valley -Henry Society Journal
- 6
- 7 Noe Valley, Diamond Heights -Noe Valley Voice
- 8 Potrero Hill, Dogpatch, Mission Bay, eastern
9 South of Market -Potrero View
- 10 Castro, Noe Valley, Duboce Triangle -San Francisco Bay Times
- 11 Sunset, Presidio Heights, Excelsior, Pacific Heights,
12 Mission District, Haight-Ashbury, Richmond,
13 Financial District, Tenderloin, Eureka Valley,
14 Russian Hill, Forest Hill, South Market, Marina,
15 North Beach -San Francisco Examiner
- 16 Chinatown, Richmond, Sunset, Portola Valley,
17 Excelsior, Outer Mission, Tenderloin, Oceanview,
18 Ingleside, Merced Heights -Sing Tao Daily
- 19 All San Francisco Neighborhoods -Small Business Exchange
- 20 Chinatown, Sunset, Richmond, Visitacion Valley,
21 Portola, Tenderloin, Outer Mission -Wind Newspaper
- 22 Bayview/Hunters Point, Chinatown, Mission, South
23 of Market, Tenderloin, Visitacion Valley,
24 Western Addition -World Journal

25 FURTHER RESOLVED, That the Office of Contract Administration is hereby
authorized to award these designated outreach periodicals to be listed as sub-awards to the
Daily Journal, the City’s official Clearinghouse contractor must be in accordance with all the
contracting requirements of the City and County of San Francisco; and, be it

1 FURTHER RESOLVED, That within 30 days of the Clearinghouse contract being fully-
2 executed by all parties, the Office of Contract Administration shall provide the final contract to
3 the Clerk of the Board for inclusion into the official file.

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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		

Recommended Awards for Neighborhood Outreach Advertising 2024-2025

Recommended
Awardee

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
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, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights	All San Francisco	Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition

Neighborhood(s)
Proposed

Recommended Awards for Community Outreach Advertising 2024-2025

Recommended
Awardee

Bay Area Reporter	Wind Newspaper
LGBTQ Community	Chinese/Asian Community

Community(s)
Proposed

Evaluation Summary NEIGHBORHOOD Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		El Reportero		El Tecolote		Henry Society Journal		Noe Valley Voice		San Francisco Chronicle		Potrero View	
Proposed Neighborhood(s)	Castro/Duboce Triangle/Noe Valley		Mission, Bernal Heights, Bay View/Hunters Point		Mission, Excelsior, Potrero Hill		Bayview Hunters Point & Visitacion Valley		Noe Valley, Diamond Heights		All San Francisco		Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	
Recommend for Award (Y or N)	No (Rank 2)		Yes		Yes		Yes		Yes		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$855.31	15.00	\$336.00	15.00	\$850.00	15.00	\$575.00	15.00	\$799.00	3.75	\$450.00	15.00
Circulation (10 points)	20000	7	4000	10	7000	10	50	10	3000	10	14364	10	6275	10
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00	YES	2.00
Total Points Earned	23.90		27.00		25.00		25.00		27.00		13.75		27.00	

Bay Area Reporter and San Francisco Bay Times proposed same neighborhoods

San Francisco Chronicle and Small Business Exchange proposed same neighborhoods

	San Francisco Bay Times		San Francisco Examiner		Sing Tao Daily		Wind Newspaper		World Journal		Small Business Exchange	
Proposed Neighborhood(s)	Castro, Noe Valley, Duboce		Sunset, Presidio Heights,		Chinatown, Richmond, Sunset,		Chinatown, Sunset, Richmond,		Bayview/Hunters Point, Chinatown,		All San Francisco	
Recommend for Award (Y or N)	Yes		Yes		Yes		Yes		Yes		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$500.00	14.25	\$1,000.00	15.00	\$375.00	15.00	\$590.00	15.00	\$236.00	15.00	\$200.00	15.00
Circulation (10 points)	29000	10	22195	10	6500	10	5900	10	1584	10	1176	1
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	NO	0.00	NO	0.00
Total Points Earned	26.25		27.00		25.00		25.00		25.00		15.82	

Evaluation Summary COMMUNITY Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		San Francisco Chronicle (Non		El Reportero LLC		World Journal		Wind Newspaper	
Proposed Community(s)	LGBTQ Community		All San Francisco Communities		Hispanic Community		Chinese Community		Chinese Community	
Recommend for Award (Y or N)	Yes		No (Non Responsive) Not Printed in San Francisco		No (Non Responsive) Not Printed in San Francisco		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$799.00	0	\$855.31	0	\$236.00	15.00	\$590.00	6.00
Daily Circulation (10 points)	20000	10.00	2,052	0	4000	0	226	0.38	5900	10.00
Periodical Cost (5 points)	Free	\$5.00	\$3.00	0.00	Free	0.00	\$0.75	0.00	Free	5.00
Locally Owned (2 points)	YES	2.00	NO	0.00	YES	0.00	NO	0.00	NO	0.00
Foreign- Language Publication (2 points)	NO	0.00	NO	0.00	YES	0.00	YES	2.00	YES	2.00
Total Points Earned	32.00		0.00		0.00		17.38		23.00	

Wind Newspaper and World Journal proposed same Community



Contract Modification 7

Official and Outreach Advertising Clearinghouse Services

Supplier: Daily Journal Corporation

Ari G. Arambula
915 E 1st Street
Los Angeles, CA 90012
(213) 220-5530
Ari_gutierrez@dailyjournal.com

Date: 07/01/2024
Buyer Name: Karina Smith
Term contract: 95700
Contract ID: 1000010088
Supplier ID: 0000021899
Type: Indefinite Quantity
Not-to-exceed amount: **\$2,000,000.00**

The history of this contract and its modifications is as follows:

Modification	Start date	End date	Amount
Original contract	07/01/18	06/30/21	\$1,000,000.00
1	No change	06/30/23	\$1,500,000.00
2	No change	No change	No change
3	No change	No change	No change
4	No Change	6/30/2024	\$2,000,000
6	No Change	No Change	No Change
7	No Change	06/30/2025	No Change

This modification No. 7 changes the contract as follows:

1. Update the awarded Outreach and Official Periodicals for Fiscal Year 2024-25: See attachment A of this Modification; and

All other terms and conditions remain the same.

CITY

Supplier Name: Daily Journal Corporation

Recommended by:

Wilton Alderman
Procurement Manager
Office of Contract Administration

Michelle Stephens
Vice President

City Supplier Number: 0000021899

Approved:

Sailaja Kurella
Director of the Office of Contract Administration,
and Purchaser

Attachment A

**List of Outreach and Official Advertising Newspapers for Fiscal Year 2024-2025
(July 1, 2024- June 30, 2025)**

COMMUNITY OUTREACH NEWSPAPERS						
Item No.	Newspaper	Bid Items	Bid Pricing – Paid to Newspaper	Ad Qty	15% Clearinghouse Commission	Total Unit Price Charged to City
1.	Bay Area Reporter	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$71.25	\$546.25
2.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$590.00	1	\$88.50	\$678.50

COMMUNITY OUTREACH NEWSPAPERS						
Item No.	Newspaper	Bid Items	Bid Pricing – Paid to Newspaper	Ad Qty	Extended Price	Extended Price
1.	San Francisco Bay Times	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$475.00	1	\$403.75	\$403.75
2.	El Reportero	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$855.31	1	\$128.30	\$983.61
3.	El Tecolote	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$336.00	1	\$50.40	\$386.40
4.	Henry Society Journal	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$850.00	1	\$127.50	\$977.50
5.	Noe Valley Voice	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$575.00	1	\$86.25	\$661.25
6.	Potrero View	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$450.00	1	\$67.50	\$517.50
7.	San Francisco Examiner	Clearinghouse Service: Outreach Advertising, Price Per 4” by 6” Advertisement	\$1,000.00	1	\$150.00	\$1,150.00

8.	Sing Tao Daily	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$375.00	1	\$56.25	\$431.25
9.	Wind Newspaper	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$590.00	1	\$88.50	\$678.50
10.	World Journal	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$236.00	1	\$35.00	\$271.00
11.	Small Business Exchange	Clearinghouse Service: Outreach Advertising, Price Per 4" by 6" Advertisement	\$200.00	1	\$30.00	\$230.00

OFFICIAL NEWSPAPERS							
Item No.	Newspaper	Bid Items	Bid Price Per Line	Less 10% withholding by City	Plus 15% for Clearing House	Total Charged to City	Net Paid to Newspaper
1.	SAN FRANCISCO EXAMINER	Clearinghouse Service: OFFICIAL Advertising, Price Per LINE Advertisement	\$7.00	\$0.70	\$1.05	\$7.35	\$6.30



To: Angela Calvillo, Clerk of the Board

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

Date: April 12, 2024

Subject: Resolution Designating Outreach Newspapers for Fiscal Year 2024-2025

Enclosed is the resolution recommending the designation of the following periodicals as the City's outreach advertising periodicals for Fiscal Year 2024– 2025, 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.

Background

Administrative Code Sections 2.80 and 2.81, adopted via ballot measure in 1994, is an ordinance requiring the City to utilize locally-published newspapers to provide notification of governmental proceedings via official public notices. Pursuant to the Code, the City's Board of Supervisors, each fiscal year, must designate the "Official Newspaper(s)" and one or more "Outreach Periodicals" that serve the diverse communities making up the population of the City.

The Official Newspaper must be a newspaper of general circulation published for the dissemination of local or telegraphic news and intelligence of general character, with a bona fide circulation of at least 50,000 copies per calendar week and which is printed in the City on three or more days in a calendar week.

An Outreach Periodical must be a periodical which circulates primarily in one of the "Outreach Communities" and which is printed in the City and County on one or more days in a calendar week. Outreach Communities are specifically defined to include: (1) the Lesbian/Gay/Bisexual community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community. However, the Board of Supervisors may determine different outreach communities from time to time, and has in the past, designated as Outreach Periodicals those which serve specific neighborhoods within the City.

Solicitation Process

The solicitation and recommendation process to select the Official Newspaper and Outreach Periodicals was added to the Administrative Code via Proposition J in 1994; therefore, the basic structure of the solicitation can only be altered by voter mandate. The result is a process that is distinct from other competitive solicitations run by the Office of Contract Administration (OCA).

Pursuant to the Code, each year OCA is required to issue a public solicitation seeking proposals for the selection of the Official Newspaper(s) and the Outreach Periodicals. The selection process for the designation of these periodicals and the resulting awards varies from typical procurement process, in that the qualification requirements, evaluation criteria, and scoring methodology are highly prescribed in Administrative Code Sections 2.80 – 2.81. OCA cannot deviate from these selection requirements when making a recommendation to the Board of Supervisors.

Based on the scores, OCA provides a recommendation to the Board of Supervisors. The Board of Supervisors then designates both an Official Newspaper and Outreach Periodicals by resolution.

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 in February 2024. The solicitation was posted on the City’s public solicitation webpage for approximately four weeks All invited outreach periodicals were notified several times regarding the solicitation, and a pre-proposal conference was held. OCA received a total of eighteen (18) proposals for outreach advertising.

OCA is recommending awards to the highest-scoring responsive proposals per community and neighborhood categories but the Board of Supervisors has historically used its discretion to award the outreach advertising service to a broader range of proposals in order to best serve the City’s neighborhood outreach advertising needs.

A “responsive” proposal is one which meets all the qualification requirements and achieves the highest score pursuant to the evaluation requirements specified in Administrative Code Section 2.81 and 2.81-3. Thirteen (13) of the eighteen (18) proposals were deemed responsive as they met all of the minimum qualifications as specified in the solicitation.

OUTREACH COMMUNITY	PERIODICAL	RESPONSIVE? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY	OCA RECOMMENDATION FOR DESIGNATION & AWARD
<u>Community:</u> Lesbian, Gay, Bisexual, Transgender	Bay Area Reporter	YES	1	YES
<u>Community:</u> Hispanic	El Reportero LLC	NO <i>Not printed in SF</i>	N/A	NO <i>Deemed non-responsive</i>
<u>Community:</u> All San Francisco Communities	San Francisco Chronicle	NO <i>Not printed in SF</i>	N/A	NO <i>Deemed non-responsive</i>
<u>Community:</u> Chinese	Wind Newspaper	YES	1	YES
<u>Community:</u> Chinese	World Journal	YES	2	NO <i>(Rank 2)</i>

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 FOR DESIGNATION & AWARD
<u>Neighborhood:</u> Castro, Noe Valley, Duboce Triangle Neighborhoods	Bay Area Reporter	YES	2	NO (Rank 2)
<u>Neighborhood:</u> Castro, Noe Valley, Duboce Triangle Neighborhoods	San Francisco Bay Times	YES	1	YES
<u>Neighborhood:</u> Bayview/Hunters Point, Mission, Bernal Heights	El Reportero	YES	1	YES
<u>Neighborhood:</u> Mission, Excelsior, Potrero Hill	El Tecolote	YES	1	YES
<u>Neighborhood:</u> Bayview/Hunters Point, Visitacion Valley	Henry Society Journal	YES	1	YES
<u>Neighborhood:</u> Noe Valley, Diamond Heights	Noe Valley Voice	YES	1	YES
<u>Neighborhood:</u> Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	Potrero View	YES	1	YES
<u>Neighborhood:</u> Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight- Ashbury, Richmond, Financial District, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	San Francisco Examiner	YES	1	YES
<u>Neighborhood:</u> Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, Merced Heights	Sing Tao Daily	YES	1	YES

<u>Neighborhood:</u> Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Wind Newspaper	YES	1	YES
<u>Neighborhood:</u> Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	World Journal	YES	1	YES
<u>Neighborhood:</u> All San Francisco Neighborhoods	San Francisco Chronicle	YES	2	NO (Rank 2)
<u>Neighborhood:</u> All San Francisco Neighborhoods	Small Business Exchange	YES	1	YES

As noted above, Administrative Code Section 2.80-1(b) and 2.80-1(c) states that the represented Outreach Communities shall reflect the diversity in race and sexual orientation of the population of the City and County and shall include: (1) the Lesbian/Gay/Bisexual/Transgender community, (2) the African American community, (3) the Hispanic community, and (4) the Chinese community.

According to San Francisco Administrative Code Section 2.80-1, in order for an Outreach Community Periodical proposal to be considered responsive, it must have primary circulation in the community being proposed for, it must be circulated 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 African American community did not have any proposals.
- The Hispanic community periodical proposal from El Reportero is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).
- The all San Francisco community’s proposal from the San Francisco Chronicle is not being recommended by OCA because they are not printed in San Francisco as required by the San Francisco Administrative Code Section 2.80-1(c).

The San Francisco Administrative Code Section 2.80-4 also states that if the Board of Supervisors finds that certain communities are not being adequately served by the Official Newspaper(s) and the Outreach Community periodicals, the Board may authorize additional advertising in monthly neighborhood publications which target certain neighborhoods in San Francisco (“Outreach Neighborhood Periodicals”). According to Administrative Code Section 2.80-3 and 2.80-4, in order for an Outreach Neighborhood (not community) Periodical proposal to be considered responsive, it must have primary circulation in the neighborhood being proposed for, it must be circulated in San Francisco on one or more days in a calendar month.

- The Chinese community periodical proposal from the World Journal is not being recommended by OCA because it ranked number 2 in point totals as defined by the solicitation.
- The Castro, Duboce Triangle, and Noe Valley periodical proposal from the Bay Area Reporter is not being

recommended by OCA because it ranked number 2 in point totals as defined by the solicitation.

- The all San Francisco neighborhoods proposal from the San Francisco Chronicle is not being recommended by OCA because it ranked number 2 in point totals as defined by the solicitation.

Recommendation

OCA recommends designation as the City's Outreach Periodicals and award of the Fiscal Year 2024–2025 Outreach Advertising awards to the following periodicals:

Outreach Community Periodical

- Bay Area Reporter
- Wind Newspaper

Outreach Neighborhood Periodical

- El Reportero
- El Tecolote Newspaper
- 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

Ten percent of City expenditures on Official Advertising shall be set aside for the purposes of placing outreach advertisements in the designated outreach periodicals.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2024–2025 proposals and recommended awards. If you have any questions or require additional information, please contact Wil Alderman, at 628-652-1647 or wil.alderman@sfgov.org.

- Enclosures:
- 1) Outreach Advertising for Fiscal Year 2024–2025 Evaluation Summary
 - 2) Resolution designating OCA's recommended outreach newspapers

From: [Moser, Lily \(ADM\)](#)
To: [BOS Legislation, \(BOS\)](#)
Cc: [Alderman, Wil \(ADM\)](#); [Hayward, Sophie \(ADM\)](#); [Yip, Angela \(ADM\)](#)
Subject: Legislative Introduction: Resolution Designating Official Newspaper and Outreach Periodicals
Date: Monday, April 15, 2024 10:50:59 AM
Attachments: [24-25 Official Advertising Resolution Memo.pdf](#)
[24-25 Outreach Advertising Resolution Memo.pdf](#)
[24-25 File XXXXXX Official Advertising Resolution.doc](#)
[24-25 File XXXXXX Outreach Advertising Resolution.doc](#)
[CAT on 126f forms.pdf](#)
[Summary.pdf](#)
[SFEC Form 126f2 Submission of Proposal v2019-11-04.pdf](#)
[Contract 1000010088 Mod No 7 Daily Journal.docx](#)
[SFEC Form 126f4BOS Notification of Contract Approval.pdf](#)

Good Morning Clerk of the Board,

Please see the attached resolution authorizing the Office of Contract Administration (OCA) to designate Clinton Reilly Communications, dba The San Francisco Examiner, to be the official newspaper of the City and County of San Francisco for all official advertising for Fiscal Year (FY) 2024-2025 based on the formal and competitive solicitation results evaluated according to requirements set forth in San Francisco Administrative Code sections 2.80 and 2.81. The packet also includes a subsequent resolution designating local outlets as outreach community-based periodicals for the Fiscal Year (FY) 2024-2025.

Enclosed is the following:

1. Official Resolution Memo
2. Outreach Resolution Memo
3. Official Resolution
4. Outreach Resolution
5. Email from CAT confirming only the Official Award will need the Ethics forms (since no contracts are being issued to any of the awardees)
6. Summary of Awards
7. Form 126f2
8. Clearinghouse Draft Contract (Board does not approve this but submitting for reference since we do not have other contracts)
9. Form 126f4

Note that none of these outreach advert will enter into contracts. OCA will amend the Clearinghouse contract to name the awardees that can be used.

If you have any questions or require additional information, please contact Wil Alderman at 628-652-1647 or wil.alderman@sfgov.org.

Please confirm what date this will be slated for introduction.

Best,
Lily Moser