



**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**

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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	<b>Bay Area Reporter</b>	YES	1	YES
<u>Community:</u> Hispanic	<b>El Reportero LLC</b>	NO <i>Not printed in SF</i>	N/A	NO <i>Deemed non-responsive</i>
<u>Community:</u> All San Francisco Communities	<b>San Francisco Chronicle</b>	NO <i>Not printed in SF</i>	N/A	NO <i>Deemed non-responsive</i>
<u>Community:</u> Chinese	<b>Wind Newspaper</b>	YES	1	YES
<u>Community:</u> Chinese	<b>World Journal</b>	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	<b>Bay Area Reporter</b>	YES	2	NO (Rank 2)
<u>Neighborhood:</u> Castro, Noe Valley, Duboce Triangle Neighborhoods	<b>San Francisco Bay Times</b>	YES	1	YES
<u>Neighborhood:</u> Bayview/Hunters Point, Mission, Bernal Heights	<b>El Reportero</b>	YES	1	YES
<u>Neighborhood:</u> Mission, Excelsior, Potrero Hill	<b>El Tecolote</b>	YES	1	YES
<u>Neighborhood:</u> Bayview/Hunters Point, Visitacion Valley	<b>Henry Society Journal</b>	YES	1	YES
<u>Neighborhood:</u> Noe Valley, Diamond Heights	<b>Noe Valley Voice</b>	YES	1	YES
<u>Neighborhood:</u> Potrero Hill, Dogpatch, Mission Bay, E. SOMA, Bayview	<b>Potrero View</b>	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	<b>San Francisco Examiner</b>	YES	1	YES
<u>Neighborhood:</u> Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, Merced Heights	<b>Sing Tao Daily</b>	YES	1	YES

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

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