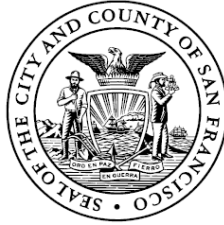


**City and County of San Francisco**  
Daniel Lurie, Mayor



**Office of the City Administrator**  
Carmen Chu, City Administrator  
Sailaja Kurella, Director  
Office of Contract Administration/Purchasing

**Date:** April 9, 2026  
**To:** Angela Calvillo, Clerk of the Board  
**From:** Sailaja Kurella, Director of Office of Contract Administration (OCA) and Purchaser  
**Subject:** **Resolution Designating Outreach Newspapers for Fiscal Year 2026-2027**

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Enclosed is the resolution recommending that the newspapers identified below be designated as the City's outreach advertising newspapers for Fiscal Year 2026 – 2027, based on the formal and competitive solicitation results evaluated according to the 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 (the "Code"), adopted via ballot measure in 1994, requires the City to utilize locally published newspapers to provide official public notices of governmental proceedings. Pursuant to the Code, the City's Board of Supervisors, each fiscal year, must designate the "Official Newspaper(s)" and one or more "Outreach Newspapers" that serve the diverse communities comprising the City's population.

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 Newspaper must be a newspaper 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 additional Neighborhood Outreach Newspapers which serve specific neighborhoods within the City.

Per Administrative Code Section 2.81-2(a) Ten percent of City expenditures on Official Advertising shall be set aside for the purposes of placing outreach advertisements in the designated outreach newspapers.

### **Solicitation Process**

The solicitation and recommendation process to select the Official Newspaper and Outreach Newspapers 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 Newspapers. The selection process for designating these newspapers and awarding the contracts varies from typical procurement process, in that the qualification requirements, evaluation criteria, and scoring methodology are highly prescribed the Code. 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 Newspapers 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 2026. The solicitation was posted on the City’s public solicitation webpage for approximately five weeks. All invited outreach newspapers were notified multiple times regarding the solicitation, and a pre-proposal conference was held. OCA received a total of fifteen (15) proposals for outreach advertising.

OCA has reviewed each proposal to determine if it was responsive. 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. As shown below, eleven (11) of the fifteen (15) proposals were deemed responsive to either the Community Outreach or Neighborhood Outreach solicitations, as they met all the minimum qualifications specified in the solicitation. OCA recommends awarding contracts to the highest-scoring responsive proposals within the various community and neighborhood categories, although the Board of Supervisors has historically exercised its discretion to award additional outreach advertising contracts to best serve the City’s neighborhood outreach advertising needs.

**Weekly Outreach Community**

The results of the Community Outreach solicitation are as follows:

COMMUNITY OUTREACH	NEWSPAPER	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
<b><u>Community:</u></b> Lesbian, Gay, Bisexual, Transgender	<b>Bay Area Reporter</b>	YES	1	YES
<b><u>Community:</u></b> All San Francisco Communities	<b>San Francisco Chronicle</b>	NO	N/A	NO
<b><u>Community:</u></b> Did not list Communities	<b>Sing Tao Daily</b>	YES	2	NO
<b><u>Community:</u></b> Chinese	<b>Wind Newspaper</b>	YES	1	YES

<b>Community:</b> Chinese	<b>World Journal</b>	YES	3	NO
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As noted above, Administrative Code Sections 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 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, for an Outreach Community Newspaper proposal to be considered responsive, it must have primary circulation in one of the outreach communities and must be printed in the City and County of San Francisco on one or more days in a calendar week.

After evaluating the Outreach Community proposals, OCA determined that:

- The African American community did not have any proposals.
- The Hispanic community did not have any proposals.
- The Chinese community received three (3) proposals. Wind Newspaper ranked one (1), while Sing Tao ranked two (2), and the World Journal ranked three (3).
- The San Francisco Chronicle proposal to serve all San Francisco communities was deemed non-responsive since it is not printed in San Francisco, as required by the San Francisco Administrative Code Section 2.80-1(c).

## Monthly Outreach Neighborhood

The results of the Neighborhood Outreach solicitation are as follows:

<b>NEIGHBORHOOD OUTREACH</b>	<b>NEWSPAPER</b>	<b>RESPONSIVE?</b> (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE 2.80 AND 2.81)	<b>RANK IN COMMUNITY/ NEIGHBORHOOD CATEGORY</b>	<b>OCA RECOMMENDATION FOR DESIGNATION &amp; AWARD</b>
<b>Neighborhood:</b> Eureka Valley, Excelsior, Financial Dist, Forest Hill, Haight-Ashbury, Marina, Mission, North Beach, Pacific Heights, Presidio Heights, Richmond, Russian Hill, South Market, Sunset, Tenderloin	<b>Clinton Reilly Communications dba San Francisco Examiner</b>	YES	<b>1</b>	YES
<b>Neighborhood:</b> (Listed Hispanic Community)	<b>El Reportero</b>	NO	N/A	NO
<b>Neighborhood:</b> Excelsior, Mission, Potrero Hill	<b>El Tecolote</b>	YES	<b>1</b>	YES
<b>Neighborhood:</b> Bayview, Hunters Point, Visitacion Valley, Western Addition	<b>Henry Society Journal</b>	YES	<b>1</b>	YES

<b><u>Neighborhood:</u></b> Diamond Heights, Noe Valley	<b>The Noe Valley Voice</b>	YES	1	YES
<b><u>Neighborhood:</u></b> Dogpatch, eastern South of Market, Mission Bay, Potrero Hill	<b>Potrero View</b>	YES	1	YES
<b><u>Neighborhood:</u></b> Castro, Duboce Triangle, Mission, Noe Valley	<b>San Francisco Bay Times</b>	YES	1	YES
<b><u>Neighborhood:</u></b> All San Francisco Neighborhoods	<b>San Francisco Chronicle</b>	YES	1	YES
<b><u>Neighborhood:</u></b> Chinatown, Outer Mission, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	<b>Wind Newspaper</b>	YES	1	NO <i>Withdrew Proposal from Outreach Neighborhood</i>
<b><u>Neighborhood:</u></b> Chinatown, Ingleside, Mission, Richmond, Sunset	<b>World Journal</b>	YES	1	YES

Per the San Francisco Administrative Code Section 2.81-4, if the Board of Supervisors finds that certain communities are not being adequately served by the Official Newspaper(s) and the Outreach Community newspapers, the Board may authorize additional advertising in monthly neighborhood publications which target certain neighborhoods in San Francisco (“Neighborhood Outreach Newspapers”). According to Administrative Code Section 2.81-4, in order for a Neighborhood Outreach Newspaper proposal to be considered responsive, it must have primary circulation in the targeted neighborhood and must be circulated in San Francisco at least once a month.

**Recommendation**

OCA recommends the Board of Supervisors, by Resolution, choose and designate as the City’s Outreach Newspapers the following newspapers:

***Outreach Community Newspaper***

- Bay Area Reporter
- Wind Newspaper

***Outreach Neighborhood Newspaper***

- Clinton Reilly Communications dba San Francisco Examiner
- El Tecolote
- Henry Society Journal
- The Noe Valley Voice
- Potrero View
- San Francisco Bay Times
- San Francisco Chronicle
- World Journal

OCA is not recommending the following publications for designation as the City's Outreach Newspapers:

- Sing Tao Daily, because its proposal for the Chinese community is ranked number two (2) in point totals as defined by San Francisco Administrative Code Article IX, Section 2.80 through 2.81-4.
- World Journal, because its proposal for the Chinese community is ranked number three (3) in point totals as defined by San Francisco Administrative Code Article IX, Section 2.80 through 2.81-4.
- San Francisco Chronical, because its proposal for all San Francisco communities is deemed Non-Responsive.
- El Reportero, because its proposal for Neighborhood Outreach is deemed Non-Responsive.
- Wind Newspaper, because it withdrew its proposal for Neighborhood Outreach.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2026– 2027 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 2026– 2027 Evaluation Summary  
                                      2) Resolution designating OCA's recommended outreach newspapers