

File No. 260391

Committee Item No. 3

Board Item No. 5

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date May 13, 2026

Board of Supervisors Meeting Date May 19, 2026

Cmte Board

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OTHER (Use back side if additional space is needed)

- OCA Presentation 5/13/2026
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Completed by: Brent Jalipa Date May 7, 2026

Completed by: Brent Jalipa Date May 14, 2026

1 [Outreach Community-Based Weekly Advertising and Outreach Neighborhood-Based Monthly
2 Advertising - Various Newspapers - FY2026-2027]

3 **Resolution designating Bay Area Reporter to be the outreach community-based weekly**
4 **newspaper of the City and County of San Francisco for the Lesbian, Gay, Bisexual and**
5 **Transgender community; Wind Newspaper to be the outreach community-based**
6 **weekly newspaper of the City and County of San Francisco for the Chinese community;**
7 **Clinton Reilly Communications, dba The San Francisco Examiner to be the outreach**
8 **neighborhood-based monthly newspaper of the City and County of San Francisco for**
9 **the Eureka Valley, Excelsior, Financial Dist., Forest Hill, Haight-Ashbury, Marina,**
10 **Mission, North Beach, Pacific Heights, Presidio Heights, Richmond, Russian Hill, South**
11 **Market, Sunset, and Tenderloin neighborhoods; El Tecolote to be the outreach**
12 **neighborhood-based monthly newspaper of the City and County of San Francisco for**
13 **the Excelsior, Mission, and Potrero Hill neighborhoods; Henry Society Journal to be**
14 **the outreach neighborhood-based monthly newspaper of the City and County of San**
15 **Francisco for the Bayview, Hunters Point, Visitacion Valley, and Western Addition**
16 **neighborhoods; Noe Valley Voice to be the outreach neighborhood-based monthly**
17 **newspaper of the City and County of San Francisco for the Diamond Heights and Noe**
18 **Valley neighborhoods; Potrero View to be the outreach neighborhood-based monthly**
19 **newspaper of the City and County of San Francisco for the Dogpatch, Eastern South of**
20 **Market, Mission Bay, and Potrero Hill neighborhoods; San Francisco Bay Times to be**
21 **the outreach neighborhood-based monthly newspaper of the City and County of San**
22 **Francisco for the Castro, Duboce Triangle, Mission, and Noe Valley neighborhoods;**
23 **San Francisco Chronicle to be the outreach neighborhood-based monthly newspaper**
24 **of the City and County of San Francisco serving the entire City; World Journal to be the**
25 **outreach neighborhood-based monthly newspaper of the City and County of San**

1 **Francisco serving Chinatown, Ingleside, Mission, Richmond, and Sunset**
2 **neighborhoods; Sing Tao Daily to be the outreach neighborhood-based monthly**
3 **newspaper of the City and County of San Francisco for the Chinatown, Richmond,**
4 **Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and**
5 **Merced Heights neighborhoods; and El Reportero to be the outreach neighborhood-**
6 **based monthly newspaper of the City and County of San Francisco for the Mission,**
7 **Bernal Heights, Bayview, and Excelsior neighborhoods for Fiscal Year (FY) 2026-2027.**

8
9 WHEREAS, The voters, by passing Proposition J in 1994, mandated outreach
10 advertising to those communities which may not be adequately served by the official
11 newspaper, pursuant to Sections 2.80 and 2.80-1 of the Administrative Code; and

12 WHEREAS, In each year, the Board of Supervisors shall designate the
13 outreach newspaper for each outreach community, pursuant to Section 2.81-3 of the
14 Administrative Code; and

15 WHEREAS, The Board of Supervisors may designate neighborhood
16 outreach newspaper, pursuant to Section 2.81-4 of the Administrative Code; now, therefore,
17 be it

18 RESOLVED, That the Board designates the following newspapers, which circulate
19 primarily in the indicated communities and are printed in San Francisco, to be the
20 outreach newspapers for the indicated communities for Fiscal Year (FY) 2026-2027:

- 21 Bay Area Reporter - Lesbian, Gay, Bisexual, Transgender
22 Wind Newspaper - Chinese; and, be it

23 FURTHER RESOLVED, That the Board designates the following neighborhood
24 outreach newspapers for the indicated neighborhood(s) for FY2026-2027:

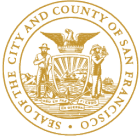
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- | | | |
|----|--------------------------------|---|
| 1 | Clinton Reilly Communications, | - Eureka Valley, Excelsior, Financial dist., Forest |
| 2 | Dbas San Francisco Examiner | Hill, Haight-Ashbury, Marina, Mission, North |
| 3 | | Beach, Pacific Heights, Presidio Heights, |
| 4 | | Richmond, Russian Hill, South Market, Sunset, |
| 5 | | Tenderloin |
| 6 | El Tecolote | - Excelsior, Mission, Potrero Hill |
| 7 | Henry Society Journal | - Bayview, Hunters Point, Visitacion Valley, |
| 8 | | Western Addition |
| 9 | The Noe Valley Voice | - Diamond Heights, Noe Valley |
| 10 | Potrero View | - Dogpatch, Eastern South Of Market, |
| 11 | | Mission bay, Potrero Hill |
| 12 | San Francisco Bay Times | - Castro, duboce triangle, Mission, Noe Valley |
| 13 | San Francisco Chronicle | - All Of San Francisco |
| 14 | World Journal | - Chinatown, Ingleside, Mission, Richmond, |
| 15 | | Sunset |
| 16 | SingTao | -Chinatown, Richmond, Sunset, Portola Valley, |
| 17 | | Excelsior, Outer Mission, Tenderloin, Oceanview, |
| 18 | | Ingleside, Merced Heights |
| 19 | El Reportero | -Mission, Bernal Heights, Bayview, Excelsior; and, |
| 20 | | be it |

21 FURTHER RESOLVED, That the Office of Contract Administration is hereby
22 authorized to award these designated outreach newspapers to be listed as sub-awards to the
23 Daily Journal, the City's official Clearinghouse contractor in accordance with all the
24 contracting requirements of the City and County of San Francisco; and, be it
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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**

FY26-27 Official Newspaper and Outreach Periodicals

File Nos. [260391](#) and [260392](#)

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee

[May 13, 2026](#)

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 a recommendation for award to the Board of Supervisors
 - The resolutions being heard today designate an Official Newspaper, Community-Based” outreach periodicals, and Neighborhood-Based outreach periodicals for this fiscal year.
 - Each awardee will be added as a subcontractor to the clearinghouse’s contract with City, rather than signing a direct agreement with the City.

Recommended Official Newspaper

NEWSPAPER

Clinton Reilly Communications, dba
San Francisco Examiner

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

Recommended Weekly Community-Based Outreach Periodicals

OUTREACH COMMUNITY	PERIODICAL
Lesbian, Gay, Bisexual, Transgender	Bay Area Reporter
Chinese	Wind Newspaper

- ✓ 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.

Recommended Monthly Neighborhood-Based Outreach Periodicals

OUTREACH NEIGHBORHOOD	PERIODICAL
Eureka Valley, Excelsior, Financial Dist, Forest Hill, Haight-Ashbury, Marina, Mission, North Beach, Pacific Heights, Presidio Heights, Richmond, Russian Hill, South Market, Sunset, Tenderloin	Clinton Reilly Communications dba San Francisco Examiner
Excelsior, Mission, Potrero Hill	El Tecolote
Bayview, Hunters Point, Visitacion Valley, Western Addition	Henry Society Journal
Diamond Heights, Noe Valley	Noe Valley Voice
Dogpatch, eastern South of Market, Mission Bay, Potrero Hill	Potrero View
Castro, Duboce Triangle, Mission, Noe Valley	San Francisco Bay Times
All San Francisco Neighborhoods	SF Chronicle
Chinatown, Ingleside, Mission, Richmond, Sunset	World Journal

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

Thank You

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**

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

Community: Chinese	World Journal	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:

NEIGHBORHOOD 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
Neighborhood: Eureka Valley, Excelsior, Financial Dist, Forest Hill, Haight-Ashbury, Marina, Mission, North Beach, Pacific Heights, Presidio Heights, Richmond, Russian Hill, South Market, Sunset, Tenderloin	Clinton Reilly Communications dba San Francisco Examiner	YES	1	YES
Neighborhood: (Listed Hispanic Community)	El Reportero	NO	N/A	NO
Neighborhood: Excelsior, Mission, Potrero Hill	El Tecolote	YES	1	YES
Neighborhood: Bayview, Hunters Point, Visitacion Valley, Western Addition	Henry Society Journal	YES	1	YES

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

Enclosures: 1) Outreach Advertising for Fiscal Year 2026– 2027 Evaluation Summary
 2) Resolution designating OCA's recommended outreach newspapers