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: March 27, 2025

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 2025-2026**

Enclosed is the resolution recommending that the newspapers identified below be designated as the City's outreach advertising newspapers for Fiscal Year 2025– 2026, 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 January 2025. The solicitation was posted on the City's public solicitation webpage for approximately four weeks. All invited outreach newspapers were notified multiple times regarding the solicitation, and a pre-proposal conference was held. OCA received a total of sixteen (16) 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, fourteen (14) of the sixteen (16) 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
Community: Lesbian, Gay, Bisexual, Transgender	**Bay Area Reporter**	YES	1	YES
Community: All San Francisco Communities	**San Francisco Chronicle**	NO *Not printed in SF*	N/A	NO *Deemed non-responsive*
Community: Chinese	**Wind Newspaper**	NO *Did not submit a complete proposal on time*	N/A	NO *Deemed non-responsive*
Community: Chinese	**World Journal**	YES	1	NO *Withdrew Proposal for Neighborhood Award*

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 two proposals, but neither were deemed responsive. Wind Newspaper did not submit a complete, timely proposal and was deemed non-responsive, while the World Journal submitted a proposal but withdrew from the community award in favor of the neighborhood outreach award.
- 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: Castro, Duboce Triangle, Noe Valley	**Bay Area Reporter**	YES	2	NO *(Rank 2)*
Neighborhood: Bayview, Bernal Heights, Mission Neighborhoods	**El Reportero**	YES	1	YES
Neighborhood: Mission	**El Tecolote**	YES	1	YES
Neighborhood: Bayview, Hunters Point, Visitacion Valley	**Henry Society Journal**	YES	1	YES
Neighborhood: Noe Valley	**Noe Valley Voice**	YES	1	YES
Neighborhood: Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill	**Potrero View**	YES	1	YES
Neighborhood: Castro, Duboce Triangle, Noe Valley	**San Francisco Bay Times**	YES	1	YES
Neighborhood: All San Francisco	**San Francisco Chronicle**	YES	2	*NO (Rank 2)*

Neighborhoods				
Neighborhood: Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin	**Sing Tao Daily**	YES	1	YES
Neighborhood: All San Francisco Neighborhoods	**Small Business Exchange**	YES	1	YES
Neighborhood: Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	**Wind Newspaper**	YES	1	YES
Neighborhood: Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition	**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 the City's Outreach Newspapers to the following newspapers:

Outreach Community Newspaper

- Bay Area Reporter

Outreach Neighborhood Newspaper

- El Reportero
- El Tecolote Newspaper
- Henry Society Journal
- Noe Valley Voice
- Potrero View
- San Francisco Bay Times
- Sing Tao Daily
- Small Business Exchange
- Wind Newspaper
- World Journal

OCA recommends that the Board of Supervisors not authorize additional advertising in the following publications:

- Bay Area Reporter because its proposal for the Castro, Duboce Triangle, and Noe Valley neighborhoods is ranked number two (2) in point totals as defined by the solicitation, and any additional advertisements can be placed with the first ranked proposer, the San Francisco Bay Times.
- The San Francisco Chronicle because its proposal for the all San Francisco neighborhoods is ranked number two (2) in point totals as defined by the solicitation, and any additional advertisements can be placed with the first ranked proposer, the Small Business Exchange.

Please find further detail in the attached spreadsheet regarding Fiscal Year 2025– 2026 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 2025– 2026 Evaluation Summary
2) Resolution designating OCA's recommended outreach newspapers