San Francisco Office of the City Administrator
City Administrator Carmen Chu

FY25-26 Official Newspaper and Outreach Periodicals

Files 240363 and 240364

Office of Contract Administration

Board of Supervisors' Budget and Finance Committee

April 23, 2025

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 a recommendation for award to the Board of Supervisors who, by resolution, designates an 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.

- Consistent with the historical practice described 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.

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? (MEETS STANDARDS SET FORTH IN SAN FRANCISCO ADMINISTRATIVE CODE Sec. 2.80 & 2.81)	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
All San Francisco Communities	San Francisco Chronicle	NO Did not submit a complete proposal on time	N/A	NO Non-Responsive
Chinese	Wind Newspaper	NO Ranked 2 for Chinese Community	N/A	NO Ranked 2 for the Chinese community.
Chinese	World Journal	YES	N/A	NO Withdrew Proposal to be awarded in Neighborhood Outreach

Proposals Summary & Recommendation:
Monthly Neighborhood-Based Outreach Periodicals

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
Castro, Duboce Triangle, Noe Valley	Bay Area Reporter	YES	2	**NO** Ranked 2 for Castro, Duboce Triangle, Noe Valley
Bayview, Bernal Heights, Mission	El Reportero	YES	1	**YES**
Mission	El Tecolote	YES	1	**YES**
Bayview, Hunters Point, Visitacion Valley	Henry Society Journal	YES	1	**YES**
Noe Valley	Noe Valley Voice	YES	1	**YES**
Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill	Potrero View	YES	1	**YES**
Castro, Duboce Triangle, Noe Valley	SF Bay Times	YES	1	**YES**

Proposals Summary & Recommendation:
Neighborhood-Based Outreach Periodicals (continued)

OUTREACH NEIGHBORHOOD	PERIODICAL	RESPONSIVE?	RANK	OCA RECOMMENDATION FOR DESIGNATION & AWARD
All of San Francisco	SF Chronicle	YES	2	NO Ranked 2 for All of San Francisco
Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin	Sing Tao	YES	1	YES
All of San Francisco	Small Business Exchange	YES	1	YES
Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	Wind Newspaper	YES	1	YES
Bayview, Chinatown, Hunters Point, Mission, South of Market, Tenderloin, Visitation Valley, Western Addition	World Journal	YES	1	YES

Thank You

Historical Reference Material

Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Community Outreach Periodicals

Recommended Awards for Outreach Advertising 2025-2026				
	Community Periodical			
	African American	LGBT Community	Chinese Community	Hispanic Community
Recommended Awardee	None - No Proposers	Bay Area Reporter	None - 2 Proposers, 1 Proposer Non-Responsive and 1 Withdrew Proposal	None - Proposer Non-Responsive

Recommended Awards for Outreach Advertising 2024-2025				
	Community Periodical			
	African American	LGBT Community	Chinese Community	Hispanic Community
Recommended Awardee	None - Proposer Non-Responsive	Bay Area Reporter	Wind Newspaper	None - Proposer Non-Responsive

Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Neighborhood Outreach Periodicals

	Recommended Awards for Outreach Advertising 2025-2026				
	Neighborhood Periodical				
	Bayview, Bernal Heights, Mission	Mission	Bayview, Hunters Point, Visitacion Valley	Noe Valley	Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill
Recommended Awardee	El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Portrero View

	Recommended Awards for Outreach Advertising 2024-2025				
	Neighborhood Periodical				
	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
Recommended Awardee	El Reportero	El Tecolote	Hennry Society Journal	Noe Valley Voice	Potrero View

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Comparison of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Neighborhood Outreach Periodicals

	Recommended Awards for Outreach Advertising 2025-2026				
	Neighborhood Periodical				
	Castro, Duboce Triangle, Noe Valley	Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin	All of San Francisco	Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley	Bayview, Chinatown, Hunters Point, Mission, South of Market, Tenderloin, Visitation Valley, Western Addition
Recommended Awardee	San Francisco Bay Times	Sing Tao	Small Business Exchange	Wind	World Journal

	Recommended Awards for Outreach Advertising 2024-2025					
	Neighborhood Periodical					
	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
Recommended Awardee	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal