File No. 250248 **Committee Item No.** 11
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

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Completed by: Brent Jalipa **Date** April 17, 2025
Completed by: Brent Jalipa **Date** _____

FILE NO. 250248 RESOLUTION NO.

[Outreach Community-Based Weekly Advertising and Outreach Neighborhood-Based Monthly Advertising - Various Newspapers - FY2025-2026]

Resolution designating *Bay Area Reporter* to be the outreach community-based weekly newspaper of the City and County of San Francisco for the Lesbian, Gay, Bisexual and Transgender community; *El Reportero* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Bayview, Bernal Heights, and Mission neighborhoods; *El Tecolote* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Mission neighborhood; *Henry Society Journal* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Bayview, Hunters Point and Visitacion Valley neighborhoods; *Noe Valley Voice* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Noe Valley neighborhood; *Potrero View* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Dogpatch, Eastern South of Market, Mission Bay, and Potrero Hill neighborhoods; *San Francisco Bay Times* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Castro, Duboce Triangle, and Noe Valley neighborhoods; *Sing Tao Daily* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, and Tenderloin neighborhoods; *Small Business Exchange* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco serving the entire City; *Wind Newspaper* to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco for the Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, and Visitacion Valley neighborhoods;

World Journal **to be the outreach neighborhood-based monthly newspaper of the City and County of San Francisco serving Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, and Western Addition neighborhoods for Fiscal Year (FY) 2025-2026.**

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

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

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

RESOLVED, That the Board designates the following newspapers, which circulate primarily in the indicated communities and are printed in San Francisco, to be the outreach newspapers for the indicated communities for Fiscal Year (FY) 2025-2026:

Bay Area Reporter	-Lesbian, Gay, Bisexual, Transgender

FURTHER RESOLVED, That the Board designates the following neighborhood outreach newspapers for the indicated neighborhood(s) for FY2025-2026:

El Reportero	-Bayview, Bernal Heights, Mission
El Tecolote	-Mission
Henry Society Journal	-Bayview, Hunters Point, Visitacion Valley
Noe Valley Voice	-Noe Valley
Portrero View	-Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill

San Francisco Bay Times	-Castro, Duboce Triangle, Noe Valley
Sing Tao	-Chinatown, Excelsior, Ingleside, Merced Heights, Oceanview, Outer Mission, Portola Valley, Richmond, Sunset, Tenderloin
Small Business Exchange	-All of San Francisco
Wind	-Chinatown, Excelsior, Outer Mission, North Beach, Portola, Richmond, Sunset, Tenderloin, Visitacion Valley
World Journal	-Bayview, Chinatown, Hunters Point, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition; and, be it

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

FURTHER RESOLVED, That within 30 days of the Clearinghouse contract being fully-executed by all parties, the Office of Contract Administration shall provide the final contract to the Clerk of the Board for inclusion into the official file.

Recommended Awards for Outreach Ad

	Community Periodical				Neighborhood Periodical									
	African American	LGBT Community	Chinese Community	Hispanic Community	Bayview, Bernal Heights, Mission	Mission	Bayview, Hunters Point, Visitacion Valley	Noe Valley	Dogpatch, Eastern South of Market, Mission Bay, Potrero Hill	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	None - No Proposers	Bay Area Reporter	None - 2 Proposers, 1 Proposer Non-Responsive and 1 Withdrew Proposal	None - Proposer Non-Responsive	El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Portrero View	SF Bay Times	Sing Tao	Small Business Exchange	Wind	World Journal

Recommended Awards for Outreach Advertising 2024-2025

	Community Periodical				Neighborhood Periodical									
	African American	LGBT Community	Chinese Community	Hispanic Community	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	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	None - Proposer Non-Responsive	Bay Area Reporter	Wind Newspaper	None - Proposer Non-Responsive	El Reportero	El Tecolote	Hennry Society Journal	Noe Valley Voice	Potrero View	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal

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

(Continued)
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

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