

Recommended Awards for Outreach Advertising 2022-2023

	Chinese Community	Hispanic Community	LGBT Community	Bayview Hunter's Point Neighborhood	Castro/ Noe Valley/ Duboce Triangle Neighborhood	Castro Neighborhood	Noe Valley Neighborhood	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero Neighborhood	Mission Neighborhood	Chinatown Neighborhood
Recommended Awardee	World Journal SF, LLC	El Reportero	Bar Media, Inc. dba Bay Area Reporter	SF Bay View, Inc. dba San Francisco Bay View National Black Newspaper	Bar Media, Inc. dba B	San Francisco Bay Times	The Noe Valley Voice	Street Media, LLC. dba Marina Times	Accion Latina dba El Tecolote Newspaper	Wind Newspaper

Compliance Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023								
Green fill= Responsive Red fill= Non-Responsive	Accion Latina	Bay Area Reporter	El Reportero	SF Bay View National Black Newspaper	Sing Tao Daily	The China Press	Wind Newspaper	World Journal
Target Community	Latinx	LGBT	Hispanic	Black	Chinese	Chinese	Chinese: Asian	Chinese
Did the bidder submit the following documentation?	No	Complete	Complete	No	No	Incomplete/NO	Complete	Complete
Responsive/ Non-Responsive	Non-Responsive	Responsive	Responsive	Non-Responsive	Non-Responsive	Non-Responsive	Responsive	Responsive
MQ EVALUATION								
MQ1 (COMMUNITY NEWSPAPER): <a href="#">Printing in San Francisco</a> - Proposer must print their newspaper in the City, and said newspaper must have been printed in the City for the last four weeks prior to the proposal	No	Yes	Yes	No	No	Yes	Yes	Yes
MQ2: (COMMUNITY NEWSPAPER): <a href="#">Circulation Days</a> - Proposer's newspaper must have a circulation of one or more days in a calendar week, for at least four full weeks prior to proposal opening.	No	Yes	Yes	No	Yes	No	Yes	Yes
MQ3: (COMMUNITY NEWSPAPER): <a href="#">Primary Circulation</a> - Proposer must have primary circulation in the community they are submitting proposals for. The newspaper must regularly circulate within and target that community.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
OTHER REQUIRED DOCUMENTS								
RSD4 Non-Profit Entities- Compliance with Chapter 12L.	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
RSD5 Photocopies of the newspaper's 4 most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient.	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Attachment 2: Proposer Questionnaire and References	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Attachment 3: CMD Form 3	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Attachment 6: Price Proposal Template	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Attachment 10: City's Sample Ad	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Signed Addendum 1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

KEY

Failed MQ/ did not submit Submitted; incomplete
Cured by bidder, OCA Compliant
Micro-LBE
Bidding as LBE; not on directory

Evaluation Summary of COMMUNITY Outreach Advertising for Fiscal Year 2022-2023

	Accion Latina (Non-Responsive)		Bay Area Reporter		El Reportero		SF Bay View National Black Newspaper (Non Responsive)		Sing Tao Daily (Non Responsive)		The China Press (Non Responsive)		Wind Newspaper		World Journal	
Community	Latinx		LGBT		Hispanic		Black		Chinese		Chinese		Chinese: Asian		Chinese	
Recommend for Award (Y or N)	No		Yes		Yes		No		No		No		No		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points)	\$299.00	0.00	\$475.00	15.00	\$875.00	15.00	\$500.00	0.00	\$401.00	0	\$420.00	0	\$485.00	10.77	348.25	15
Circulation as submitted	10,000/ bi-weekly		20,000/wk.		5,000-10,000/wk. approximately 7,500/wk.		20,000/month		10,000/day		40,000/wk.		1,450/ wk.		900 daily	
Daily Circulation (10 points)		0.00	2857	10.00	1071	10.00	667	0.00	10,000	0	5714	0	207	2.30	900	10
Periodical Cost (5 points)	Free	0.00	Free	5.00	Free	5.00	\$3.00 per month	0	\$ .60 (Mon-Sat) \$1.25 (Sun)	0.00	Free	0.00	Free	5.00	0.75	0
Locally Owned (2 points)	YES	0.00	YES	2.00	YES	2.00	YES	0.00	YES	0.00	NO	0.00	NO	0.00	NO	0
Minority Owned (2 points)	YES	0.00	YES	2.00	YES	2.00	YES	0.00	NO	0.00	YES	0.00	YES	2.00	NO	0
Woman-Owned (2 points)	NO	0	NO	0.00	NO	0.00	YES	0.00	NO	0.00	NO	0.00	YES	2.00	NO	0
Foreign- Language Publication (2 points)	YES	0.00	NO	0.00	YES	2.00	NO	0.00	YES	0.00	YES	0.00	YES	2.00	YES	2
<b>Total Points Earned (38 points)</b>	<b>0.00</b>		<b>34.00</b>		<b>36.00</b>		<b>0.00</b>		<b>0</b>		<b>0</b>		<b>24.07220586</b>		<b>27.00</b>	

Compliance Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023

	San Francisco Bay Times	Wind Newspaper	Accion Latina	SF Bay View National Black Newspaper	Bay Area Reporter	The China Press	Marina Times	Noe Valley Voice	The Potrero View Inc.
Did the bidder submit the following documentation?	Yes	Yes	Yes	Yes	Yes	Incomplete/No	Yes	Yes	Yes
Non Responsive or Responsive	Responsive	Responsive	Responsive	Responsive	Responsive	Non-Responsive	Responsive	Responsive	Responsive
Neighborhood	Castro	Chinatown	Mission	Bay View Hunters Point and District 10	Castro/ Noe Valley/ Duboce Triangle	Chinatown	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero	Noe Valley	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market, Mission, Bayview (94103, 94107, 94110, 94124, 94158)
<b>MQ EVALUATION</b>									
MQ1: (NEIGHBORHOOD NEWSPAPER): Printing in San Francisco- Proposer is not required to print in the City.	Newspaper is printed in Samoa, CA.	Newspaper is printed in San Francisco via the San Francisco Examiner Media Company.	Newspaper is printed in Union City, CA.	Newspaper is printed by Fricke-Parks Press, which is located in Union City, CA.	Newspaper is printed in San Francisco by the San Francisco Print Media Company.	Newspaper is printed in San Francisco by San Francisco Media Co. for Printing.	Newspaper is printed at: 835 Market St. Suite 550, San Francisco, CA 94103	Newspaper is printed by Fricke Parks Press, 33250 Transit Avenue, Union City, CA 94587	Newspaper is printed in San Francisco by San Francisco Newspaper Printing Co.
MQ2: (NEIGHBORHOOD NEWSPAPER): Circulation Days- Proposer's newspaper must have a circulation of at least once a month.	YES	YES	YES	YES	YES	NO	YES	YES	YES
MQ3: (NEIGHBORHOOD NEWSPAPER): Primary Circulation- Proposer must have primary circulation in the neighborhood they are submitting proposals for. The newspaper must regularly circulate within and target that neighborhood.	YES	YES	YES	YES	YES	YES	YES	YES	YES
<b>OTHER REQUIRED DOCUMENTS</b>									
RSD4 Non-Profit Entities- Compliance with Chapter 12L.	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
RSD5 Photocopies of the newspaper's most recent issues. The entire issue is not necessary. The cover page of each issue will be sufficient.	YES	YES	YES	YES	YES	YES	YES	YES	YES
Attachment 2: Proposer Questionnaire and References	YES	YES	YES	YES	YES	YES	YES	YES	YES
Attachment 3: CMD Form 3	YES	YES	YES	YES	YES	YES	YES	YES	YES
Attachment 6: Price Proposal Template	YES	YES	YES	YES	YES	YES	YES	YES	YES
Attachment 10: City's Sample Ad	YES	YES	YES	YES	YES	No	YES	YES	YES
Signed Addendum 1	YES	YES	YES	YES	YES	YES	YES	YES	YES

**KEY**  
 Failed MQ/ did not submit  
 Submitted: incomplete  
 Cured by bidder, OCA  
 Compliant  
 Micro-LBE  
 Bidding as LBE; not on directory

Evaluation Summary of NEIGHBORHOOD Outreach Advertising for Fiscal Year 2022-2023

	San Francisco Bay Times		Wind Newspaper		Accion Latina		SF Bay View National Black Newspaper		Bay Area Reporter		The China Press (Non-Responsive)		Marina Times		Noe Valley Voice		The Potrero View Inc.	
	Castro		Chinatown		Mission		Bay View Hunters Point and District 10		Castro/ Noe Valley/ Duboce Triangle		Chinatown		Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/ Embarcadero		Noe Valley		Potrero Hill, Dogpatch, Mission Bay, eastern South of Market, Mission, Bayview (94103, 94107, 94110, 94124,	
Recommend for Award (Y or N)	Yes		Yes		Yes		Yes		Yes		No		Yes		Yes		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Average of Advertisement Cost w/ Clearinghouse Services and Advertisement Cost w/o Clearinghouse Services) (15 points)	\$650.00	15.00	\$485.00	15.00	\$299.00	15.00	\$500.00	15.00	\$475.00	15.00	\$420.00	0	\$550.00	15.00	\$575.00	15.00	\$325.00	15.00
Circulation as submitted	70,000-75,000/month		4,000/ wk.		10,000/ bi-weekly		20,000/ month		20,000/wk.		40,000/wk.		20,000/ month		4,000/ month		11,000/ month	
Daily Circulation (10 points)	10357	10.00	571	10.00	5,000	10.00	667	10.00	2857	10.00	5714	0	667	10.00	133	10.00	367	10.00
Periodical Cost (5 points)	Free	5.00	Free	5.00	Free	5.00	\$3.00 per month	0.00	Free	5.00	Free	0.00	Free	5.00	Free	5.00	Free	5.00
Locally Owned (2 points)	YES	2.00	NO	0.00	YES	2.00	YES	2.00	YES	2.00	NO	0	NO	0.00	YES	2.00	Yes	5.00
Minority Owned (2 points)	YES	2.00	YES	2.00	YES	2.00	YES	2.00	YES	2.00	YES	0.00	YES	2.00	NO	0.00	NO	0.00
Woman-Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	YES	2.00	NO	0.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00
Foreign- Language Publication (2 points)	NO	0.00	YES	2.00	YES	2.00	No	0.00	NO	0.00	YES	0.00	NO	0.00	NO	0	NO	0.00
<b>Total Points Earned</b>	36.00		36.00		36.00		31.00		34.00				32.00		34.00		35.00	