

Summary of Outreach Advertising and Clearinghouse Services Bids For Fiscal Year 2016-2017 (TC95320)

Outreach Advertising

Evaluation Points		San Francisco Bay View		San Francisco Print Media Co. (DBA SF Weekly)		Small Business Exchange		Sing Tao Daily		San Francisco Print Media Co. (DBA SF Weekly)		San Francisco Print Media Co. (DBA SF Weekly)		El Reportero		San Francisco Print Media Co. (DBA SF Weekly)		Bay Area Reporter	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		African American (AA)		African American (AA)		African American (AA)		Chinese (Ch)		Chinese (Ch)		Hispanic (H)		Hispanic (H)		Lesbian-Gay-Bisexual-Transgender (LGBT)		Lesbian-Gay-Bisexual-Transgender (LGBT)	
Ad Price Per Circulated Copy (\$)		\$0.03		\$0.01		\$0.20		\$0.02		\$0.01		\$0.01		\$0.05		\$0.01		\$0.02	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>		Total Points Available		Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$409.00	7.3	\$200.00	15	\$330.00	15	\$409.00	12.1	\$409.00	15	\$500.00	12.3	\$409.00	13.9	\$380.00	15
Circulation as submitted		7,700/mo		64,100/wk		1,000/wk		14,300/day		64,100/wk		64,100/wk		10,000/wk		64,100/wk		29,600/wk	
Daily Circulation (Avg)	10.0	257	0.3	9,157	10	143	0.2	14,300	10	9,157	6.4	9,157	10	1,429	1.6	9,157	10	3,371	3.7
Periodical Cost	5.0	\$0.00	5	\$0.00	5	\$250.00/yr	0	\$0.60-\$1.25	0	\$0.00	5	\$0.00	5	\$0.00	5	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	NO	0	NO	0	YES	2	NO	0	NO	0	NO	0	YES	2	NO	0	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	YES	2	NO	0	NO	0	YES	5	NO	0	NO	0
Total Evaluation Points	37.0		20.3		22.3		17.2		27		23.5		30		25.9		28.9		25.7
LBE Preference	10%	Yes	10%	NO	0	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	NO	0	1% 10 NET 30	1%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Sales Tax Discount	1.25%	Yes	1.25%	YES	1.25%	YES	1.25%	NO	0	YES	1.25%	YES	1.25%	YES	1.25%	YES	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			22.6		22.6		19.3		27		23.8		30.4		26.2		29.3		26

Outreach Advertising

Evaluation Points		Jasmine Blue Media (DBA Marina Times)		Central City Extra (Study Center)		The Potrero View	
Communities Served (African American (AA) / Chinese (Ch)/ Hispanic (H)/ Lesbian-Gay-Bisexual-Transgender (LGBT)		Neighborhood (N) - Marina/Cow Hollow		Neighborhood(N) - Tenderloin/Central Market		Neighborhood (N) - Potrero Hill/ Bayview/ Mission Bay/ SOMA	
Ad Price Per Circulated Copy (\$)		\$0.02		\$0.04		\$0.05	
<i>Evaluation factors per Admin. Code Sec. 2.81</i>		Total Points Available		Bid	Points	Bid	Points
Advertising Price (w/ clearinghouse)	15.0	\$470.00	10.4	\$325.00	15	\$600.00	8.1
Circulation as submitted		25,000/mo		8,000/mo		13,000/mo	
Daily Circulation (Avg)	10.0	833	10	267	3.2	433	5.2
Periodical Cost	5.0	\$0.00	5	\$0.00	5	\$0.00	5
Locally Owned & Operated	2.0	YES	2	YES	2	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0
Total Evaluation Points	37.0		27.4		25.2		20.3
LBE Preference	10%	NO	0	NO	0	NO	0
Prompt Payment Discount	max 2% Net 30	NO	0	1% Net 30	1%	NO	0
Sales Tax Discount	1.25%	YES	1.25%	YES	1.25%	Yes	1.25%
Total Points with Bid Discounts Applied			27.7		25.8		20.6

Clearinghouse Services (Award to Lowest and Responsive and Responsible [meets MQs] Bidder)

Minimum Qualifications (MQs)	Imprenta Communications	Daily Journal
Provide service for 3 years prior to state, county or government agency	NO	YES
Has secure web based ad placement and tracking software (not email) that provides: - newspaper deadline entry - online submittal of camera ready notices - email confirmation of each order - online status tracking	YES	YES
Responsive (Submitted all required documents by Bid Due Date)	NO	YES
Commission Rate (%)	5.50%	15%