

## Outreach Advertising for Fiscal Year 2017-2018 Bid Evaluation Overview

Bidder	Communities Served	Language Published	Evaluation Score	Rank (In Outreach Community / Neighborhood)	Responsible - Meets all Minimum Qualifications (Yes/No)	Reason (Not Responsible)	Fiscal Year 2017-2018 OCA Award Recommendation	Fiscal Year 2016-2017 Board of Supervisors Award
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	15.8	1	YES	YES	YES	YES
Small Business Exchange	African American (AA)	English	22.9	1	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	African American (AA)	English	14.4	3	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Chinese (Ch)	English	14.4	3	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Hispanic (H)	English	14.4	2	YES	YES	YES	YES
San Francisco Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	14.4	2	YES	YES	YES	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	English	12.2	2	YES	YES	YES	YES

El Reportero	Hispanic (H)	Spanish	17.3	1	NO	Printed Outside SF	Board Discretion	YES
San Francisco Bay View	African American (AA)	English	22.4	2	NO	Printed Outside SF & Not Printed Frequently enough	Board Discretion	YES
Sing Tao Daily	Chinese (Ch)	Chinese	18.6	2	NO	Printed Outside SF	Board Discretion	YES
World Journal SF LLC	Chinese (Ch)	Chinese	25.1	1	NO	Printed Outside SF	Board Discretion	NO
Jasmine Blue Media LLC (DBA Marina Times)	Neighborhood (N) - Marina and Cow Hollow	English	12.8	1	NO	Submitted bid after deadline	Board Discretion	YES