

Outreach Advertising FY15-16

Bid Evaluation Overview

28-May-15

Bidder	Communities Served	Language Published	Evaluation Score	Rank	Responsive	Reason	FY15-16 OCA Recommendation	FY14-15 BOS Award
Small Business Exchange	African-American	English	19.1	1	Yes		OCA Recommended for Award	Yes
Central City Extra	Neighborhood	English	16.6	2	Yes		OCA Recommended for Award	Yes
Bay Area Reporter	LGBT	English	15.7	3	Yes		OCA Recommended for Award	Yes
SF Weekly	African-American, Chinese, Hispanic, LGBT	English	14.2	4	Yes		OCA Recommended for Award	n/a
Northside Publications/Marina Times	Neighborhood	English	13.8	5	Yes		OCA Recommended for Award	Yes
Potrero View	Neighborhood	English	12.7	6	Yes		OCA Recommended for Award	Yes
World Journal	Chinese	Chinese	25.6		No	1, 3	Board Discretion	Yes**
San Francisco Bay View	African-American	English	24.5		No	1,2	Board Discretion	Yes**
San Francisco Bay Times	LGBT	English	20.7		No	1,2	Board Discretion	n/a
Sing Tao Daily	Chinese	Chinese	18.6		No	1	Board Discretion	Yes**
El Reportero	Hispanic	Spanish	18.2		No	1, 2, 3	Board Discretion	Yes**
The Western Edition	Neighborhood	English	13.2		No	2	Board Discretion	Yes**

Responsiveness Key:

1 = Printed Outside SF

2 = Not Printed Frequently Enough

3 = Late Bid

** = Newspaper Non-Responsive FY14-15