

Outreach Advertising FY14-15

Bid Evaluation Overview

dated July 7,2014

Bidder	Communities Served	Language Published	Evaluation Score	Rank	Responsive	Reason	FY14-15 OCA Recommendation	FY13-14 BOS Award
Central City Extra	Neighborhood	English	18.1	1	Yes		OCA Recommended for Award	Yes
West Portal Monthly	Neighborhood	English	18	2	Yes		OCA Recommended for Award	Yes
Potrero View	Neighborhood	English	12.9	3	Yes		OCA Recommended for Award	Yes
Northside Publications/Marina Times	Neighborhood	English	12.7	4	Yes		OCA Recommended for Award	Yes
World Journal	Chinese	Chinese	24.2		No	1	Board Discretion	Yes**
San Francisco Bay View	African-American	English	21.1		No	1,2	Board Discretion	Yes**
Small Business Exchange	African-American, Chinese, Hispanic	English	19.1		No	2	Board Discretion	Yes
Sing Tao Daily	Chinese	Chinese	17.6		No	1	Board Discretion	Yes**
El Reportero	Hispanic	Spanish	17		No	1,2,3	Board Discretion	Yes**
Bay Area Reporter	LGBT	English	14.2		No	2	Board Discretion	Yes
The Western Edition	Neighborhood	English	12		No	2,3	Board Discretion	Yes**

Responsiveness Key:

1 = Printed Outside SF

2 = Not Printed Frequently Enough

3 = Late Bid

** = Newspaper Non-Responsive FY13-14