

Outreach Advertising for Fiscal Year 2021-2022 Bid Evaluation Overview
 OCA Contract Recommendations

Community or Neighborhood	Community Periodicals				Neighborhood Periodicals					
	African American	Chinese	Hispanic	LGBTQ	Bayview/Hunter's Point	Castro/Noe Valley	Noe Valley	Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero	Mission	Chinatown
#1 Ranked	Small Business Exchange (NR- primary circulation is not in AA Community)	SF World Journal	El Tecolote (NR- Not printed in SF & not printed weekly)	Bay Area Reporter	SF Bayview	Bay Area Reporter	Noe Valley Voice	Marina Times	El Tecolote	Wind Newspaper
#2 Ranked		Wind Newspaper (ranked second)	El Reportero	SF Bay Times (NR- Not printed in SF & not printed weekly)						

 OCA Recommendation

Outreach Advertising for Fiscal Year 2021-2022
 Bid Evaluation Overview

Communities or Neighborhoods Served	Bidder	Circulation	Price for Sample Ad (with Clearinghouse)	Evaluation Score	Rank in Community or Neighborhood Category	Meets All Qualifications Per The Admin Code	Fiscal Year 2021-2022 OCA Award Recommendation
African American	Small Business Exchange, Inc.	1525/wk	\$200.00	39.6	1 of 1	NO Primary Circulation is not in AA community	Board Discretion Deemed Not Responsive
Chinese	World Journal SF, LLC	210,000/wk	\$376.00	30.0	1 of 2	YES	YES
	Wind Newspaper	3,000/wk	\$390.00	29.89	2 of 2	YES	Board Discretion Ranked Second
Hispanic	Accion Latina (dba El Tecolote Newspaper)	10,000/2 wks	\$260.00	34.0	1 of 2	NO Printed outside of SF and does not circulate weekly	Board Discretion Deemed Not Responsive
	El Reportero, LLC	10,000/wk	\$875.00	28.5	2 of 2	YES	YES
Lesbian-Gay-Bisexual-Transgender-Queer	Bar Media, Inc. (dba Bay Area Reporter)	20,000/wk	\$465.00	34.0	1 of 2	YES	YES
	San Francisco Bay Times	10,000/2 wks	\$750.00	22.1	2 of 2	NO Printed outside of SF and does not circulate weekly	Board Discretion Deemed Not Responsive and Ranked Second
Bayview Hunter's Point Neighborhood	SF Bay View, Inc. (dba San Francisco Bay View National Black Newspaper)	20,000/mo	\$400.00	31.0	1 of 1	YES	YES
Castro/Noe Valley Neighborhoods	Bar Media, Inc. (dba Bay Area Reporter)	20,000/wk	\$465.00	34.0	1 of 1	YES	YES
Noe Valley Neighborhood	The Noe Valley Voice	4,000/mo	\$575.00	34.0	1 of 1	YES	YES
Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero	Street Media, LLC (dba Marina Times)	10,000/mo	\$220.00	30.0	1 of 1	YES	YES
Mission Neighborhood	Accion Latina (dba El Tecolote Newspaper)	10,000/2 wks	\$260.00	39.0	1 of 1	YES	YES
Chinatown Neighborhood	Wind Newspaper	3,000/wk	\$390.00	39.00	1 of 1	YES	YES

Summary of Outreach Advertising Services Bids For Fiscal Year 2021-2022 (TC 95325)

Outreach Advertising		1		2		3		4		5		6		7	
Evaluation Points		Small Business Exchange (NR)		World Journal SF LLC		Wind Newspaper		El Reportero		El Tecolote (NR)		Bay Area Reporter		San Francisco Bay Times (NR)	
Communities Served: African American / Chinese/ Hispanic / Lesbian-Gay/Bisexual-Transgender		Community - African American		Community - Chinese		Community - Chinese		Community - Hispanic		Community - Hispanic		Community - Lesbian-Gay-Bisexual-Transgender		Community - Lesbian-Gay-Bisexual-Transgender	
Ad Price Per Circulated Copy (\$)		\$0.92		\$0.01		\$0.91		\$0.61		\$0.36		\$0.16		\$1.05	
<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
Advertising Price (w/ clearinghouse)	15.0	\$200.00	15	\$376.00	15	\$390.00	14.46	\$875.00	4.46	\$260.00	15.00	\$465.00	15.00	\$750.00	9.30
Circulation as submitted		1525/wk		210,000/wk		3,000/wk		10,000/wk		10,000/2 wks		20,000/wk		10,000/2 wks	
Daily Circulation (Avg)	10.0	218	10.00	30000	10.00	429	1.43	1,429	10.00	714	5.00	2,857	10.00	714	3.84
Periodical Cost	5.0	Free	5	\$0.50	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned	2.0	YES	2	NO	0	NO	0	YES	2	YES	2	YES	2	YES	2
Minority Owned	2.0	YES	2	NO	0	YES	2	YES	2	YES	2	YES	0	NO	0
Woman Owned	2.0	NO	2	NO	0	YES	2	NO	0	NO	0	NO	2	YES	2
Published in Foreign Language	5.0	NO	0	YES	5	YES	5	YES	5	YES	5	NO	0	NO	0
Total Evaluation Points	41.0		36.0		30.0		29.89		28.5		34.0		34.0		22.1
LBE Preference	10%	YES	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Total Points with Bid Discounts Applied			39.6		30.0		29.89		28.5		34.0		34.0		22.1

Outreach Advertising		8		9		10		11		12		13	
Evaluation Points		SF Bayview		Bay Area Reporter		Noe Valley Voice		Marina Times		El Tecolote		Wind Newspaper	
Neighborhoods Served: Bayview Hunter's Point, Castro, Noe Valley, Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero, Mission, Chinatown		Neighborhood - Bayview Hunter's Point		Neighborhood - Castro/Noe Valley		Neighborhood - Noe Valley		Neighborhood - Marina District, Cow Hollow, Russian Hill, Nob Hill, North Beach/Embarcadero		Neighborhood - Mission		Neighborhood - Chinatown	
Ad Price Per Circulated Copy (\$)		\$0.56		\$0.16		\$4.03		\$0.62		\$0.36		\$0.91	
<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
Advertising Price (w/ clearinghouse)	15.0	\$400.00	15.00	\$465.00	15.00	\$575.00	15.00	\$220.00	15.00	\$260.00	15.00	\$390.00	15.00
Circulation as submitted		20,000/mo		20,000/wk		4,000/mo		10,000/mo		10,000/2 wks		3,000/wk	
Daily Circulation (Avg)	10.0	714.29	10.00	2857	10.00	143	10.00	357	10.00	714	10.00	429	10.00
Periodical Cost	5.0	\$24/year	0	Free	5	Free	5	Free	5	Free	5	Free	5
Locally Owned	2.0	YES	2	YES	2	YES	2	NO	0	YES	2	NO	0
Minority Owned	2.0	YES	2	YES	0	NO	0	NO	0	YES	2	YES	2
Woman Owned	2.0	YES	2	NO	2	YES	2	NO	0	NO	0	YES	2
Published in Foreign Language	5.0	NO	0	NO	0	NO	0	NO	0	YES	5	YES	5
Total Evaluation Points	41.0		31.00		34.0		34.00		30.00		39.0		39.0
LBE Preference	10%	NO	0	NO	0	NO	0	NO	0	NO	0	NO	0
Total Points with Bid Discounts Applied			31.0		34.0		34.0		30.0		39.0		39.0