

Recommended Awards for Neighborhood Outreach Advertising 2024-2025

Recommended Awardee

El Reportero	El Tecolote	Henry Society Journal	Noe Valley Voice	Potrero View	San Francisco Bay Times	San Francisco Examiner	Sing Tao Daily	Small Business Exchange	Wind Newspaper	World Journal
Mission, Bernal Heights, Bay View/Hunters Point	Mission, Excelsior, Potrero Hill	Bayview Hunters Point & Visitacion Valley	Noe Valley, Diamond Heights	Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	Castro, Noe Valley, Duboce Triangle	Sunset, Presidio Heights, Excelsior, Pacific Heights, Mission District, Haight-Ashbury, Richmond, Financial Dist, Tenderloin, Eureka Valley, Russian Hill, Forest Hill, South Market, Marina, North Beach	Chinatown, Richmond, Sunset, Portola Valley, Excelsior, Outer Mission, Tenderloin, Oceanview, Ingleside, and Merced Heights	All San Francisco	Chinatown, Sunset, Richmond, Visitacion Valley, Portola, Tenderloin, Outer Mission	Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley, Western Addition

Neighborhood(s) Proposed

Recommended Awards for Community Outreach Advertising 2024-2025

Recommended Awardee

Bay Area Reporter	Wind Newspaper
LGBTQ Community	Chinese/Asian Community

Community(s) Proposed

Evaluation Summary NEIGHBORHOOD Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		El Reportero		El Tecolote		Henry Society Journal		Noe Valley Voice		San Francisco Chronicle		Potrero View	
Proposed Neighborhood(s)	Castro/Duboce Triangle/Noe Valley		Mission, Bernal Heights, Bay View/Hunters Point		Mission, Excelsior, Potrero Hill		Bayview Hunters Point & Visitacion Valley		Noe Valley, Diamond Heights		All San Francisco		Potrero Hill, Dogpatch, Mission Bay, eastern South of Market	
Recommend for Award (Y or N)	No (Rank 2)		Yes		Yes		Yes		Yes		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$855.31	15.00	\$336.00	15.00	\$850.00	15.00	\$575.00	15.00	\$799.00	3.75	\$450.00	15.00
Circulation (10 points)	20000	7	4000	10	7000	10	50	10	3000	10	14364	10	6275	10
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	YES	2.00	NO	0.00	YES	2.00
Total Points Earned	23.90		27.00		25.00		25.00		27.00		13.75		27.00	

Bay Area Reporter and San Francisco Bay Times proposed same neighborhoods

San Francisco Chronicle and Small Business Exchange proposed same neighborhoods

	San Francisco Bay Times		San Francisco Examiner		Sing Tao Daily		Wind Newspaper		World Journal		Small Business Exchange	
Proposed Neighborhood(s)	Castro, Noe Valley, Duboce		Sunset, Presidio Heights,		Chinatown, Richmond, Sunset,		Chinatown, Sunset, Richmond,		Bayview/Hunters Point, Chinatown,		All San Francisco	
Recommend for Award (Y or N)	Yes		Yes		Yes		Yes		Yes		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$500.00	14.25	\$1,000.00	15.00	\$375.00	15.00	\$590.00	15.00	\$236.00	15.00	\$200.00	15.00
Circulation (10 points)	29000	10	22195	10	6500	10	5900	10	1584	10	1176	1
Locally Owned (2 points)	YES	2.00	YES	2.00	NO	0.00	NO	0.00	NO	0.00	NO	0.00
Total Points Earned	26.25		27.00		25.00		25.00		25.00		15.82	

Evaluation Summary COMMUNITY Outreach Advertising for Fiscal Year 2024-2025

	Bay Area Reporter		San Francisco Chronicle (Non		El Reportero LLC		World Journal		Wind Newspaper	
Proposed Community(s)	LGBTQ Community		All San Francisco Communities		Hispanic Community		Chinese Community		Chinese Community	
Recommend for Award (Y or N)	Yes		No (Non Responsive) Not Printed in San Francisco		No (Non Responsive) Not Printed in San Francisco		No (Rank 2)		Yes	
	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points	Bid	Awarded Points
Advertising Price (Offered Unit Price) (15 points)	\$475.00	15.00	\$799.00	0	\$855.31	0	\$236.00	15.00	\$590.00	6.00
Daily Circulation (10 points)	20000	10.00	2,052	0	4000	0	226	0.38	5900	10.00
Periodical Cost (5 points)	Free	\$5.00	\$3.00	0.00	Free	0.00	\$0.75	0.00	Free	5.00
Locally Owned (2 points)	YES	2.00	NO	0.00	YES	0.00	NO	0.00	NO	0.00
Foreign- Language Publication (2 points)	NO	0.00	NO	0.00	YES	0.00	YES	2.00	YES	2.00
Total Points Earned	32.00		0.00		0.00		17.38		23.00	

Wind Newspaper and World Journal proposed same Community