

Outreach Advertising for Fiscal Year 2016-2017 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 2016-2017 OCA Award Recommendation	Fiscal Year 2015-2016 Board of Supervisors Award
San Francisco Print Media Co. DBA SF Weekly	African American (AA)	English	22.6	1 - tied	YES		YES	YES
Small Business Exchange	African American (AA)	English	19.3	2	YES		NO	YES
San Francisco Print Media Co. DBA SF Weekly	Chinese (Ch)	English	23.8	2	YES		YES	YES
San Francisco Print Media Co. DBA SF Weekly	Hispanic (H)	English	30.4	1	YES		YES	YES
El Reportero	Hispanic (H)	Spanish	26.2	2	YES		NO	NO
San Francisco Print Media Co. DBA SF Weekly	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	29.3	1	YES		YES	YES
Bay Area Reporter	Lesbian-Gay-Bisexual-Transgender (LGBT)	English	26	2	YES		NO	YES
Jasmine Blue Media DBA Marina Times	Neighborhood (N) - Marina/Cow Hollow	English	27.7	1	YES		YES	YES
Central City Extra	Neighborhood (N) - Tenderloin / Central Market	English	25.8	2	YES		YES	YES
The Potrero View	Neighborhood (N) - Potrero Hill / Bayview / Mission Bay / SOMA	English	20.6	3	YES		YES	YES
San Francisco Bay View	African American (AA)	English	22.6	1 - tied	NO	Printed Outside SF & Not Printed Frequently enough	NO	NO
Sing Tao Daily	Chinese (Ch)	Chinese	27	1	NO	Printed Outside SF	NO	YES

**FORM SFEC-126:
NOTIFICATION OF CONTRACT APPROVAL**
(S.F. Campaign and Governmental Conduct Code § 1.126)

City Elective Officer Information (Please print clearly.)	
Name of City elective officer(s): Edwin M. Lee	City elective office(s) held: Mayor, City and County of San Francisco

Contractor Information (Please print clearly.)	
Name of contractor: San Francisco Print Media Co. (SF Weekly)	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.	
David Black, CEO Glenn Zuehls, The Publisher Jay Curran, CRO	
Contractor address: 835 Market St. Suite 550, San Francisco, CA	
Date that contract was approved:	Amount of contract:
Describe the nature of the contract that was approved: Outreach and Advertising and Clearinghouse Services	
Comments: Jaci Fong, Director of the Office of Contract Administration and Purchaser, 415-554-6701	

This contract was approved by (check applicable):

- the City elective officer(s) identified on this form
- a board on which the City elective officer(s) serves _____

Print Name of Board

- the board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Relocation Appeals Board, and Local Workforce Investment Board) on which an appointee of the City elective officer(s) identified on this form sits

Print Name of Board

Filer Information (Please print clearly.)	
Name of filer:	Contact telephone number: ()
Address:	E-mail:

Signature of City Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if submitted by Board Secretary or Clerk)

Date Signed

3