

Outreach Advertising Services for Fiscal Year 2020-2021 Evaluation of Responsiveness and Responsibility

Outreach Advertising	1	2	3	4	5	6	7	8	9	10	11	12
Minimum Qualifications (MQs)	Small Business Exchange	San Francisco Bay View	World Journal SF LLC	Sing Tao Daily	El Reportero	Bay Area Reporter	San Francisco Bay Times	Jasmine Blue Media LLC (DBA Marina Times)	The Potrero View	The Richmond Review	The Sunset Beacon	Noe Valley Voice
Responsive (Submitted all Require Documentation by Bid Submittal Deadline)	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Sample Newspapers Indicating Continuous Publication?	yes	yes	yes	yes	yes	yes	yes	no (did not print March 26, 2020 issue due to hardship)	yes	yes	yes	no (July/August issues combined)
Verification of Circulation	Circulation Audit Report/ Invoice (6 months)	Circulation Audit Report/ Invoice	Circulation Route List	Statement (notarized)	Invoice/ Circulation Route List	Invoice (6 months)	Personal Statement (not notarized)	Invoice (1 month)	Personal Statement (not notarized)	Invoice (1 month)	Invoice (1 month)	Invoice (1 month)
Sample Ad	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Outreach Community Served	African American (AA)	African American (AA) (or Bayview Hunters Point Neighborhoods)	Chinese (Ch)	Chinese (Ch)	Hispanic (H)	Lesbian-Gay-Bisexual-Transgender (LGBT)	Lesbian-Gay-Bisexual-Transgender (LGBT) (or Castro/Mission/ Duboce Triangle Neighborhoods)	Neighborhood (N) - Marina/Cow Hollow/North Beach/Chinatown	Neighborhood (N) - Potrero Hill/ Dogpatch/Mission Bay/Eastern South of Market	Neighborhood (N) - Richmond District	Neighborhood (N) - Sunset District	Neighborhood (N) - Noe Valley/ Diamond Heights
Frequency of Publication? (Outreach Community- Weekly, Outreach Neighborhood - Monthly)	weekly	printed = monthly online = daily	daily	daily	printed = weekly online = daily	printed = weekly online = daily	bi-weekly (every 2 weeks)	monthly	monthly	monthly	monthly	11 times per year (July/August issues combined)
Printed in San Francisco? (Outreach Community - Yes, Outreach Neighborhood - No requirement regarding where printed)	yes	no	yes	no	yes	yes	no	yes	yes	yes	yes	no
Responsible (Meets all MQs)	YES	NO	YES	NO	YES	YES	NO	YES	YES	YES	YES	NO
Not Minimum Qualifications												
Locally Owned? (NOT MQ)	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
Circulation (NOT MQ)	19,070/week	20,000/month	45,000/day	6,786/day	10,000/week	22,000/week	75,000/month	10,000/month	11,000/month	20,000/month	20,000/month	5,000/month
Map/locations/Zip Codes Included? (NOT MQ)	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes