

**Appendix A**

**Application: Request for Proposals 217**

**City and County of San Francisco**

Office of Economic and Workforce Development



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| **APPLICATION DETAILS AND INSTRUCTIONS** |

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**Brevity and Style Guide**
There are character counts for narrative responses as a way to help you write informative, yet concise answers. To adhere to the character counts for each of the answers, consider using high-level, bullet-point style information about your organization and programs. You are welcome to use any commonly accepted abbreviations when responding to questions, unless instructed otherwise.

**Other Helpful Tips**

* Instructions and guidance on information to include in your responses are in italicized font throughout this proposal template. In preparing your proposal, please address all questions in response to the scope of work. Pay particular attention to and address in full; minimum qualifications, preferred qualifications, and any program area-specific questions.  Proposals are evaluated based on clarity, substance and measurable results.
* Be sure your email address is correct so that you will receive submission confirmations and RFP notices.
* You may type directly into this document or copy and paste answers from another document. Note that pasting from a word processing program into appropriate narrative fields will work, but formatting may need to be adjusted. If you subsequently convert or save this form prior to submission, formatting such as bullets, numbering, icons, images, etc. may be lost.

**Submitting**
Applications will be accepted until **5 P.M. PST on Tuesday, June 22, 2021.** When you are satisfied with your completed application packet, email it to: **oewd.procurement@sfgov.org**

Proposal Packages must include the application and all required, relevant, and requested addenda and forms. See “Proposal Package Checklist” on Page 14 of RFP 217 and at the end of this document for additional details on required items. You will receive an automated response to indicate that your submission was received. You will be responsible for ensuring that all required questions have been addressed and that all supplementary materials have been submitted on or before the deadline. **Note that electronic submission file sizes must be compatible with City email server limits (34MB)**, and it is your responsibility to ensure that the files submitted are all received by deadlines established to receive your submission. If you are submitting supplementary materials (such as work samples, photos, or other large files) in support of your proposal, you may send more than one email with attachments but you must indicate which proposal the files are pertaining to. Any subsequent email subject line(s) should read “Supplementary Attachments for (Agency)’s proposal to RFP #217 Area (X)”.

***All materials must be received on or before the deadline to be considered as part of the complete proposal package.******The electronic receive date and time will be established by the date/time assigned by the City email server upon receipt of the electronic message by the City email server.******Early submission is highly encouraged. Late submissions will not be considered.***

### QuestionsIf you have any questions when completing this application, please email oewd.procurement@sfgov.org. A list of substantive questions and answers will be posted to the OEWD website (link below) for review by all interested parties. See RFP and appendices for full terms, conditions, and instructions. All materials related to this RFP are available at <http://oewd.org/bid-opportunities/>RFP-217

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| **PART I. APPLICANT PROFILE** This section should include information for the entity that will hold the contractual obligation for the proposed project. Please note that OEWD is not accepting proposals from fiscal sponsors under this RFP. All fields marked by an asterisk (\*) are mandatory; enter N/A if not applicable. |
| **Applicant Name\*** *(75 characters)**e.g. Name as shown on your 501(c)(3), 501(c)(4), or 501(c)(6) letter and to whom contributions are payable* |  **APPLICANT NAME** |
| **Doing Business As (DBA) or Also Known As (AKA), if applicable** *(50 characters)* |  DBA |
| **Address\****Headquarters Street Address with Suite #, if needed*  | [Street Address][City], [State] [Zip] |
| **Web Address\*** | [Website] |
| **Main Phone including area code\***   |       |
| **Executive Director/CEO Name\*** | [ED/CEO Name] |
| **Executive Director/CEO Title\*** | [ED/CEO Title] |
| **Executive Director/CEO Direct Phone\*** | [ED/CEO Phone] |
| **Executive Director/CEO Email\*** | [ED/CEO Email] |
| **City and County of San Francisco Supplier Status***Unless otherwise approved by OEWD, all applicants must be able to become a City Supplier within 10 days of notice of an award in order to begin contract negotiation. For more details, please visit* [*https://sfcitypartner.sfgov.org/*](https://sfcitypartner.sfgov.org/) | Current San Francisco Supplier or Bidder Number: [1234567890]  [ ]  Not a current San Francisco Bidder or Supplier |
| **Type of Entity *Note****: This RFP is for grant funding, therefore, we are not accepting proposals from for-profit entities or sole proprietors. Please refer to the RFP and your specific program section for information on eligibility requirements.* | [ ]  Nonprofit [ ]  Community Benefit District (CBD) [ ]  Educational Institution[ ]  Other: [Please Describe] |

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| **POINT OF CONTACT FOR THIS APPLICATION**If another individual will serve as the primary point of contact for this application, please list their contact information here. This person should be authorized to clarify programmatic and budgetary questions on behalf of the Lead Applicant. |
| **Primary Point of Contact Name\***[Contact Name] | **Primary Point of Contact Title\***[Contact Title] |
| **Primary Point of Contact Direct Phone\***[Contact Phone] | **Primary Point of Contact Email\***[Contact Email] |
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| **PARTER AGENCIES**If this application includes funding for other agencies that will serve as sub-grantees, please list them below and describe their role in the project, e.g. (Agency) will provide outreach services. |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| [Agency Name] | Role in Project |
| **APPLICANT’S ORGANIZATIONAL BUDGET INFORMATION** |
| **Applicant Total Organizational Budget\* $[Applicant Budget]** | *Please list the total organizational budget for the Applicant for the last completed fiscal year****.*** *Please submit the Applicant’s organizational budget with your proposal packet as a supporting document.* |
| **REQUESTED BUDGET AMOUNT** |
| **Total Proposed Project Budget\* $[Proposed Project Budget]** | *This field is the amount requested for funding through this proposal, and should match the number in Column E (“Requested Budget Amount”) of Appendix B - Budget Template. This response should not include leveraged resources. Please make sure that leveraged resources are listed in Column F of your Proposal Budget Template (Appendix B) and described in the Financial Management and Budget section of your proposal narrative (see below).* |

**PART II. PROJECT DESCRIPTION**

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| **Introduction** | **Point value** |
| **Project Title** | N/A |

From the list below, please check the box indicating the program area for this proposal. Proposers may seek funding in more than one area, however, a separate application must be filed for each funding area that the Organization wishes to provide services for. **Check only one area.**

[ ]  **Program Area A: Mid-Market/Tenderloin Community-Based Safety Program**

[ ]  **Program Area B: Downtown Community Ambassador Program**

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| **Introduction** | **Character Limit** | **Point value** |
| **Project Title** |  100 characters | N/A |

**PROJECT TITLE**

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| **Introduction** | **Character Limit** | **Point value** |
| **Please provide a brief 1-2 sentence summary of the proposed project.** |  350 characters | N/A |

**Project Summary**

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| **Section 1** | **Point Value** |
| **Applicant Qualifications and Staff Assignments** | **30 points** |

*This section should briefly address the principal objectives of the proposed project, and establish the applicant’s professional qualifications and the experience of proposed partners, sub-contractors and staff. The applicant should detail past experience and track record implementing projects similar to the proposed activities. The applicant should provide an overview of staff assignments.  Details may include how staff will be accessible and available to individuals and/or organizations receiving services, the relevant experience of staff members, and the distribution of workload within the project team.*

Specific questions in this area:

1. **Briefly describe your organization’s mission, values, and history providing services to residents and businesses in San Francisco.** (Limit: 1,000 characters)

Mission & Values

1. **Describe any past experience successfully implementing similar projects or activities, including grants or contracts with the City of San Francisco or other funders.** You may include details on active/ongoing projects as well as prior/completed projects. Please be sure to highlight successful outcomes for the target populations or neighborhoods in the program area. (Limit: 2,000 characters)

Past Experience

1. **Describe your staffing plan for the proposed project** (Limit: 2,000 characters). Please answer all of the following in this section:
	1. List the names, titles and qualifications of staff, partners, and subcontractors that will make up the project team. If you do not have a person identified yet (e.g. if you have a vacant position), please provide information on the status of the hiring process.
	2. How will work be distributed within the project team?
	3. Are there any specific cultural, linguistic, educational or other skills that will help the project team deliver the proposed project?

Staffing Plan

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| **Section 2** | **Point Value** |
| **Approach, Activities and Outcomes** | **40 points** |

*This section should outline a plan of action that describes in sufficient detail the specific scope of services applicant(s) propose and how the proposed work will be accomplished. The plan should address all functions and activities for which applicants seek funds. Cite factors that might accelerate or decelerate work, explain rationales for strategies selected, and describe any unique or unusual features of the proposed project, such as design or technological innovations, cost or time saving strategies, or methods to increase engagement of targeted stakeholders in services. Include and make clear the organizations, cooperating entities, consultants or key individuals who will work on the proposed activities, with a brief description of their contributions and qualifications.* ***For Program Areas with Supplementary Questions please address them Question 6.***

1. **Clearly state your approach to the project.** (Limit: 4,000 characters). Provide detailed goals and objectives, and describe any evidence-based practices that inform your project design.

Approach

1. **Describe the services to be provided.** (Limit: 4,000 characters) For each service component, provide detail on the following, as appropriate: types of activities; number of hours; frequency of services; location(s) of services; and methods that will be used to deliver services.

Services

1. **Describe the qualitative and quantitative outcomes your project proposes to achieve.** (Limit: 3,000 characters). Provide projections of the accomplishments to be achieved for each activity or function proposed, such as the number of activities or steps to be accomplished or number of individuals or businesses to be served. If accomplishments cannot be quantified, list them in chronological order to show a sequence of steps and their projected start and end dates.

Outcomes

1. **Provide a project timeline.** (Limit: 3,000 characters) Please include all major milestones and target dates, as appropriate. Describe any factors that might speed or hinder implementation of the project, and explain how you will manage unanticipated project hurdles, should they arise.

Timeline

1. **Describe your expertise serving demographic and geographical areas of focus where appropriate, or as required by the program area.** (Limit: 1,000 characters) Describe specific outreach or engagement strategies that you will use to reach target populations identified in the RFP.

Demographic/Geographic Expertise

1. Please respond to any additional **Supplementary Questions** as required by the Program Area.(Limit: 8,000 characters)

Supplementary Questions

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| **Section 3** | **Character Limit** | **Point Value** |
| **Performance Measurement and Reporting** | **4,000 characters** | **15 points** |

For this section, provide a narrative – limited to 4,000 characters – describing the following:

* How data on project activities and outcomes will be collected and reported.
* Measures that will be developed and/or used to determine the extent to which the project has achieved its stated objectives
* How data will be used to determine whether the needs identified are being met and whether project results are being achieved
* Any processes and procedures that are or will be in place to determine whether the project is being conducted in a manner consistent with the work plan and how effectiveness and efficiency will be improved
* How the outcomes proposed and measured will demonstrate positive impact based on the Scope of Work outlined within the program area.

Performance Measurement

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| **Section 4** | **Character Limit** | **Point Value** |
| **Financial Management and Budget** | **4,000 characters** | **15 points** |

Please provide a brief narrative – limited to 4,000 characters – detailing the financial management of the organization. In this section, you should respond to the following, as applicable:

* Describe the key features of your organization’s financial tracking system and confirm it is capable of generating all financial information needed for required reports, including data needed to monitor, evaluate and if necessary, modify program performance.
* Describe in detail any cost allocation plan utilized when costs are chargeable to more than one cost category, or to more than one program and/or funding source.
* If proposing a management fee/fiscal fee, identify how the requested percentage was identified.
* Provide a narrative justification for items in the budget
* Provide details on any matching or leveraged funds including anticipated source, amount, and restrictions.  Leveraged funds are required under Program Area A and encouraged under Program Area B.

*Note: in addition to your written narrative (limited to 4,000 characters), submit a proposed budget for the project using the budget template available on the RFP 217 website (“Appendix B”).*

Budget Narrative

**Submission Authorization**

* I agree that I am an owner or officer of the proposing organization who is duly authorized to bind the Applicant.
* I agree to accept all conditions, provisions, requirements, and specifications contained in the City and County of San Francisco Request for Proposals. (It is the responsibility of the Applicant to ensure that all named partners are in agreement with the proposal prior to submission.)
* I agree that the Proposal shall be binding for no less than one hundred twenty (120) days.
* I understand that, if selected, my organization must comply with City and County ordinances and contracting requirements including general liability and auto insurances, compliance with equal benefits ordinance, and current SF business tax certificate, if applicable.
* By submitting this proposal, I attest that my organization is not currently debarred or suspended from participation in local, State or Federal programs.

I certify that the information provided in this application is true:

**Printed Name of Executive Director, Chief Executive Officer, Board Chair or other duly authorized representative:** NAME

**Date:**

**Proposal Package Checklist**

The following items must be completed and included in the application package.

 **Templates provided as Appendices to RFP 217:**

[ ]  **Appendix A, Application** template – This template includes the question set that all applicants must respond to. If you are applying to both program areas in this RFP, please note that **a distinct proposal must be submitted for each program area.**

[ ]  **Appendix B, Proposed Budget** template– Please list your proposed project budget on this template and submit it with your application.

**Additional required attachments:**

[ ]  **Organizational Budget** (no template) – Organizational Budget for the current or last completed Fiscal Year for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided)**.**

[ ]  **Organizational Chart** (no template) – Organizational Chart for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided)**.**

Only Proposal Packages submitted using the approved templates with all required attachments will be considered for funding.

Alternative formats of templates may also be provided to individuals with disabilities by contacting oewd.procurement@sfgov.org before the submission deadline.

**Proposal Package Submission**

When all items are complete, submit the entire Proposal Package by **5:00 p.m. on Tuesday, June 22, 2021**. Complete proposal packages must be emailed to oewd.procurement@sfgov.org and received by the City server by 5:00 p.m.

Upon successful submission, you will receive an email response to confirm your submission was received by the deadline. Save this information for future reference.