**Appendix A: Application Questions - Request for Proposals 215**

### This Appendix includes the questions that will be asked in the application to OEWD Request for Proposals (RFP) #215. You may use this document to draft your responses, but please be sure to enter your responses into the online application by the deadline -- Tuesday, January 12, 2021 at 5:00 P.M.

**To access the online application, visit the following website:**

[**OEWD RFP 215 Online Application**](https://oewdprocurement.tfaforms.net/f/RFP215application)

### There is no need to upload this Appendix with your application. Please make sure you upload all required attachments listed on the Proposal Package Checklist found at the end of this document.

### If you have any questions about the content of this appendix, OEWD is here to help! Please submit questions to [oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org)

**PART I. APPLICANT PROFILE**

In this section, provide all organizational contact information. Note that if you are a **fiscal agent**, you will need to complete an applicant profile for both your organization and your subgrantee.

* The **Primary Applicant** is the organization or firm that will hold the contractual obligation with the City.
* If you are applying as the fiscal agent for another entity, your application must also identify a **Program** **Lead**, which is the entity delivering services.

Information requested in the **Applicant Profile** section includes:

* Organization name
* Address, website and main phone number
* Executive Director name, contact information
* Proposal point of contact name, contact information
* Type of entity (nonprofit, for-profit, etc.)
* Supplier (City vendor) Status
* Local Business Enterprise (LBE) status
* Information about your Board of Directors (see details below)
* Information on additional organizations involved in delivering the program
* Overall organizational budget (upload)
* Program area in RFP 215 you are applying to. **Note – you must submit one application per program area**.

**PART II. PROJECT DESCRIPTION**

Please indicate the Project Title and provide a brief (1-2 sentence) summary of the Project.

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| **Introduction** | **Character Limit** | **Point value** |
| **Project Title** | 100 characters | N/A |
| **Please provide a brief 1-2 sentence summary of the proposed project.** | 350 characters | N/A |

*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.*

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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. This section should further note how the project team demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution as well as indicators of community support.*

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)
2. **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)
3. **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?
4. **Describe the target populations you will serve through this project, your experience serving them, and key needs you hope to address with this funding**. (Limit: 3,000 characters). Highlight the economic, social, financial, institutional or other issues that require a solution. Please also share any work you have done with the relevant communities to confirm that this proposed project is appropriate and necessary. Examples may include:
5. Surveys or focus groups with community members
6. Organizing or advocacy efforts with community members
7. Research or review of data and best practices serving the target populations

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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 in this section, unless otherwise noted.***

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.
2. **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.
3. **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.
4. **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.
5. **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.
6. If required, please respond to any additional **Supplementary Questions and Requirements as required by the Program Area.** (Limit: 5,000 characters)

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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.

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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.  Although encouraged, matching funds are required by some program areas. Refer to the program area descriptions in Section II of the RFP to determine if a match is required.

**Note: in addition to your written narrative (limited to 4,000 characters), make sure to upload a proposed budget for the project using the budget template available on the RFP 215 website (“Appendix B”).**

**Proposal Package Checklist**

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

**Appendix B, Proposed Budget** template– Please list your proposed project budget on this template and upload it where prompted before you submit your application.

**Additional required attachments:**

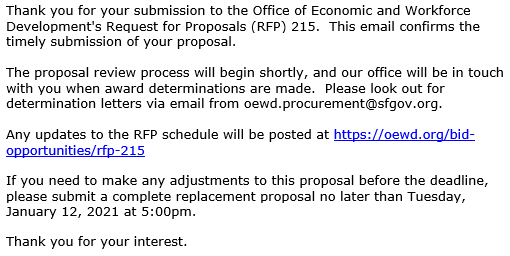
**Organizational Budget** (no template) – Overall organizational budget for the Primary Applicant and Program Lead, if applicable (no template provided)**.** Please upload organizational budget(s) where prompted before you submit your application.

**Organizational Chart** (no template) – Organizational chart for the Primary Applicant and Program Lead, if applicable (no template provided)**.** Please upload organizational chart(s) where prompted before you submit your application.

**Supplementary Questions and Requirements** – Reference whether **Supplementary Questions and Requirements** are requested for the Program Area(s) to which your organization is responding and include those items in the Proposal Package submission. Note that some areas require items such as letters of support or work samples.

**When you have completed your proposal, please make sure to click “Submit” on the final screen.**

If you have submitted successfully by the deadline, you will receive the following automated email:



Having technical issues? OEWD is here to help! Please email: [oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org)