

City and County of San Francisco



Request for Proposals (RFP) #213

Technical Assistance and Commercial Corridor Improvement Grants

Issued by:	Office of Economic and Workforce Development (OEWD)
Date issued:	Monday, September 30, 2019 Revision issued October 4, 2019
Proposals due:	Thursday, October 31, 2019 by 5:00 P.M.
Questions about this RFP?	Email: owd.procurement@sfgov.org
<p>A Bidders Conference to assist interested applicants in determining the eligibility of proposed projects and completing the proposal packet will be held:</p> <p>DATE: Friday, October 4, 2019 TIME: 2:00 P.M.-3:30 P.M. San Francisco Main Library, 100 Larkin Street (at Grove) Latino/Hispanic Rooms A/B (lower level) San Francisco, CA 94102</p>	
Need the RFP or application materials in an alternative format for persons with disabilities? Please email owd.procurement@sfgov.org or call (415) 701-4848	

Request for Proposals (RFP) #213

Technical Assistance and Commercial Corridor Improvement Grants

Date of Issue: Monday, September 30, 2019

**Deadline for Responses:
Thursday, October 31, 2019 by 5:00 PM.**

**1 complete response package may be submitted via email to
owd.procurement@sfgov.org**

(Preferred Method)

OR

1 copy of the completed response package including all supplementary materials may be hand-delivered by the deadline or received by OEWD by mail by the deadline at the following address:

Office of Economic and Workforce Development

1 South Van Ness Avenue, 5th Floor

San Francisco, CA 94103

Attention: Contracts and Grants Director

HAND DELIVERY RECOMMENDED IF SUBMITTING HARD COPY

Need the RFP or application materials in an alternative format for persons with disabilities? Please email owd.procurement@sfgov.org or call (415) 701-4848

TABLE OF CONTENTS

(Hover mouse over Section Name, press “Ctrl”, then click on Section Name to navigate to that Section)

Section	Section Name	Page #
I.	Introduction and Schedule	4
II.	Program Areas and Scope of Work	9
III.	Application Process and Guidelines	65
IV.	Proposal Submission Requirements	71
V.	Evaluation and Selection Criteria	74
VI.	Terms and Conditions for Receipt of Proposals	76
VII.	Grant Requirements	79
VIII.	Protest Procedures	81

Appendices:

- A. Sample Agreement for Grant (Form G-100)
- B. Proposal Budget Template
- C. Application Template – Request for Proposals 213 – Areas 1 and 2
- D. Application Template – Request for Proposals 213 – Area 3
- E. Application Template – Request for Proposals 213 – Area 4
- F. Staffing and Board Composition Chart Template
- G. Submission Authorization Form
- H. Supplier Registration Instructions
- I. Individual Development Plan (IDP) Template

I. Introduction and Schedule

The Office of Economic and Workforce Development advances equitable and shared prosperity for San Franciscans by growing sustainable jobs, supporting businesses of all sizes, creating great places to live and work, and helping everyone achieve economic self-sufficiency. OEWD programs are responsible for strengthening San Francisco's many diverse neighborhoods and commercial corridors, creating a business climate where companies can grow and prosper, and ensuring a continually high quality of life for all San Franciscans.

OEWD provides one point of contact for a variety of essential City programs and services, to include:

- Business attraction and retention, with an emphasis on key industry clusters
- Small business assistance and nonprofit support
- Workforce development, including job training for today's jobs and tomorrow's opportunities
- Public and private projects such as affordable housing, job creation, economic development, and open space creation and management
- Neighborhood development, including commercial corridor stabilization and revitalization
- Film and television production
- International trade and commerce, fostering Sister Cities and increasing business opportunities

About Invest in Neighborhoods (IIN)

The Invest in Neighborhoods (IIN) Division is a unit within OEWD which provides customized programs and services to support businesses and community partners in key commercial districts and neighborhoods. The vision of the IIN is to advance economic opportunities in our City's neighborhoods using strategies centered on diversity, equity, and inclusion to ensure increased quality of life and prosperity.

Through this RFP, OEWD will prioritize funding for organizations that serve areas of low to moderate income concentration such as:

1. Bayview
2. Central Market/Tenderloin (includes SOMA)
3. Chinatown
4. Excelsior
5. Lower Fillmore
6. Mission
7. Mission-Bernal
8. Ocean Avenue

9. Oceanview (Broad Street)
10. Portola
11. Sunset
12. Visitacion Valley (Leland Avenue)

Available Funding

A key economic development strategy that many cities use is Community Development Block Grant (CDBG). CDBG funds are allocated by the United States Department of Housing and Urban Development (HUD) to support economic development programs and activities.

The initial round of funding for all programs solicited in this RFP is expected to come from the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) pool. In San Francisco, the Mayor's Office of Housing and Community Development (MOHCD) is the designated city agency responsible for the overall administration of CDBG funds. MOHCD partners with OEWD to administer CDBG funds designated for economic and workforce development. Applicants should be familiar with all forms, documents and manuals available on MOHCD's website at: <https://sfmohcd.org/community-development-forms-and-documents> and feel confident that their organization can meet the requirements detailed in those documents.

OEWD may also fund grants under this RFP with a variety of federal, state or local funding as appropriate including, but not limited to, the Workforce Innovation and Opportunity Act (WIOA), American Apprenticeship Grant through the Department of Labor, US Small Business Association (SBA), other federal HUD sources, and City general funds. OEWD, or other appropriate City Agencies, will disclose any additional regulations or requirements during the negotiation process for grants that are awarded utilizing this procurement and funded by other local, state or federal programs.

Nonprofit entities funded under this procurement may be eligible to apply for funding under OEWD's nonprofit capacity fund. The goal of OEWD's nonprofit capacity fund is to maintain continuity of economic and workforce development services by potentially assisting OEWD's nonprofit suppliers with one-time, as-needed funds to support administrative operations and organizational effectiveness (e.g. leadership transition, strategic partnership). The fund is dependent on funding availability, and limited to nonprofit organizations who are currently funded by OEWD for the specific purpose of providing economic and workforce development services. When funding becomes available, eligible nonprofit organizations currently funded by OEWD will be notified of the opportunity to apply for funding.

Term of Award

Unless otherwise noted in the program descriptions, it is anticipated that successful proposals will be funded for a term of three years beginning in fiscal year 2020-2021 and, in some cases, with opportunities to renew or extend programming through fiscal year 2025-2026, subject to OEWD approval and funding appropriation. If a renewal option is exercised, subsequent grant amounts and terms will depend upon the performance of the grantee during the initial award period, as well as other policy considerations as determined by OEWD. Grantees will be asked at a minimum to submit a final report (format to be determined) of their grant activities and, if OEWD elects to exercise the renewal option(s), a revised scope of work and budget for the grant renewal period(s) for OEWD review. OEWD reserves the right, in its sole discretion, to not exercise a renewal option and, if it exercises the renewal option, to determine any change in the size, length, and scope of the successive grant(s).

Service Strategies

Applicants must review the service strategies outlined in the Mayor's Office of Housing and Community Development's **Proposed Strategies for 2020-2024 Consolidated Plan**, which may be found at: <https://sfmohcd.org/plans-development>

All service providers proposing to this RFP must address the following Objectives:

- **Objective 3: Communities have healthy physical, social and business infrastructure**
- **Objective 4: Communities at risk of displacement are stabilized**

Read this RFP carefully and refer to priorities and strategies set out in the [Proposed Strategies for 2020-2024 Consolidated Plan](#) and the OEWD neighborhood and service area plans (available on the [OEWD website](#) to determine whether your organization and proposed project align with these goals and priorities. Direct links to both of these documents are also available on the RFP website at <http://oewd.org/bid-opportunities/rfp-213>

In San Francisco, there is a robust group of service providers that cater to small businesses that are owned by and provide employment to low- to moderate-income people. Other service providers take a place- based approach by targeting merchants in a particular neighborhood commercial corridor serving low- or moderate-income market area. OEWD will utilize CDBG to support and coordinate these various people- and place-based programs in order to create a rich environment of economic development programs.

Under this RFP, OEWD seeks projects classified under the following HUD CDBG Matrix Codes:

14E: Rehab; Publicly or Privately-Owned Commercial/Industrial

17C: Commercial/Industrial Building Acquisition, Construction, Rehabilitation

18A: Economic Development Direct Financial Assistance to For-Profits

18B: Economic Development Technical Assistance

18C: Micro-Enterprise Assistance

For more information on the public benefit standards requirements applicable to these codes, including eligible and ineligible activities, please visit:

<https://files.hudexchange.info/resources/documents/Basically-CDBG-Chapter-8-Section-108.pdf>

Income Eligibility

Program areas in this RFP require that clients served qualify as “low to moderate income”. The “client”, for these purposes, is defined as the small business owner. Refer to the program area descriptions (found in Section II of the RFP) to confirm required thresholds, which vary depending on the clients you are proposing to serve. The income thresholds for 2019 are below, and more detailed information can also be found in the document called “ED Form 1”, available online at <https://sfmohcd.org/community-development-forms-and-documents>

Family of:	1 person	2 persons	3 persons	4 persons	5 persons	6 persons	7 persons	8 persons
Extremely Low Income	\$0 – 33,850	\$0 - 38,700	\$0 – 43,350	\$0 – 48,350	\$0 – 52,250	\$0 – 56,100	\$0 – 60,000	\$0 – 63,850
Low Income	\$33,851-56,450	\$38,701-64,500	\$43,351-72,550	\$48,351-80,600	\$52,251-87,050	\$56,101-93,500	\$60,001-99,950	\$63,851-106,400
Moderate Income	\$56,451-90,450	\$64,501-103,350	\$72,551-116,250	\$80,601-129,150	\$87,051-139,500	\$93,501-149,850	\$99,951-160,150	\$106,401 - 170,500
Above Moderate Income	\$90,451 or greater	\$103,351 or greater	\$116,250 or greater	\$129,151 or greater	\$139,501 or greater	\$149,851 or greater	\$160,151 or greater	\$170,501 or greater

These thresholds are adjusted annually in March. Please visit the Department of Housing and Urban Development (HUD)’s website to review changes that will take effect in 2020:

<https://www.huduser.gov/portal/datasets/il.html>

B. Schedule

The anticipated schedule* for awarding grants is as follows:

Proposal Phase	Date
RFP is issued by the City	Monday, September 30, 2019
Bidders Conference	Friday, October 4, 2019 2:00 P.M.-3:30 P.M. Location: San Francisco Main Library 100 Larkin Street (at Grove) Latino/Hispanic Rooms A/B (lower level) San Francisco, CA 94102
Deadline for submission of written questions**	Thursday, October 10, 2019 at 5:00 P.M.
Answers to questions posted online	Friday, October 11, 2019 by end of day
Proposals due	Thursday, October 31, 2019 by 5:00 P.M.
Committee Review	November, 2019
Grantee selection and award notification	target January 16, 2020
Projects begin	July 2020 or later

*Each date is subject to change. For the latest schedule, check: <http://oewd.org/bid-opportunities>

**Note: Purely technical questions regarding how to navigate the RFP or fill out application materials will be answered until the proposal submission deadline. Send an email to oewd.procurement@sfgov.org or call (415) 701-4848 if you have technical assistance needs.

II. Program Areas and Scope of Work

The funding in this Request for Proposals (RFP) touches numerous aspects of San Francisco’s diverse economy, with a focus on advancing equity and shared prosperity for all residents. This RFP includes solicitations for four (4) distinct economic development services. These programs seek to strengthen commercial corridors and build the capacity of small businesses and micro-entrepreneurs to expand economic opportunity for low and moderate income residents.

Press “Ctrl” and click the hyperlink to navigate to a specific program.

PROGRAM AREAS				
#	Program Area	Maximum Annual Budget Request	HUD Matrix Code(s)	Page #
1	Small Business and Micro-Enterprise Technical Assistance	\$100,000	18A, 18B, 18C	13
2	Technical Assistance for Corridor Businesses	\$30,000 per corridor	18B	17
3	Neighborhood Commercial Corridor Revitalization	\$100,000	18B	36
4	Commercial Corridor Improvements and Beautification	\$100,000	14E, 17C	53

The scope of activities and services described in each program area is to be used as a general guide and is not intended to be a complete list of all work necessary to meet program area objectives. Nothing herein shall obligate the City to make any grant, or guarantee any proposer the right to any grant money. The City reserves the right not to award grants based upon the ability of the proposer to meet the City’s objectives. Any grant awards, including renewals, are contingent upon budget approval and funding availability. **Proposers may seek funding in more than one area described below, however, a separate application must be filed for each funding area that the organization wishes to provide services for.** Each application will be considered individually and the organization’s overall capacity in relation to the number of projects proposed will also be considered when projects and proposals are recommended for funding. Final funding awards will be determined by the number of responsive proposals that meet Invest in Neighborhoods strategies and objectives, and actual funding may be less or more.

Nonprofit agencies may apply for funding in one or more of the economic development priority areas, however, a distinct proposal must be submitted for each program area. Funding is project-based, meaning that funded agencies are expected to set measurable goals and to deliver completed projects at the end of the contract term.

Technical Assistance Program Areas

About OEWD Economic Development Technical Assistance (“TA”) Services

Central to CDBG’s support for economic development activities is technical assistance for small businesses and micro-entrepreneurs (clients) that seek to assess, establish, and grow their business as defined by the Department of Housing and Urban Development (HUD) at 24 CFR 570.201(o). Successful grantees will have a clear understanding of and specifically outline a plan for the type(s) of technical assistance they provide, aligned with the objectives stated above, and are most in need by San Francisco business clients in the current economic climate.

When developing your proposal, please reflect knowledge of San Francisco’s landscape of economic development services and highlight the specific services your organization is consistently successful at providing to clients. With diminishing CDBG funds, OEWD will not be able to fund every proposal that provides similar general TA services. Funds will prioritize the strongest TA generalists and the specialists that are able to show expertise and success in assisting clients navigate some of San Francisco’s enterprising industries such as, but not limited to, food and beverage, retail, manufacturing, entertainment, etc.

Priority will also be given to well-developed, robust programs that address the following barriers and challenges to success:

- Inability to access consumer markets
- Rising commercial rents
- Limited access to legal services
- Lack of multilingual technical assistance services
- Limited access to capital

When applying to provide technical assistance services, submit programs separately under the correct program area(s). For instance, a provider proposing an eight-week training program in Tagalog and targeted outreach and technical assistance for merchants in the Excelsior/Mission Street and Western Addition/Fillmore Street corridors should submit three (3) proposals requesting no more than \$160,000 total in CDBG funding. In this example,

Proposal #1 – 8-week Training Program for Tagalog speakers - \$100,000

Proposal #2 – Excelsior/Mission Street Corridor Technical Assistance - \$30,000

Proposal #3 – Western Addition/Fillmore Corridor Technical Assistance - \$30,000

In addition to the scopes of work described below, providers must be prepared to meet the following annual performance requirements for both Technical Assistance service areas:

- Program staff will be required to participate in OEWD meetings to enhance the economic development provider network, facilitate peer exchanges, and strengthen service capacity.
- Programs providing business technical assistance must demonstrate linkages with the the Office of Small Business' Small Business Assistance Center (SBAC) and refer requests for navigating the permits and licensing process to SBAC, SF Business Portal, and Open in SF Program.
- Grantee will be required to submit monthly performance reports
- Grantee may be required to submit evidence of client surveys, and case management files for review.
- Grantees will be required to collect HUD eligibility documentation.

OEWD will fund proposals that demonstrate a clear understanding of and specifically outline a plan for the type(s) of technical and training assistance they provide, and the specific populations and outcomes they target.

The same question set and evaluation criteria applies to both technical assistance program areas. The question set begins on page 20 of the RFP, and the selection criteria begins on page 32 of the RFP, below the program area descriptions. Please carefully review each program area for additional information regarding expected milestones.

PROGRAM AREA 1: SMALL BUSINESS AND MICRO-ENTERPRISE TECHNICAL ASSISTANCE

Amount: Applicants may propose budgets up to **\$100,000** for the initial grant term

Scope of Work:

OEWD will fund nonprofit organizations to provide technical assistance (“TA”) and services that are available citywide. While the mix of activities will vary depending on the specific strategies your organization develops for your clients, common elements include the following:

- **Training**

Training is essential for new and existing entrepreneurs to understand the fundamental business concepts. The training curriculum must be comprehensive and relevant to the learning needs and culturally sensitive to the target population and individual clients.

- **Case Management and IDP Development**

Case management must include individual meetings and goal setting with the clients.

The organization’s staff must have the ability and experience to develop individually tailored sets of pre-development, development, and post-development plans, also referred to as Individual Development Plans (IDPs). Agencies must commit to using the IDP template located in the RFP sample documents as Appendix I. Common elements of the IDP include the following:

- Owner’s Background and Experience, Product/Service Description
- Product/Service Feasibility, Market Analysis
- Goals, Objectives, Tasks, Resources
- Timeline, Benchmarks, Success Measures
- Achievable Economic Impact, Accomplished Impact

- **One-on-One Consulting, Coaching, and Mentoring**

Successful business technical assistance programs include some form of one-on-one advising and guidance by experienced advisors such as consultants, coaches, and mentors. The expertise and value that each advisor provides depends on the need of the client. Case managers should assess and provide clients with the appropriate consultants, resources, referral, and networking opportunities to assist the clients achieve goals stated in IDPs.

- **Direct Financial Assistance to For-Profits**

Financial assistance to for-profit businesses to (for example) acquire property, clear structures, build, expand or rehabilitate a building, purchase equipment, or provide operating capital. Forms of assistance include loans, loan guarantees, and grants.

Minimum Qualifications:

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicants must have demonstrated expertise and success in assisting business clients to establish sustainability
- Applicants must have a Board of Directors with a minimum of 3 members that reflect the diversity of the program(s) and clients being served, to include low to moderate income individuals and individuals from historically marginalized populations.
- If serving micro-enterprises only, 100% of clients served must be low to moderate income. If serving both small businesses and micro-enterprises, 51% of the jobs created or retained by your clients must be available or held by low to moderate income individuals.

Preferred Qualifications:

- Experience managing Community Development Block Grant (CDBG) funding or other federal funding is strongly preferred
- Proposals that include a project team with the ability to serve culturally and linguistically diverse populations are strongly preferred

Work Plan Activities:

Target service numbers and descriptions in the work plan below are provided as examples. In your proposal, please provide a brief description of the proposed activity and include your proposed service numbers. Please only include goals as applicable to your proposed program. OEWD reserves the right to accept deviations from the proposed goals during the negotiation process on a case-by-case basis.

Example: Program Area 1 Small Business and Micro-Enterprise Technical Assistance		
Activity	Activity Description	Proposed Goal
Number of clients/businesses assessed for services	<i>Please describe the specific activity to be conducted, e.g. The number of businesses that will be assessed for services. This goal includes 45 businesses in Lower Fillmore and up to 30 businesses in other neighborhoods.</i>	<i>If requesting the full funding amount, OEWD recommends proposing a minimum of <u>75 assessments</u></i>
Number of clients/businesses referred to resources		50% of assessment goal
Number of clients/businesses with IDPs developed and implemented		50% of assessment goal
Number of clients/businesses that report better understanding of resources and business basics		60% of assessment goal
Number of new leases secured or existing leases strengthened		10% of assessment goal
Number of compliance and space improvement projects completed		20% of assessment goal
Number of businesses engaged in a language other than English		20% of assessment goal
Number of Legacy Businesses supported		20% of assessment goal
Additional Milestones		
Collaboration between Technical Assistance Provider and Neighborhood-Based Commercial Corridor Partners		Example: 1 collaboration established
Number of jobs created		e.g. 3 jobs created
Number of jobs retained		e.g. 3 jobs retained
Number of loans funded		e.g. 6 loans funded

Dollar value of total loans funded	e.g. \$100,000
Number of businesses launched	e.g. 5 businesses launched

PROGRAM AREA 2: TECHNICAL ASSISTANCE FOR CORRIDOR BUSINESSES

Amount: Applicants may propose budgets up to **\$30,000 per corridor**, limited to 3 corridors per provider for a total budget request of \$90,000. A separate proposal must be submitted for each neighborhood for which an organization seeks funding.

Scope of Work:

Under Program Area 2, OEWD will fund Technical Assistance (TA) providers that are skilled in and passionate about working with commercial corridor merchants, property owners, and area stakeholders as well as formalizing partnerships with Neighborhood-Based Commercial Corridor Partners. The TA providers shall work with Neighborhood-Based Commercial Corridor Partners to connect with corridor businesses. Neighborhood-Based Commercial Corridor Partners are defined as organizations that have place-based initiatives and/or provide services that support economic development activities within the neighborhood corridors. While the mix of activities will vary depending on the specific strategies developed for each commercial corridor in consultation with OEWD, common elements include:

- **Leverage resources and formalize collaborations with Neighborhood-Based Commercial Corridor Partners**
 - Formalize partnerships – to connect and serve corridor businesses.
- **Training, Education, Case Management, IDP development, One-on-One Consulting, Coaching, and Mentoring** on the needs below (this is not an exhaustive list):
 - Access to new customers and market share
 - Identify the existing demographic for the business as well as assess the opportunities for new strategies to capture new customers
 - E.g., strengthen customer relations with local residents
 - Assess the fixed costs of existing businesses – identify cost reduction and revenue generating methods
 - Access to capital to implement action plans
 - Support in accessing City resources for small businesses
 - Support with compliance and space improvement projects

Minimum Qualifications:

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicants must have demonstrated expertise and success in assisting business clients to establish sustainability

- Applicants must have a Board of Directors with a minimum of 3 members that reflect the diversity of the program(s) and clients being served, to include low to moderate income individuals and individuals from historically marginalized populations.
- If serving micro-enterprises only, 100% of clients served must be low to moderate income. If serving both small businesses and micro-enterprises, 51% of the jobs created or retained by your clients must be available or held by low to moderate income individuals.

Preferred Qualifications:

- Experience managing Community Development Block Grant (CDBG) funding or other federal funding is strongly preferred
- Proposals that include a project team with the ability to serve culturally and linguistically diverse populations are strongly preferred

Supplementary Attachments

- For both Technical Assistance Program Areas, please submit **1 letter of support** from a community partner organization, demonstrating support for your proposed program.

Work Plan Activities:

Target service numbers and descriptions in the work plan below are provided as examples. In your proposal, please provide a brief description of the proposed activity and include your proposed service numbers. Please only include goals as applicable to your proposed program. OEWD reserves the right to accept deviations from the proposed goals during the negotiation process on a case-by-case basis.

Example: Program Area 2 - Technical Assistance for Corridor Businesses		
Activity	Activity Description	Proposed Goal
Number of clients along a targeted commercial corridor assessed for services	<i>Please describe the specific activity to be conducted, e.g. The number of businesses that will be assessed for services. This goal includes 22 businesses in Lower Fillmore and up to 18 businesses in other neighborhoods.</i>	30

Number of businesses referred to resources		83% of assessment goal
Number of clients with IDPs developed and implemented		17% of assessment goal
Number of businesses engaged in a language other than English		33% of assessment goal
Number of clients that report stability, efficiency, and/or profitability based on achieving IDP objectives		17% of assessment goal
Number of new leases drafted, negotiated, or renewed		17% of assessment goal
Number of compliance and space improvement projects completed		33% of assessment goal
Number of façade improvement projects completed		10% of assessment goal
Number of Legacy Businesses supported		33% of assessment goal
Additional Milestones		
Collaboration between Technical Assistance Provider and Neighborhood-Based Commercial Corridor Partners		Example: 1 collaboration established
Number of jobs created		3
Number of jobs retained		3

Question Set

The proposal submitted must be clear and concise. It must demonstrate an understanding of the initiative's objectives and clearly respond to a program area. The City reserves the right to deem any proposal nonresponsive if it is not presented in the format required by the document and link titled **Appendix C: Application Template – Request for Proposals 213 – Areas 1 and 2**

***Note that the sections below are not available for direct data entry.** Please download the fillable Word application form, budget template, and other required templates available at <http://oewd.org/bid-opportunities>*



Request for Proposals 213

Appendix C: Proposal Application Template for Technical Assistance Program Areas

Complete this application for the following service areas **only**:

- Program Area 1, Small Business and Micro-Enterprise Technical Assistance
- Program Area 2, Technical Assistance for Corridor Businesses

*City and County of San Francisco
Office of Economic and Workforce Development*



PART I. APPLICANT PROFILE

This section should include information for the Applicant. The Applicant is the entity that will hold the contractual obligation for the proposed project. If you are applying as the fiscal agent for another entity, please include your information here and list information on the Program Lead in the next section. All fields marked by an asterisk (*) are mandatory; enter 0 or N/A if not applicable.

Applicant Name* (75 characters) <i>e.g. Name as shown on your 501(c)(3), 501(c)(4), or 501(c)(6) letter and to whom contributions are payable</i>	[Applicant Name]
Doing Business As (DBA) or Also Known As (AKA), if applicable (50 characters)	[DBA or AKA - limit 50 characters]
Address* <i>Headquarters Street Address with Suite #, if needed</i>	[Street Address] [City], [State] [Zip]
Web Address*	[Website]
Main Phone including area code*	[Main Phone]
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 <i>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/</i>	Current Approved Supplier#: [123456789] OR Current Approved Bidder#: [123456789] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier

POINT OF CONTACT FOR THIS APPLICATION

The person identified in this section should be authorized to clarify programmatic and budgetary questions on behalf of the 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]

CONTACT & GENERAL INFORMATION: PROGRAM LEAD	
This section only applies if the Applicant is acting solely as the Fiscal Agent.	
Program Lead	[Program Lead Name]
Program Lead Address <i>Local Headquarters Street Address with Suite #, if needed</i>	[Street Address] [City], [State] [Zip]
Web Address	[Website]
Main Phone including area code	[Main Phone]
Program Lead Executive Director/CEO Name*	[ED/CEO Name]
Program Lead Executive Director/CEO Direct Phone*	[ED/CEO Direct Phone]
Program Lead Executive Director/CEO Email*	[ED/CEO Email]
City and County of San Francisco Supplier Status <i>Note: Program Leads are <u>not required</u> to be City Bidders or Suppliers.</i>	Current Approved Supplier#: [123456789] OR Current Approved Bidder#: [123456789] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier
APPLICANT'S ORGANIZATIONAL BUDGET INFORMATION	
Applicant Total Organizational Budget* \$[Applicant Budget]	<i>Please list the total organizational budget for the Applicant for the last completed fiscal year.</i>
Program Lead Total Organizational Budget (if applicable) \$[Program Lead Budget]	<i>This field is only required if the Applicant is serving as a Fiscal Agent. In that case, the Lead Applicant/ Fiscal Agent should list their total budget in the row above, and the Program Lead should use this row to list their total budget for the last completed fiscal year.</i>
REQUESTED BUDGET AMOUNT	
Total Proposed Project Budget* \$[Proposed Project Budget]	<i>This field is the amount requested for funding through this proposal. Please review the budget limit as defined in the program area. For example, if a program area limits you to a budget request of \$30,000 per neighborhood served and you are serving 3 neighborhoods, this field should not exceed \$90,000.</i>

PROGRAM AREA FOR THIS APPLICATION

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.**

1. Small Business and Micro-Enterprise Technical Assistance

2. Technical Assistance for Corridor Businesses

NEIGHBORHOODS SERVED

OEWD will prioritize funding for organizations that serve areas of low to moderate income concentration. Please select the target neighborhood(s) that you plan to serve through the proposed program. You may list any additional neighborhoods under "Other Neighborhoods" below, if applicable.

<input type="checkbox"/> Bayview	<input type="checkbox"/> Central Market/Tenderloin (includes SOMA)
<input type="checkbox"/> Chinatown	<input type="checkbox"/> Excelsior
<input type="checkbox"/> Lower Fillmore	<input type="checkbox"/> Mission
<input type="checkbox"/> Mission-Bernal	<input type="checkbox"/> Ocean Avenue
<input type="checkbox"/> Oceanview (Broad Street)	<input type="checkbox"/> Portola
<input type="checkbox"/> Sunset	<input type="checkbox"/> Visitacion Valley (Leland Avenue)
<input type="checkbox"/> Other Neighborhood(s): [Other Neighborhoods]	

PART II. PROJECT DESCRIPTION

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

Project Title: [Proposed Project Title]

Please provide a brief 1-2 sentence summary of the proposed project.

[Project Summary - limit 300 characters]

ORGANIZATIONAL HISTORY AND EXPERIENCE (30 points)

For this question set, there must be a demonstrated program history and track record of ability to efficiently and effectively administer economic development programs and achieve desired outcomes. Your answers should demonstrate a logical relationship between the organization, its mission, and the proposed program.

1. Briefly describe your organization's mission, values, and experience providing economic development services to residents and businesses in San Francisco.

[Agency History - limit 1,500 characters]

2. Describe the technical assistance programs that your organization provides that serve entrepreneurs, small businesses, and neighborhood stakeholders. Specifically highlight and rank the top three areas of specialization for which your organization is best able to help your clients achieve success.

[TA Programs - limit 3,000 characters]

3. Discuss your organization's ability to implement the proposed project and how it fits with your existing experience providing economic development services.

[Implementation - limit 2,000 characters]

4. If applicable, describe your organization's experience with CDBG funds and programs, including both programmatic and administrative experience. Describe any audit findings from the past three years. If there were findings, have they been resolved? If not, why not?

[CDBG Experience - limit 2,000 characters]

5. Please describe your staffing plan for the proposed project, including:

- The role of your board or governing body in overseeing the proposed project, as well as any specific skills, experience, certifications or experience providing similar services
- Qualifications of staff, partners, and subcontractors that will make up the project team
- How work will be distributed within the project team
- Any specific cultural, linguistic, educational or other competencies that will help the project team effectively implement the proposed project

Include name, job title, and number of years at the organization. You may additionally attach the resume(s) of staff as additional attachments, however, you must clearly describe your project team in response to this question.

[Project Team- limit 4,000 characters]

6. Describe any community or population-based needs this project will address. Highlight the economic, social, financial, institutional or other issues that require a solution as well as indicators of community support.

[Statement of Need - limit 1,000 characters]

If serving **micro-enterprises only**, can you confirm that 100% of the clients served under this grant will be low to moderate income micro-enterprises?

Yes No N/A

If serving **small businesses and micro-enterprises**, can you confirm that 51% of the jobs created and retained by your clients are available or held by low to moderate income individuals?

Yes No N/A

PROGRAM DESIGN AND APPROACH

Strong proposals are those that demonstrate in-depth planning and a comprehensive overall design. Proposal reviewers will assess the extent to which proposals effectively and logically articulate the organization's specific approach. Proposals should set clear targets and define objectives. OEWD encourages proposals that are collaborative, meet the specific needs of the target clients, and/or are innovative.

Clearly describe your approach to the project. Provide detailed goals and objectives, and describe any evidence-based practices that inform your project design. Address all of the following in your response:

- Is the program new or existing?
- Provide a brief description of the business composition and physical appearance of your neighborhood.
- Describe the specific community need(s) that your program intends to address. Explain how you identified this need.
- Describe the challenges in and opportunities working in your target neighborhood. Describe your organization's approach in the face of these challenges and opportunities.
- Describe your organization's approach to attract public and private investment to improve the appearance of commercial corridors.
- Describe how your services have helped revitalize your corridor.
- Describe how your program aligns with IIN's mission and objectives as well as the Proposed Strategies for 2020-2024 Consolidated Plan (available on the MOHCD website: <https://sfmohcd.org/plans-development>)
- Describe how you will build neighborhood-based collaborations with the capacity to implement and sustain commercial district revitalization programs over the long term.
- Describe your organization's existing and proposed relationships with service, resource and training providers.
- Describe the benchmarks for measuring progress and success for this program. How will you assess the quality and effectiveness of the proposed project or program? Include, if applicable, examples such as focus groups, surveys, stakeholder input, and other methods of evaluation. Describe how evaluation results are reviewed and used to improve programming.

[Program Design and Approach - limit 10,000 characters]

CASE STUDY (15 points)

Below are three case studies describing scenarios that your program may need to address. Please select one (1) of the case studies that best aligns with your proposed program and demonstrate the depth of your services by describing how you would meet the client's needs.

Case Study 1: Ruby is interested in starting up a restaurant in the city. They have an estimated \$75,000 saved and gathered from friends and family and guess that they need about \$100,000 more. Ruby has a current FICO of 660. They have 20 years' experience working in various positions in the food industry but have never owned or managed a restaurant in the past. They love to cook and have some family recipes they are looking to use to create a takeout luncheon location serving a handful of traditional Filipino fare with a healthy Californian twist. The anticipated market will be healthcare professionals on their lunch break. They have been offered a lease on the Mission/Bernal corridor for a 700 square foot space that was once a small cafe with a commercial kitchen set up. It seems like a good location for Ruby's business, but the landlord wants payment up front for \$45,000 in back rent and cleaning fees that the last tenant left behind. In addition, the improvements (new equipment, flooring, painting, creating a back office, tables, fixtures, startup inventory and signage) will cost an estimated \$60,000. Ruby has been told they have first right of refusal but, once the landlord advertises the lease, Ruby will have to compete in the open market for the location (which means a much higher lease cost) and they do not think they will be competitive. Currently, if Ruby signs a 5-year lease, they can pay \$3,000 per month. Ruby has been looking for a location for more than a year and has 2 weeks to sign the lease before it is offered up on the open market.

Case Study 2: Luna has an interest in becoming a graphic designer, consulting out of their home and on-site for area businesses. Luna has recently completed a web marketing certification program and is very excited to get started. Luna has no prior business experience and doesn't really know where to start or how to approach potential clients. They have some prior experience doing administrative work for a performing arts studio and think they could add value doing graphic design for those types of businesses. They have no business plan and virtually no money, but they do have a laptop, Adobe software, and a space at home within the city to designate as a home office.

Case Study 3: Gabi is the owner of a barbershop that been in the family for 27 years. Last month, Gabi was given a notice by Department of Building Inspections that the shop is not compliant with ADA codes related to the storefront's door width and a small step. Gabi has been on a month-to-month lease since their parents operated the shop at a more affordable rate, compared to other stores who are newer to the neighborhood. The property owner, who also inherited the space from their parents, lives in Canada and is disengaged from the building operations. Gabi notified the property owner of the DBI notice. The owner replied that Gabi's rent would increase by 4 times the current rent because the DBI renovation and other tenant improvements require a lot of capital. Gabi is devastated because they know they can't afford the rent increase and they have a strong desire to stay in the neighborhood. The community values the barbershop's legacy in the neighborhood. Aside from the minor ADA improvements, Gabi's storefront could benefit from general improvements. Gabi has expressed an interest in enhancing storefront signage and window transparency.

Please address all of the following in your response:

- Given what you know of these clients, what steps would you take to assist them? What additional questions would you ask?
- Are there potential economic impacts your staff could anticipate? If so, which ones?
- Are there additional or alternative referral resources you would provide for the client? If so, which ones?

[Case Study - limit 10,000 characters]

Note: As an additional attachment, please submit the Appendix I: Individual Development Plan (IDP) template in support of your Case Study narrative.

WORK PLAN OUTLINE

Please fill in the work plan detail below, including the proposed number of clients or businesses served per activity (“Proposed Goal”). Provide this detail only for the activities that best align with your program. Please provide a brief summary of each activity under the “Activity Description” field.

Activity	Activity Description	Proposed Goal
<i>e.g. Number of clients/businesses assessed for services</i>	<i>e.g. The number of businesses that will be assessed for service. This goal includes 45 businesses in Lower Fillmore and up to 30 businesses in other neighborhoods.</i>	75
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
Additional Milestones	Activity Description	Proposed Goal
<i>e.g. Collaboration between Technical Assistance Provider and Neighborhood-based Commercial Corridor Partners</i>		<i>e.g. 1 collaboration established</i>

FINANCIAL MANAGEMENT AND BUDGET (15 points)

Please provide a brief narrative detailing the financial management of the organization. Please address the following:

- 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, if applicable.
- Submit a proposed budget for the project using the template available on the OEWD bid opportunities website (“Appendix B”) at <http://oewd.org/bid-opportunities>
- Please refer to the “Cost Categorization Guide” for a list of eligible and ineligible expenses available on OEWD’s website at: <http://oewd.org/bid-opportunities>

[Financial Management and Budget - limit 4,000 characters]

APPLICATION PACKET CHECKLIST

All required appendix templates are available for download at: <http://oewd.org/bid-opportunities>. All documents below must be submitted along with your complete application unless otherwise noted. If you are unable to provide a mandatory supplementary document for any reason, submit a statement in its place explaining why the information is not available.

Complete application packets (including all supplementary materials) are due no later than 5:00pm PST on Thursday, October 31, 2019. Please check the boxes under "Submission Method" to confirm whether you are sending the attachment via email or in hardcopy. Email submissions must be sent to: oewd.procurement@sfgov.org. Please make sure to reference your **agency name** and "**RFP 213**" in the subject line. See the Proposal Submission Requirements in the RFP for details.

Attachments and Required Materials	Submission Method
<p>Appendix A: Sample Agreement for Grant (Form G-100) Note that terms and conditions within the City's standard grant boilerplate may change as new legislation is enacted or to reflect specific regulations and requirements of the moneys funding the grant's programming. The template available for download at http://oewd.org/bid-opportunities should only be used as a general guide.</p>	<p><i>Do not submit: this Appendix is for review only.</i></p>
<p>Appendix B: Budget Template Include a budget for your proposed project activities using the Excel template provided. No other budget formats will be accepted.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix C: Application: Request for Proposals 213 Please fill out all required fields in this application, ensuring you have completed the correct template for your proposed program area.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix F: Staffing and Board Composition Chart Submit staffing/board information for the Applicant and Program Lead, if applicable.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix G: Submission Authorization from Executive Director/Chief Executive Officer This form must be signed by the Applicant Executive Director or Chief Executive Officer and the Program Lead Executive Director or Chief Executive Officer, if applicable.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix H: Supplier Registration Instructions This document walks applicants through the process of becoming an approved City Supplier, a prerequisite to entering into contract. Please review and ensure that you/your agency will be able to become a Supplier within ten (10) days of notice of award.</p>	<p><i>Not required: for review only.</i></p>
<p>Appendix I: Individual Development Plan (IDP) Template This document should be completed as a supplemental document in support of your Case Study narrative, if applicable. It should otherwise be used as a reference document.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Organizational Budget Please include an overall organizational budget for the Applicant and the Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Organizational Chart Please include an organizational chart for the Applicant and Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Letters of Support Please submit 1 letter of support from a community partner organization, demonstrating support for your proposed program. Letters of support that have not been received by the RFP submission deadline will not be considered.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>

Selection Criteria

The following Selection Criteria applies to both Technical Assistance program areas (1 and 2).

Staff— 20 Points

- The application describes the tasks to be performed by each individual assigned to the project team
The application evidences the experience and ability of staff and assigned contractors (if applicable) to complete the project and serve clients effectively.

Board— 10 Points

The application demonstrates that its board:

- is broadly representative of the communities being served, including low- and moderate-income residents;
- possesses skills and/or experience related to economic development, and/or neighborhood revitalization; and
- possesses the legal, business administration, and management skills required to oversee the services and activities applied for.

Financial Management and Budget—15 Points

- The application evidences the financial stability of the organization;
- The application describes organizational systems in place to manage finances, and performance data;
- The applicant has not received any negative monitoring findings in the past.

Program Design and Approach – 40 points

- The application provides clear understanding of the problem in the target area, which will be addressed by the proposed project
- The application describes a reasonable and well-developed proposal for the implementation of the project that will add value to local small businesses
- The application describes a proposal that incorporates the OEWD Invest in Neighborhoods objectives
- The application describes the organization's experience in successfully implementing projects similar to those proposed
- The application describes how the organization leverages resources to support and enhance outcomes
- The applicant has clearly identified what will be benchmarks for measuring progress and success
- The application demonstrates the organization's ability to manage and evaluate activity progress

Case Study Assignment – 15 Points

- The application evidences an understanding of the client’s needs and asks relevant and clarifying questions to better serve the client
- The accompanying IDP evidences a detailed and comprehensive approach that includes diverse and relevant economic development resources to assist the client achieve success and economic impacts

Commercial Corridor Revitalization Services

About OEWD Commercial Corridor Revitalization Services

Businesses along commercial corridors impact the lives of their surrounding residents. They offer residents convenience, access to goods and services, gathering spaces, and employment. While commercial corridor businesses serve a diverse population, their surrounding residents are their most invested customers. Undoubtedly, commercial corridor businesses inform and perpetuate the condition of a neighborhood.

Commercial Corridor Revitalization activities are easily identifiable along the corridor and involve significant stakeholder participation. Collective business support activities such as maintaining a vacancy database, identifying beautification projects, forming business alliances, promoting the business corridor, mass marketing, volume discount efforts, and collective space management are encouraged.

In addition to the scope of work described below, providers must be prepared to meet the following annual performance requirements for the Neighborhood Commercial Corridor Revitalization service area:

- Program staff will be required to participate in OEWD meetings to enhance the economic development provider network, facilitate peer exchanges, and strengthen service capacity.
- Programs providing business technical assistance must demonstrate linkages with the Office of Small Business' San Francisco Small Business Assistance Center (SBAC) and refer requests for navigating the permits and licensing process to SBAC, SF Business Portal, and Open in SF Program.
- Grantee will be required to submit monthly performance reports to OEWD as required.
- Grantee may be required to submit evidence of client surveys, and case management files for review.
- Grantees will be required to collect HUD eligibility documentation.

The question set and selection criteria for this program area begins on page 39 of the RFP, and the selection criteria begins on page 50 of the RFP, below the program area description. Please carefully review the program area for additional information regarding expected milestones.

PROGRAM AREA 3: NEIGHBORHOOD COMMERCIAL CORRIDOR REVITALIZATION

Amount: Applicants may propose budgets up to **\$100,000** for the initial grant term

Scope of Work:

OEWD will fund organizations that strengthen neighborhood commercial corridors in low- and moderate-income areas. These organizations are skilled in/passionate about working with local merchants, residents, and area stakeholders as well as formalizing partnerships with business technical assistance providers. Activities may include those to attract and retain businesses, increase foot traffic or market the area. Neighborhood commercial corridor grantees shall collaborate with small business and Micro-Enterprise technical assistance providers to strengthen commercial businesses and provide services to support the retention, expansion, and relocation of small businesses along the corridor. While the mix of activities and objectives will vary depending on the specific strategies developed for each corridor in consultation with IIN corridor managers, common elements include:

- **Leverage resources and formalize collaborations with Small Business and Micro-Enterprise Technical Assistance Partners**
 - Formalize partnerships – collaborate to connect and serve neighborhood businesses in the areas of increasing customers and revenue, reducing costs, and developing Individual Development Plans (IDPs). Refer to [Program Area 1](#) in the RFP for TA provider’s scope of activities.
- **Business Attraction, Retention, Expansion and Relocation**
 - Identify storefront vacancies, maintain vacancy database for commercial corridor, collect data regarding the space (i.e., space availability and amenities, property owner contact information, desired lease terms, etc.).
 - Develop business attraction strategies that reach a diverse group of businesses, i.e., resident-owned businesses, businesses that increase/improve access to goods and services, culturally relevant businesses, businesses that fill a gap in the market, and businesses that provide employment opportunities.
- **Commercial Tenant Improvements and Beautification and Compliance**
 - Strengthen and beautify the physical infrastructure of the corridors.
 - Support businesses to meet compliance codes
 - Examples include access to resources to improve their storefront, including visual retail merchandising, graffiti abatement, ADA/ABE compliance, Health Score improvement projects, and façade improvement projects.

- **Marketing and Branding**
 - Highlight businesses that offer quality and/or niche products; attract outside residents; and incentivize customers through a rewards program.
 - Offer low capacity techniques to better market their business locally and citywide.
 - Facilitate participation in large marketing campaigns.
 - Facilitate the development of marketing materials and brand development.

Minimum Qualifications:

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- A successful applicant must demonstrate an understanding of the complex social and economic factors affecting the targeted neighborhoods, provide evidence of previous accomplishments, and reveal how their efforts will effect measurable positive change.
- If serving micro-enterprises only, 100% of clients served must be low to moderate income. If serving both small businesses and micro-enterprises, 51% of the jobs created or retained by your clients must be available or held by low to moderate income individuals.

Preferred Qualifications:

- Experience managing Community Development Block Grant (CDBG) funding or other federal funding is strongly preferred
- Proposals that include a project team with the ability to serve culturally and linguistically diverse populations are strongly preferred

Work Plan Activities:

Target service numbers and descriptions in the work plan below are provided as examples. In your proposal, please provide a brief description of the proposed activity and include your proposed service numbers. Please only include goals as applicable to your proposed program. OEWD reserves the right to accept deviations from the proposed goals during the negotiation process on a case-by-case basis.

Example: Program Area 3 – Neighborhood Commercial Corridor Revitalization

Work Plan Activities Example	Activity Description	Goal
Number of assessments completed	<i>Please describe the specific activity to be conducted, e.g. The number of businesses in the Excelsior corridor that will be assessed for services.</i>	10
# of businesses assisted as part of a community-driven comprehensive strategy (Cultural Districts, neighborhood strategy)		10
Number of clients with IDPs collaboratively developed		15
Number of businesses referred to resources		10
Number of businesses that have increased their customer base		10
Number of businesses engaged in a language other than English		5
Number of new leases secured or leases strengthened		10
Number of Legacy Businesses assisted		3
Number of business openings or expansions		3
Number of completed façade improvement projects		3
Number of completed tenant improvements completed		4
Additional Milestones		
Number of jobs created		5
Number of jobs retained		5

Question Set

The proposal submitted must be clear and concise. It must demonstrate an understanding of the initiative's objectives and clearly respond to a program area. The City reserves the right to deem any proposal nonresponsive if it is not presented in the format required by the document and link titled **Appendix D: Application Template – Request for Proposals 213 – Area 3**

The following Question Set applies to Program Area 3 only. ***Note that the sections below are not available for direct data entry.*** Please download the fillable Word application form, budget template, and other required templates available at <http://oewd.org/bid-opportunities>



Request for Proposals 213

Appendix D: Proposal Application Template for Program Area 3: Neighborhood Commercial Corridor Revitalization

Complete this application for the following service area **only**:

- Program Area 3, Neighborhood Commercial Corridor Revitalization

*City and County of San Francisco
Office of Economic and Workforce Development*



PART I. APPLICANT PROFILE

This section should include information for the Applicant. The Applicant is the entity that will hold the contractual obligation for the proposed project. If you are applying as the fiscal agent for another entity, please include your information here and list information on the Program Lead in the next section. All fields marked by an asterisk (*) are mandatory; enter 0 or N/A if not applicable.

Applicant Name* (75 characters) <i>e.g. Name as shown on your 501(c)(3), 501(c)(4), or 501(c)(6) letter and to whom contributions are payable</i>	<input style="width: 95%;" type="text" value="[Applicant Name]"/>
Doing Business As (DBA) or Also Known As (AKA), if applicable (50 characters)	<input style="width: 95%;" type="text" value="[DBA or AKA - limit 50 characters]"/>
Address* <i>Headquarters Street Address with Suite #, if needed</i>	<input style="width: 95%;" type="text" value="[Street Address]"/> <input style="width: 20%;" type="text" value="[City]"/> <input style="width: 20%;" type="text" value="[State]"/> <input style="width: 20%;" type="text" value="[Zip]"/>
Web Address*	<input style="width: 95%;" type="text" value="[Website]"/>
Main Phone including area code*	<input style="width: 95%;" type="text" value=""/>
Executive Director/CEO Name*	<input style="width: 95%;" type="text" value="[ED/CEO Name]"/>
Executive Director/CEO Title*	<input style="width: 95%;" type="text" value="[ED/CEO Title]"/>
Executive Director/CEO Direct Phone*	<input style="width: 95%;" type="text" value="[ED/CEO Phone]"/>
Executive Director/CEO Email*	<input style="width: 95%;" type="text" value="[ED/CEO Email]"/>
City and County of San Francisco Supplier Status <i>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/</i>	Current Approved Supplier#: <input style="width: 100px;" type="text" value="[123456789]"/> OR Current Approved Bidder#: <input style="width: 100px;" type="text" value="[123456789]"/> OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier

POINT OF CONTACT FOR THIS APPLICATION

The person identified in this section should be authorized to clarify programmatic and budgetary questions on behalf of the Applicant.

Primary Point of Contact Name* <input style="width: 95%;" type="text" value="[Contact Name]"/>	Primary Point of Contact Title* <input style="width: 95%;" type="text" value="[Contact Title]"/>
Primary Point of Contact Direct Phone* <input style="width: 95%;" type="text" value="[Contact Phone]"/>	Primary Point of Contact Email* <input style="width: 95%;" type="text" value="[Contact Email]"/>

CONTACT & GENERAL INFORMATION: PROGRAM LEAD	
This section only applies if the Applicant is acting solely as the Fiscal Agent.	
Program Lead	[Program Lead Name]
Program Lead Address <i>Local Headquarters Street Address with Suite #, if needed</i>	[Street Address] [City], [State] [Zip]
Web Address	[Website]
Main Phone including area code	[Main Phone]
Program Lead Executive Director/CEO Name*	[ED/CEO Name]
Program Lead Executive Director/CEO Direct Phone*	[ED/CEO Direct Phone]
Program Lead Executive Director/CEO Email*	[ED/CEO Email]
City and County of San Francisco Supplier Status <i>Note: Program Leads are <u>not required</u> to be City Bidders or Suppliers.</i>	Current Approved Supplier#: [123456789] OR Current Approved Bidder#: [123456789] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier
APPLICANT'S ORGANIZATIONAL BUDGET INFORMATION	
Applicant Total Organizational Budget* \$[Applicant Budget]	<i>Please list the total organizational budget for the Applicant for the last completed fiscal year.</i>
Program Lead Total Organizational Budget (if applicable) \$[Program Lead Budget]	<i>This field is only required if the Applicant is serving as a Fiscal Agent. In that case, the Lead Applicant/ Fiscal Agent should list their total budget in the row above, and the Program Lead should use this row to list their total budget for the last completed fiscal year.</i>
REQUESTED BUDGET AMOUNT	
Total Proposed Project Budget* \$[Proposed Project Budget]	<i>This field is the amount requested for funding through this proposal. Please review the budget limit as defined in the program area. For example, if a program area limits you to a budget request of \$30,000 per neighborhood served and you are serving 3 neighborhoods, this field should not exceed \$90,000.</i>

PROGRAM AREA FOR THIS APPLICATION

Please check the box below to confirm that you are applying to the correct 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.

3. Neighborhood Commercial Corridor Revitalization

NEIGHBORHOODS SERVED

OEWD will prioritize funding for organizations that serve areas of low to moderate income concentration. Please select the target neighborhood(s) that you plan to serve through the proposed program. You may list any additional neighborhoods under "Other Neighborhoods" below, if applicable.

<input type="checkbox"/> Bayview	<input type="checkbox"/> Central Market/Tenderloin (includes SOMA)
<input type="checkbox"/> Chinatown	<input type="checkbox"/> Excelsior
<input type="checkbox"/> Lower Fillmore	<input type="checkbox"/> Mission
<input type="checkbox"/> Mission-Bernal	<input type="checkbox"/> Ocean Avenue
<input type="checkbox"/> Oceanview (Broad Street)	<input type="checkbox"/> Portola
<input type="checkbox"/> Sunset	<input type="checkbox"/> Visitacion Valley (Leland Avenue)
<input type="checkbox"/> Other Neighborhood(s): [Other Neighborhoods]	

PART II. PROJECT DESCRIPTION

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

Project Title: [Proposed Project Title]

Please provide a brief 1-2 sentence summary of the proposed project.

[Project Summary - limit 300 characters]

ORGANIZATIONAL HISTORY AND EXPERIENCE

For this question set, there must be a demonstrated program history and track record of ability to efficiently and effectively administer economic development programs and achieve desired outcomes. Your answers should demonstrate a logical relationship between the organization, its mission, and the proposed program. A successful applicant under Program Area 3 must also demonstrate that its board or other governing body:

- Is broadly representative of the neighborhood or area being served, including low- and moderate-income residents of the targeted area;
- Possesses skills and/or experience related to community development, and/or neighborhood revitalization; and
- Possesses the legal, business administration, and management skills required to oversee a significant activity in partnership with project stakeholders.

1. Briefly describe your organization's mission, values, and experience providing economic development services to residents and businesses in San Francisco.

[Agency History - limit 1,500 characters]

2. Provide a succinct picture of how entrepreneurs, small businesses, and other neighborhood stakeholders have benefitted from your organization's services.

[Stakeholder benefit - limit 1,500 characters]

3. Discuss your organization’s ability to implement the proposed project and how it fits with your existing experience providing economic development services.

[Implementation - limit 2,000 characters]

4. If applicable, describe your organization’s experience with CDBG funds and programs, including both programmatic and administrative experience. Describe any audit findings from the past three years. If there were findings, have they been resolved? If not, why not?

[CDBG Experience - limit 2,000 characters]

5. Please describe your staffing plan for the proposed project, including:

- The role of your board or governing body in overseeing the proposed project, as well as any specific skills, experience, certifications or experience providing similar services
- Qualifications of staff, partners, and subcontractors that will make up the project team
- How work will be distributed within the project team
- Any specific cultural, linguistic, educational or other competencies that will help the project team effectively implement the proposed project

Include name, job title, and number of years at the organization. You may additionally attach the resume(s) of staff as additional attachments, however, you must clearly describe your project team in response to this question.

[Project Team- limit 4,000 characters]

6. Describe any community or population-based needs this project will address. Highlight the economic, social, financial, institutional or other issues that require a solution as well as indicators of community support.

[Statement of Need - limit 1,000 characters]

If serving **micro-enterprises only**, can you confirm that 100% of the clients served under this grant will be low to moderate income micro-enterprises?

Yes No N/A

If serving **small businesses and micro-enterprises**, can you confirm that 51% of the jobs created and retained by your clients are available or held by low to moderate income individuals?

Yes No N/A

PROGRAM DESIGN AND APPROACH

Strong proposals are those that demonstrate in-depth planning and a comprehensive overall design. Proposal reviewers will assess the extent to which proposals effectively and logically articulate the organization's specific approach. Proposals should set clear targets and define objectives. OEWD encourages proposals that are collaborative, meet the specific needs of the target clients, and/or are innovative.

Clearly describe your approach to the project. Provide detailed goals and objectives, and describe any evidence-based practices that inform your project design. Address all of the following in your response:

- Is the program new or existing?
- Provide a brief description of the business composition and physical appearance of your neighborhood.
- Describe the specific community need(s) that your program intends to address. Explain how you identified this need.
- Describe the challenges in and opportunities working in your target neighborhood. Describe your organization's approach in the face of these challenges and opportunities.
- Describe your organization's approach to attract public and private investment to improve the appearance of commercial corridors.
- Describe how your services have helped revitalize your corridor.
- Describe how your program aligns with IIN's mission and objectives as well as the Proposed Strategies for 2020-2024 Consolidated Plan (available on the MOHCD website: <https://sfmohcd.org/plans-development>)
- Describe how you will build neighborhood-based collaborations with the capacity to implement and sustain commercial district revitalization programs over the long term.
- Describe your organization's existing and proposed relationships with service, resource and training providers.
- Describe the benchmarks for measuring progress and success for this program. How will you assess the quality and effectiveness of the proposed project or program? Include, if applicable, examples such as focus groups, surveys, stakeholder input, and other methods of evaluation. Describe how evaluation results are reviewed and used to improve programming.

[Program Design and Approach - limit 10,000 characters]

CASE STUDY

Below is a case study describing a sample commercial corridor and the type of assistance that stakeholders are requesting to revitalize the corridor. In your response, please demonstrate the depth of your services by describing how you would meet the clients' needs.

The commercial corridor is located in Central Market, in a low -income high density residential neighborhood. The corridor has a robust business district, active with a mix of locally owned bars, diverse immigrant-owned restaurants, and anchored by a law school and several nonprofit organizations. There are approximately 200 commercial spaces with a vacancy rate of 12.2%.

This corridor recently formed a new merchant and neighborhood association made up of 20 business owners, all of whom are eager to participate in the revitalization of their corridor. Additionally, the group includes 20 residents who want to activate an undeveloped vacant site in the middle of the commercial corridor to serve as a "First Fridays" night market. The merchants and neighbors agree that they do not want to see the corridor "gentrified". While you have a highly motivated group of business owners and residents eager to get involved, you also have a large number of storefront owners with limited English capacity, some of whom appear to be resistant to any involvement with the proposed changes.

On a visit with the merchants one day, you strike up conversations with local merchants Ronnie, Mike, and Ricky. Mike has owned and operated Mike's Donut Shop for 15 years and tells you that long-time customers have started shopping at a new bakery up the street, and that new potential customers are having trouble locating his shop. Mike also expressed anxiety that his landlord is ignoring calls about renewing his lease, which expires early next year. Mike is currently paying \$2.00 per square foot in a 950 square foot space. Ronnie, the owner of a shoe repair shop called Cobbler, would like to see more lighting and cameras on storefronts and along the corridor to promote safety and beautification, and complains that shops should agree to standard opening and closing times to promote pedestrian shopping. Ricky opened a café 2 years ago, and wants to know how the City can lead rezoning efforts so that vacant storefronts in the area can become eating establishments to increase foot traffic. Ricky's café' has a 65 out of 100 Health Score, a website that is under construction, and no ratings or photos on Yelp.

Please address all of the following in your response:

- **Given what you know of the corridor and its residents/merchant association makeup, what steps would you take to prioritize and progress the corridor's initiatives and how would you strengthen and serve the corridor's storefronts?**
- **What additional questions would you ask?**
- **Are there additional or alternative referral resources you would provide for the client(s)? If so, which ones?**

[Case Study - limit 10,000 characters]

WORK PLAN OUTLINE

Please fill in the work plan detail below, including the proposed number of clients or businesses served per activity (“Proposed Goal”). Provide this detail only for the activities that best align with your program. Please provide a brief summary of each activity under the “Activity Description” field.

Activity	Activity Description	Proposed Goal
<i>e.g. Number of assessments completed</i>	<i>e.g. The number of businesses in the Excelsior corridor that will be assessed for services.</i>	10
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]
[Activity - limit 100 characters]	[Activity Description - limit 300 characters]	[Goal]

Additional Milestones	Activity Description	Proposed Goal
<i>e.g. Number of jobs created</i>		5
[Milestone - limit 100 characters]	[Milestone Description - limit 300 characters]	[Goal]
[Milestone - limit 100 characters]	[Milestone Description - limit 300 characters]	[Goal]
[Milestone - limit 100 characters]	[Milestone Description - limit 300 characters]	[Goal]
[Milestone - limit 100 characters]	[Milestone Description - limit 300 characters]	[Goal]

FINANCIAL MANAGEMENT AND BUDGET

Please provide a brief narrative detailing the financial management of the organization. Please address the following:

- 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, if applicable.
- Submit a proposed budget for the project using the template available on the OEWD bid opportunities website (“Appendix B”) at <http://oewd.org/bid-opportunities>
- Please refer to the “Cost Categorization Guide” for a list of eligible and ineligible expenses available on OEWD’s website at: <http://oewd.org/bid-opportunities>

[Financial Management and Budget - limit 4,000 characters]

APPLICATION PACKET CHECKLIST

All required appendix templates are available for download at: <http://oewd.org/bid-opportunities>. All documents below must be submitted along with your complete application unless otherwise noted. If you are unable to provide a mandatory supplementary document for any reason, submit a statement in its place explaining why the information is not available.

Complete application packets (including all supplementary materials) are due no later than 5:00pm PST on Thursday, October 31, 2019. Please check the boxes under "Submission Method" to confirm whether you are sending the attachment via email or in hardcopy. Email submissions must be sent to: oewd.procurement@sfgov.org. Please make sure to reference your **agency name** and "RFP 213" in the subject line. See the Proposal Submission Requirements in the RFP for details.

Attachments and Required Materials	Submission Method
<p>Appendix A: Sample Agreement for Grant (Form G-100) Note that terms and conditions within the City's standard grant boilerplate may change as new legislation is enacted or to reflect specific regulations and requirements of the moneys funding the grant's programming. The template available for download at http://oewd.org/bid-opportunities should only be used as a general guide.</p>	<p><i>Do not submit: this Appendix is for review only.</i></p>
<p>Appendix B: Budget Template Include a budget for your proposed project activities using the Excel template provided. No other budget formats will be accepted.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix D: Application: Request for Proposals 213 Please fill out all required fields in this application, ensuring you have completed the correct template for your proposed program area.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix F: Staffing and Board Composition Chart Submit staffing/board information for the Applicant and Program Lead, if applicable.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix G: Submission Authorization from Executive Director/Chief Executive Officer This form must be signed by the Applicant Executive Director or Chief Executive Officer and the Program Lead Executive Director or Chief Executive Officer, if applicable.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Appendix H: Supplier Registration Instructions This document walks applicants through the process of becoming an approved City Supplier, a prerequisite to entering into contract. Please review and ensure that you/your agency will be able to become a Supplier within ten (10) days of notice of award.</p>	<p><i>Not required: for review only.</i></p>
<p>Appendix I: Individual Development Plan (IDP) Template This document should be completed as a supplemental document in support of your Case Study narrative, if applicable. It should otherwise be used as a reference document.</p>	<p><i>Not required: for review only.</i></p>
<p>Organizational Budget Please include an overall organizational budget for the Applicant and the Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Organizational Chart Please include an organizational chart for the Applicant and Program Lead, if applicable. (no specific template provided)</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy</p>
<p>Letters of Support Letters of support are encouraged, however, if the program area does not require that you demonstrate support from other entities, agencies or communities, and you do not wish to provide letters of support, please check "N/A". Letters of support that have not been received by the RFP submission deadline will not be considered.</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Hardcopy <input type="checkbox"/> N/A</p>

Selection Criteria

The following Selection Criteria applies to Program Area 3 only.

Staff— 20 Points

- The application evidences the experience and ability of staff and assigned contractors to complete the project.
- The application describes the tasks to be performed by each person.

Board or Governing Board— 20 Points

The application demonstrates that its board:

- is broadly representative of the neighborhood being served, including low- and moderate-income residents of the indicated target area
- possesses skills and/or experience related to economic development, and/or neighborhood revitalization; and
- possesses the legal, business administration, and management skills required to oversee the services and activities applied for.

Financial Management and Budget—10 Points

- The application evidences the financial stability of the organization;
- The application describes organizational systems in place to manage finances, and performance data;

Project Design and Approach – 40 points

- The application provides general information on the community (location, demographics, clientele, etc.)
- The application demonstrates clear evidence of an unmet need in the target area, which will be addressed by the proposed project
- The application describes a reasonable and well-developed proposal for the implementation of the project that will add value to local small businesses and the community.
- The application understands the needs specified in the RFP and describes outcomes, which are consistent with the work plan activities.
- The application describes the organization's experience in successfully implementing projects similar to those proposed.
- The application describes how the organization leverages resources to support and enhance outcomes.
- The application demonstrates the organization's ability to manage and evaluate activity progress; andThe application demonstrates the organization's ability to identify and resolve organizational challenges.

Case Study – 10

The application evidences an understanding of the client's needs and asks relevant and clarifying questions to better serve the client.

Commercial Corridor Improvement and Beautification Services

About OEWD Commercial Corridor Improvement and Beautification Services

Improvements enhance the image and overall economic viability of neighborhood storefront businesses by improving the function and look of individual facades, and spur new investments to commercial properties in the adjacent locations. Proposed storefront façade and tenant improvement projects should result in measurable outcomes for the residents of the targeted neighborhoods.

In addition to the scope of work described below, providers must be prepared to meet the following annual performance requirements for the Commercial Corridor Improvement and Beautification service area:

- Program staff will be required to participate in OEWD meetings to enhance the economic development provider network, facilitate peer exchanges, and strengthen service capacity.
- Programs providing business technical assistance must demonstrate linkages with the San Francisco Small Business Assistance Center (SBAC) and refer requests for navigating the permits and licensing process to SBAC, SF Business Portal, and Open in SF Program.
- Grantee will be required to submit monthly performance reports to OEWD as required.
- Grantee may be required to submit evidence of client surveys, and case management files for review.
- Grantees will be required to collect HUD eligibility documentation.

The question set and selection criteria for this program area begins on page 55 of the RFP, and the selection criteria begins on page 64 of the RFP, below the program area description. Please carefully review the program area for additional information regarding expected milestones.

PROGRAM AREA 4: COMMERCIAL CORRIDOR IMPROVEMENTS AND BEAUTIFICATION

Amount: Applicants may propose budgets up to **\$100,000**. A separate proposal must be submitted for each neighborhood for which an organization seeks funding.

Scope of Work:

Under Program Area 4, OEWD will fund non-profit organizations to plan, market, develop, and complete commercial storefront façade and/or tenant improvement projects in targeted IIN neighborhoods.

Funds may be used to design enhancements to any visible part of a retail or commercial building, the façade, including removing inappropriate exterior finishes or grilles, restoring exterior finishes, installing new signage and lighting, painting storefront, and installing awnings. Interior improvements include accessibility upgrades, electrical, plumbing, and equipment. Tenant improvements are on a case-by-case basis and may be authorized based on availability of funding and priority of the project along the IIN corridor.

Storefront façade and tenant improvement projects require an intensive effort involving multiple skills and areas of expertise including, business/property owner recruitment; design development; pre-construction; permitting and zoning experience and expertise; and construction management.

Minimum Qualifications:

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- A successful applicant must demonstrate an understanding of the complex social and economic factors affecting the targeted neighborhoods, provide evidence of previous accomplishments, and reveal how their efforts will effect measurable positive change.
- 51% of jobs created or retained by your clients must be available or held by low to moderate income individuals.
- Note: The following Minimum Qualification is only a requirement under limited circumstances and may not be required depending on the type of project and Scope of Work that is negotiated after applicant has been notified that their proposal was successful:

- If this Minimum Qualification is applicable based on the post-award, final, negotiated Scope of Work, any contractors that the awardee of this RFP uses must be registered in the State Department of Industrial Relations Public Works Contractor database. Contractors responsible for covered construction or maintenance projects must comply with all relevant local, state and federal prevailing wage laws at the point of bidding to be eligible for a contract award. Please visit <http://sfgov.org/olse/prevailing-wage> and <https://www.dir.ca.gov/PublicWorks/Contractor-Registration.html> for more information.

Supplementary Requirements

The following documents must be submitted along with your proposal packet:

- Submit a deed or tax bill as evidence of ownership. We will need a deed of trust to secure the grant. If you lease, submit a copy of the lease agreement and a letter from the property owner agreeing to provide an amended lease. We will need you to amend your lease to secure the grant.
- If you lease, provide owner's written approval for you to undertake the renovations.
- Submit site plans, floor plans, or sketches of improvements, if applicable.
- Submit Fire or Building Department citations, or inspection reports that support the grant request, if available.
- Submit evidence of matching funds, including source, use and amount, if secured.
- Submit cost estimates from a design professional or contractor indicating the total construction budget.
- Submit cost estimates from a design professional or engineer indicating the total design budget.
- Submit your current operating budget that includes costs by program.
- Submit a description of accessibility for the proposed space, and status of the Mayor's Office on Disability review, if applicable.
- Submit the long-term capital needs assessment for the facility, if available.

Question Set

The proposal submitted must be clear and concise. It must demonstrate an understanding of the initiative's objectives and clearly respond to a program area. The written proposal should include the following information, in the order specified below on the template provided for download at <http://oewd.org/bid-opportunities>. The City reserves the right to deem any proposal nonresponsive if it is not presented in the format required by the document and link titled **Appendix E: Application Template – Request for Proposals 213 – Area 4**

The following Question Set applies to Program Area 4 only. ***Note that the sections below are not available for direct data entry.*** Please download the fillable Word application form, budget template, and other required templates available at <http://oewd.org/bid-opportunities>



Request for Proposals 213

Appendix E: Proposal Application Template for Program Area 4: Commercial Corridor Improvements and Beautification

Complete this application for the following service area **only**:

- Program Area 4, Commercial Corridor Improvements and Beautification

*City and County of San Francisco
Office of Economic and Workforce Development*



PART I. APPLICANT PROFILE

This section should include information for the Applicant. The Applicant is the entity that will hold the contractual obligation for the proposed project. If you are applying as the fiscal agent for another entity, please include your information here and list information on the Program Lead in the next section. All fields marked by an asterisk (*) are mandatory; enter 0 or N/A if not applicable.

Applicant Name* (75 characters) <i>e.g. Name as shown on your 501(c)(3), 501(c)(4), or 501(c)(6) letter and to whom contributions are payable</i>	[Applicant Name]
Doing Business As (DBA) or Also Known As (AKA), if applicable (50 characters)	[DBA or AKA - limit 50 characters]
Address* <i>Headquarters Street Address with Suite #, if needed</i>	[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 <i>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/</i>	Current Approved Supplier#: [123456789] OR Current Approved Bidder#: [123456789] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier

POINT OF CONTACT FOR THIS APPLICATION

The person identified in this section should be authorized to clarify programmatic and budgetary questions on behalf of the 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]

CONTACT & GENERAL INFORMATION: PROGRAM LEAD	
This section only applies if the Applicant is acting solely as the Fiscal Agent.	
Program Lead	[Program Lead Name]
Program Lead Address <i>Local Headquarters Street Address with Suite #, if needed</i>	[Street Address] [City], [State] [Zip]
Web Address	[Website]
Main Phone including area code	[Main Phone]
Program Lead Executive Director/CEO Name*	[ED/CEO Name]
Program Lead Executive Director/CEO Direct Phone*	[ED/CEO Direct Phone]
Program Lead Executive Director/CEO Email*	[ED/CEO Email]
City and County of San Francisco Supplier Status <i>Note: Program Leads are <u>not required</u> to be City Bidders or Suppliers.</i>	Current Approved Supplier#: [123456789] OR Current Approved Bidder#: [123456789] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier
APPLICANT'S ORGANIZATIONAL BUDGET INFORMATION	
Applicant Total Organizational Budget* \$[Applicant Budget]	<i>Please list the total organizational budget for the Applicant for the last completed fiscal year.</i>
Program Lead Total Organizational Budget (if applicable) \$[Program Lead Budget]	<i>This field is only required if the Applicant is serving as a Fiscal Agent. In that case, the Lead Applicant/ Fiscal Agent should list their total budget in the row above, and the Program Lead should use this row to list their total budget for the last completed fiscal year.</i>
REQUESTED BUDGET AMOUNT	
Total Proposed Project Budget* \$[Proposed Project Budget]	<i>This field is the amount requested for funding through this proposal. Please review the budget limit as defined in the program area. For example, if a program area limits you to a budget request of \$30,000 per neighborhood served and you are serving 3 neighborhoods, this field should not exceed \$90,000.</i>

PROGRAM AREA FOR THIS APPLICATION

Please check the box below to confirm that you are applying to the correct 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.

4. Commercial Corridor Improvements and Beautification

NEIGHBORHOODS SERVED

OEWD will prioritize funding for organizations that serve areas of low to moderate income concentration. Please select the target neighborhood(s) that you plan to serve through the proposed program. You may list any additional neighborhoods under "Other Neighborhoods" below, if applicable.

<input type="checkbox"/> Bayview	<input type="checkbox"/> Central Market/Tenderloin (includes SOMA)
<input type="checkbox"/> Chinatown	<input type="checkbox"/> Excelsior
<input type="checkbox"/> Lower Fillmore	<input type="checkbox"/> Mission
<input type="checkbox"/> Mission-Bernal	<input type="checkbox"/> Ocean Avenue
<input type="checkbox"/> Oceanview (Broad Street)	<input type="checkbox"/> Portola
<input type="checkbox"/> Sunset	<input type="checkbox"/> Visitacion Valley (Leland Avenue)
<input type="checkbox"/> Other Neighborhood(s): [Other Neighborhoods]	

PART II. PROJECT DESCRIPTION

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

Project Title: [Proposed Project Title]

Please provide a brief 1-2 sentence summary of the proposed project.

[Project Summary - limit 300 characters]

ORGANIZATIONAL HISTORY AND EXPERIENCE

For this question set, there must be a demonstrated program history and track record of ability to efficiently and effectively administer economic development programs and achieve desired outcomes. Your answers should demonstrate a logical relationship between the organization, its mission, and the proposed program.

- 1. Briefly describe your organization's mission, values, and experience providing economic development services to residents and businesses in San Francisco.**

[Agency History - limit 1,500 characters]

- 2. Provide a succinct picture of how entrepreneurs, small businesses, and other neighborhood stakeholders have benefitted from your organization's services.**

[Stakeholder benefit - limit 1,500 characters]

- 3. Discuss your organization's ability to implement the proposed project and how it fits with your existing experience providing economic development services.**

[Implementation - limit 2,000 characters]

4. If applicable, describe your organization’s experience with CDBG funds and programs, including both programmatic and administrative experience. Describe any audit findings from the past three years. If there were findings, have they been resolved? If not, why not?

[CDBG Experience - limit 2,000 characters]

5. Please describe your staffing plan for the proposed project, including:

- The role of your board or governing body in overseeing the proposed project, as well as any specific skills, experience, certifications or experience providing similar services
- Qualifications of staff, partners, and subcontractors that will make up the project team
- How work will be distributed within the project team
- Any specific cultural, linguistic, educational or other competencies that will help the project team effectively implement the proposed project

Include name, job title, and number of years at the organization. You may additionally attach the resume(s) of staff as additional attachments, however, you must clearly describe your project team in response to this question.

[Project Team- limit 4,000 characters]

6. Describe any community or population-based needs this project will address. Highlight the economic, social, financial, institutional or other issues that require a solution as well as indicators of community support.

[Statement of Need - limit 1,000 characters]

Can you confirm that 51% of the jobs created and retained by your clients are available or held by low to moderate income individuals?

Yes No

PROGRAM DESIGN AND APPROACH

Strong proposals are those that demonstrate in-depth planning and a comprehensive overall design. Proposal reviewers will assess the extent to which proposals effectively and logically articulate the organization's specific approach. Proposals should set clear targets and define objectives. OEWD encourages proposals that are collaborative, meet the specific needs of the target clients, and/or are innovative.

Clearly describe your approach to the project. Provide detailed goals and objectives, and describe any evidence-based practices that inform your project design. Address all of the following in your response:

- Summarize the proposed administration of the program or capital project.
- Explain how the neighborhood's targeted residents and businesses will benefit from the improvements that will be made to the project.
- Provide a schedule for developing and implementing the program.
- Explain any construction training or experience working as or with architects, building inspectors, or contractors in your organization.
- List improvement projects that your current staff has managed in the recent past (3 years), including scope, cost, funding source, and length of time the project took to complete.
- How will you attract public and private investment to improve the appearance of commercial corridors?
- Describe the benchmarks for measuring progress and success for this program. How will you assess the quality and effectiveness of the proposed project or program? Include, if applicable, examples such as focus groups, surveys, stakeholder input, and other methods of evaluation. Describe how evaluation results are reviewed and used to improve programming.

[Program Design and Approach - limit 10,000 characters]

Provide a detailed schedule for implementation of the proposed project. Include the following items with start and ending dates: establishing site control (this may be establishing or extending a lease or closing on a purchase - if the facility is owned, say so), hiring an architect or other consultant, completion of preliminary designs and approval of the designs by the Mayor's Office on Disability. Include applying for a building permit and license if applicable, bidding and construction. If additional fund raising will be necessary, briefly outline that process and its timing.

[Implementation Schedule- limit 10,000 characters]

CAPITAL PROJECTS ONLY. Please address the following:

Owner of Building: [Building Owner - limit 40 characters]

Facility/Site Size (Square Feet):[Site Size]

Number of Stories:[Stories]

Do you lease the site or own the site?: Lease Own

Length of Lease, if applicable:[Lease Length]

FINANCIAL MANAGEMENT AND BUDGET

A separate project budget is not required for this section. Instead, please provide a narrative detailing budget requested as well as information on the financial management of the organization. Please address the following:

- 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.
- Include detailed budget information for your project such as a list of proposed improvements, estimated costs, and the program(s) and/or clients that will benefit from the improvements. For construction projects, please also break out the costs for architectural/design, construction activities as separate items.
- 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, if applicable.
- Please refer to the “Cost Categorization Guide” for a list of eligible and ineligible expenses available on OEWD’s website at: <http://oewd.org/bid-opportunities>

[Financial Management and Budget - limit 6,000 characters]

APPLICATION PACKET CHECKLIST

All required appendix templates are available for download at: <http://oewd.org/bid-opportunities>. All documents below must be submitted along with your complete application unless otherwise noted. If you are unable to provide a mandatory supplementary document for any reason, submit a statement in its place explaining why the information is not available.

Complete application packets (including all supplementary materials) are due no later than 5:00pm PST on Thursday, October 31, 2019. Please check the boxes under "Submission Method" to confirm whether you are sending the attachment via email or in hardcopy. Email submissions must be sent to: oewd.procurement@sfgov.org. Please make sure to reference your **agency name** and **"RFP 213"** in the subject line. See the Proposal Submission Requirements in the RFP for details.

Attachments and Required Materials	Submission Method
<p>Appendix A: Sample Agreement for Grant (Form G-100) Note that terms and conditions within the City's standard grant boilerplate may change as new legislation is enacted or to reflect specific regulations and requirements of the moneys funding the grant's programming. The template available for download at http://oewd.org/bid-opportunities should only be used as a general guide.</p>	<p><i>Do not submit: this Appendix is for review only.</i></p>
<p>Appendix E: Application: Request for Proposals 213 Please fill out all required fields in this application, ensuring you have completed the correct template for your proposed program area.</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<p>Appendix F: Staffing and Board Composition Chart Submit staffing/board information for the Applicant and Program Lead, if applicable.</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<p>Appendix G: Submission Authorization from Executive Director/Chief Executive Officer This form must be signed by the Applicant Executive Director or Chief Executive Officer and the Program Lead Executive Director or Chief Executive Officer, if applicable.</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<p>Appendix H: Supplier Registration Instructions This document walks applicants through the process of becoming an approved City Supplier, a prerequisite to entering into contract. Please review and ensure that you/your agency will be able to become a Supplier within ten (10) days of notice of award.</p>	<p><i>Not required: for review only.</i></p>
<p>Organizational Budget Please include an overall organizational budget for the Applicant and the Program Lead, if applicable. (no specific template provided)</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<p>Organizational Chart Please include an organizational chart for the Applicant and Program Lead, if applicable. (no specific template provided)</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<p>Letters of Support Letters of support are encouraged, however, if the program area does not require that you demonstrate support from other entities, agencies or communities, and you do not wish to provide letters of support, please check "N/A". Letters of support that have not been received by the RFP submission deadline will not be considered.</p>	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy <input type="checkbox"/> N/A
<p>Required Attachments for Program Area 4:</p> <ul style="list-style-type: none"> • Deed or tax bill as evidence of ownership, or lease agreement and letter from property owner • If leased: Owner's written approval for proposed renovations • Site plans, floor plans, or sketches of improvements • Fire or Building Department citations, or inspection reports • Evidence of matching funds • Cost estimates from design firm, contractor, engineer (for both design and construction) • Description of accessibility for proposed space and Mayor's Office on Disability Review, if applicable • Long-term capital needs assessment for the facility, if available 	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy

Selection Criteria

The following Selection Criteria applies to Program Area 4 only.

Staff— 30 Points

- The application evidences the experience and ability of staff and assigned contractors to complete the project and serve clients effectively.
- The application describes the tasks to be performed by each person.

Board— 10 Points

The application demonstrates that its board:

- is broadly representative of the community being served;
- possesses skills and/or experience related to economic development, and/or neighborhood revitalization; and
- possesses the legal, business administration, and management skills required to oversee the services and activities applied for.

Organizational History and Experience—20 Points

- The application evidences the financial stability of the organization;
- The application describes organizational systems in place to manage finances, and performance data;
- The application evidences the organization's experience in successfully implementing projects similar to the proposed activities;
- The application demonstrates the organization's ability to manage and evaluate activity progress; and
- The applicant has not received any negative monitoring findings.

Project Design and Approach - 40

- The application describes a reasonable and well-developed proposal for the implementation of each storefront façade improvement project that fits into an overall strategy of economic development and/or neighborhood revitalization
- The application describes the organization's experience in successfully implementing projects similar to those proposed
- The application identifies proposed outcomes for each proposed project and the total budget necessary to achieve those outcomes
- The application describes the organization's plan for outreach into the retail business community and identifies strategies for overcoming any language and/or cultural barriers

III. Application Process and Guidelines

A. Questions and Inquiries

Any questions or clarifications should be directed to the department's contracts and procurement team via email to oezd.procurement@sfgov.org . Questions should be submitted in writing, no later than **5pm, October 10, 2019**. Applicants are encouraged to submit questions to OEWD prior to the deadline.

There will be a **Bidders Conference** to review program needs and expectations for interested applicants. Though not required, all interested parties are encouraged to attend the Bidders Conference. This meeting is scheduled for:

DATE: Friday, October 4, 2019
TIME: 2:00pm-3:30pm
LOCATION: San Francisco Main Library
100 Larkin Street (at Grove)
Latino/Hispanic Meeting Rooms A/B (lower level)
San Francisco, CA 94102

A summary of all questions and answers pertaining to this RFP, including those posed at the Bidders Conference will be posted at OEWD's bid opportunities website, <http://oezd.org/bid-opportunities> by end of day Friday, October 11, 2019. The department may make interim postings of Q&As before the deadline; interested parties are encouraged to check the site often for these interim postings.

B. Applicant Requirements and Guidelines

The following are the requirements and guidelines for applicants:

- Eligible Applicants
- Organizational Capacity
- Board of Directors/Leadership/Stability
- General City Grant Requirements
- Additional Local Requirements
- Extendibility of Procurement Justification
- Collaborations
- Conditions of Proposal

Eligible Applicants

Eligible applicants include all of the following, unless otherwise noted:

- 501(c)(3), 501(c)(4), 501(c)(6) registered non-profit corporations registered with the Internal Revenue Service and in good standing with the State of California's Registry of Charitable Trusts. In some cases, applications will be accepted from churches and religious organizations that meet the requirements of IRC section 501(c)(3);
- Applicants should have a Board of Directors with a minimum of 3 members that reflect the diversity of the program(s) and clients being served;
- Applicant's service site is located in the City and County of San Francisco
- **For Program Areas 1, 2 and 3:** If serving micro-enterprises only, 100% of clients served must be low to moderate income. If serving both small businesses and Micro-Enterprises, 51% of the jobs created or retained by your clients must be available or held by low to moderate income individuals.
- **For Program Area 4:** 51% of jobs created or retained by your clients must be available or held by low to moderate income individuals.
- Applicants meet all other qualifications as outlined within the specific program area(s) outlined in Section II

Organizational Capacity

Qualified applicants must demonstrate the capacity for each program area outlined within the specific program description. All qualifications and additional questions requested should be addressed in the proposal response.

Board of Directors/Leadership/Stability

- a) Board and staff must have broad-based experience and skills to satisfactorily manage and guide the organization
- b) The Board of Directors must provide vision, oversight and direction to the organization
- c) The Board of Directors should include San Francisco residents or demonstrate knowledge of the needs of low and moderate income San Franciscans. Representation on the board of low income residents and from the target neighborhood/population is encouraged.
- d) The Board of Directors should have a minimum of 3 members that reflect the diversity of the program(s) and clients being served.

General City Grant Requirements

All applicants must comply with each of the following:

- a) Applicants should demonstrate a history of meeting outcome requirements for other similar programs.
- b) Successful applicants must comply with all applicable local government regulations.
- c) Successful applicants must comply with all reporting and monitoring requirements to capture the overall efficacy of this funding opportunity and of the specific program(s).
- d) Successful applicants must provide proof of insurance during the grant negotiation process.
- e) Successful applicants must either be an approved City supplier (previously “vendor”) or be able to meet all City supplier requirements and not be on the City, State or Federal Debarred or Suspended lists. Unless approved by OEWD, all applicants must be able to become an approved City supplier within ten days of notice of award. If an awardee is not able to become an approved supplier within this timeframe, OEWD may rescind an award offer and negotiate with other high ranked approved suppliers so as not to delay important programming. Sub-grantees are not required to be City-approved suppliers; only the lead organization or fiscal sponsor must be City-approved. More information on how to become a City bidder (initial step) and progress to a fully compliant and approved City supplier (required prior to contracting) can be found at <https://sfcitypartner.sfgov.org/>
- f) Successful applicants must meet all of the following conditions:
 - (i) Are not listed on the General Services Administration’s List of Parties Excluded from Federal Procurement or Non-procurement Programs in accordance with Executive Orders 12549 and 12689, “Debarment and Suspension.” This list includes the names of parties debarred, suspended, or otherwise excluded by agencies, and the names of contractors declared ineligible under statutory or regulatory authority other than Executive Order 12549;
 - (ii) Have not, within the previous three years, been convicted or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

- (iii) Are not presently indicted or otherwise criminally or civilly charged by a government entity (Federal, State or Local) with commission of any of the offenses enumerated in subsection above; and,
- (iv) Have not, within the previous three years, had one or more public transactions (Federal, State or local) terminated for cause or default; or
- (v) Are otherwise not presently debarred, suspended, proposed for debarment, or declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency.

Additional Local Requirements

Funds are subject to numerous local requirements which are listed below:

- a) **Accessibility:** Programs and services must be accessible to persons with disabilities. Program access can be achieved in many cases without having to alter the existing facility.
- b) **Non-Discrimination:** Agencies must comply with federal and San Francisco Contract Monitoring Division (CMD) prohibitions against discrimination in fair housing and equal employment opportunity, and in awarding grants. Agencies must also comply with the Equal Benefits Ordinance for domestic partners. Additional information concerning these items can be found on the CMD website at <http://sfgsa.org/index.aspx?page=6125>
- c) **Environmental Review:** If required, agencies must complete this review before funds can be utilized.
- d) **Procurement:** Projects must comply with federal conflict of interest regulations, and regulatory procedures for obtaining and granting for goods and services.
- e) **Ineligible Reimbursements:** Funds for activities occurring prior to the commencement date of the grant agreement cannot be reimbursed.
- f) **Religious Activity:** Funds may not be used for religious purposes or for the improvements of property owned by religious entities except where the grant recipient is a secular non-profit organization with a long term lease.
- g) **Political Activity:** No federal funds received through this RFP shall be used to provide financial assistance for any program that involves political activities. Grantee shall comply with the provisions of the Hatch Act (U.S.C. 1501-1508 and 7324-7328), which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds. In addition, proposers must comply with Section 1.126 of the San Francisco Campaign and Governmental Conduct Code. Details can be found at: <http://sfgov.org/oca/general-contract-terms-conditions>

Extendibility of Procurement Justification

This RFP procurement process, and the proposals received as a result of it, may be used to justify grant funding decisions for other similar services and/or other funding that becomes available through OEWD or any other City Department.

Collaborations

Collaborative consortia, joint ventures or a team of organizations with complementary skills and experience are permitted and highly encouraged to respond to this RFP.

- a) **Applicant:** Proposals from collaborative consortia, joint ventures, or teams must designate a lead agency that will serve as the fiscal agent for the partners. This lead agency or organization will be responsible and accountable for effectively and efficiently planning, managing and delivering the services and activities described in this RFP, while providing excellent customer service and achieving the granted performance outcomes. The lead agency must also demonstrate the management and financial capability needed to effectively and efficiently deliver the program proposed and account for the grant funds. The lead applicant may or may not provide services other than oversight (i.e. a fiscal agent).
- b) **Sub-granting/Program Leads:** Applicants may include sub-grant arrangements with other organizations; however, these arrangements must be made prior to submission of the proposal. Confirmation of a memorandum of understanding or other formal agreement between the applicant and sub-grantee may be requested by OEWD during or after the review process.
- c) **Severability of Collaborative Proposals:** OEWD, and/or any other City departments who use this RFP solicitation as a procurement process for other funds, reserve the right, at their own discretion, to fund select activities or partners, (and remove or eliminate others) within a proposal submitted by a collaborative or group of agencies. Additional or alternative partners, including fiscal agents, may be identified and approved for inclusion in the grant plan by OEWD (or other oversight agency) as part of the initial or subsequent negotiations.

Conditions of Proposal

- a) A proposer may revise a proposal on the proposer's own initiative at any time before the deadline for submission of proposals. The proposer must submit the revised proposal in the same manner as the original. A revised proposal must be received on or before the proposal due date. In no case will a statement of intent to submit a revised proposal, or commencement of a revision process, extend the proposal due date for any proposer.
- b) Applicant agrees that submission of a proposal properly completed and signed off by an owner or officer of the proposing firm, agency, or organization who is duly authorized to bind the applicant, shall constitute an agreement 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 lead agency to ensure that all named partners are in agreement with the proposal prior to submission. The Proposal shall be binding for no less than one hundred twenty (120) days. The grantee must comply with City and County ordinances and contracting requirements. For more detailed information, see the Office of Contract Administration website at <http://sfgov.org/oca/general-contract-terms->

conditions .The grant requirements include general liability and auto insurances, compliance with equal benefits ordinance, and current SF business tax certificate, if applicable.

- c) Applicant agrees that all costs incurred in developing this proposal are the Applicant's responsibility and at the Applicant's cost.
- d) Applicant agrees to provide adequate staff to carry out the project and to work with City staff in ensuring that all provisions in the grant agreement are met, including timely reporting using City client and cost tracking and reporting systems.
- e) Applicant understands and agrees that any proposal may be rejected if it is conditional, incomplete, and/or deviates from the specifications contained in this City and County of San Francisco Request for Proposals. Applicant further understands and agrees that the City's representatives have the right to reject any or all proposals or to waive deviations, which are immaterial to performance. Applicant understands and agrees that minor defects may be waived at the discretion of the City. The waiver will not excuse an applicant from full performance if Applicant should be awarded the grant. Justification supporting the reason for any type of rejection will be submitted to the Applicant.
- f) In accordance with San Francisco Administrative Code Section 67.24(e), bids, responses to RFPs and all other records of communications between the City and persons or firms seeking grant shall be open to inspection immediately after a grant has been awarded. Nothing in this provision requires the disclosure of a private person's or organization's net worth or other proprietary financial data submitted for qualification for a grant or other benefits until and unless that person or organization is awarded the grant or benefit. Information provided which is covered by this paragraph will be made available to the public upon request.

IV. Proposal Submission Requirements

A. Time and Place for Submission of Proposals

Proposals must be received by 5:00 p.m. on Thursday, October 31, 2019. Postmarks will not be considered in judging the timeliness of submissions.

Submitting: When you are satisfied with your completed application packet, save all items to one PDF file and email it to:

oewd.procurement@sfgov.org

Proposal Packages submitted electronically should be formatted into 1 PDF file and include the application and all required, relevant, and requested addenda and forms. See below section "Proposal Package Checklist" 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, certifications, 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 #213 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.**

You may alternatively hand-deliver by the due date or mail so that the complete package is received by OEWD by the due date, one signed original application packet (including all supplementary materials), along with a CD or USB drive with electronic versions of the full application packet, to:

Office of Economic and Workforce Development (OEWD)

Attn: Contracts and Grants Director

1 South Van Ness Avenue, 5th Floor

San Francisco, CA 94103

As noted above, Postmarks will not be considered in judging the timeliness of submissions; complete packages must be received by OEWD by the deadline.

See below section "Proposal Package Checklist" for additional details on required items.

Proposals delivered in person may be left with OEWD's front desk receptionist on the 5th Floor of 1 South Van Ness Avenue. Proposals that are hand delivered will be issued a date/time stamped receipt from the receptionist to document the submission's timeliness. Please do not mail or deliver proposals to OEWD's City Hall offices.

Any submittals delivered by mail or in person must be in a sealed envelope clearly marked **RFP#213**. Proposals that are submitted by fax will not be accepted. Late submissions will not be considered.

Proposers may seek funding in more than one area described in this RFP, however, a separate application must be filed for each funding area that the organization wishes to provide services for.

B. Proposal Package Checklist

All templates noted below can be downloaded from OEWD's website at <http://oewd.org/bid-opportunities>. The following items must be included in the application package:

- A project proposal using the application template provided
- A proposed project budget using the application template provided
- A Staffing and Board Composition Chart for the Applicant and Program Lead, if applicable, using the template provided
- A Submission Authorization Form signed by the Applicant's Executive Director or CEO and the Program Lead's Executive Director or CEO, if applicable.
- An overall Organizational Budget for the Applicant and Program Lead, if applicable
- An organizational chart for the Applicant and Program Lead, if applicable
- Optional, but encouraged, letters of support (up to 4), unless noted as required in the above program descriptions.

- Any other requested supporting materials (e.g. work samples), as noted in the program descriptions

Only applications submitted using the approved templates will be considered for funding. A Word-version form of the application and other templates are available for download at <http://oewd.org/bid-opportunities>

Hardcopies of templates and related forms are available upon request. Alternative formats may also be provided to individuals with disabilities. Please contact oewd.procurement@sfgov.org before the submission deadline if you would like to request documents in an alternative format.

If you need to cancel and resubmit your application, please resubmit an entire package with a replacement application and all supplementary materials. In the body of the email or on a coversheet within the envelope please reference the original application, including submission date, time, and originating email address or original drop off person. All submissions, original or replacement, must be received by the deadline stated in the RFP. No late submissions will be considered.

V. Evaluation and Selection Criteria

Proposals will be reviewed by a Review Committee. The Review Committee may consist of non-City staff and other individuals who have experience in the service areas requested in this RFP. Proposals will be evaluated using the criteria and process outlined within each program area as a framework. Nothing herein shall obligate the City to make any grant, or shall guarantee any proposer the right to any grant money. The City reserves the right not to award grants based upon the ability of the proposer to meet the City's objectives and budgetary priorities.

A. Review Process

The City will verify that the proposals have met all the requirements to be considered responsive. Failure to comply with the proposal requirements contained in this RFP may result in elimination of that proposal from consideration. All responsive proposals will then be submitted to the Review Committee for scoring.

1. The City may contact the applicants to clarify any portion of the proposal. All questions to the applicants will be submitted in writing and the answers, in writing, will be submitted, along with the proposals, to the Review Committee for scoring.
2. Any attempt by an applicant to contact a member of the Review Committee during the proposal review process (other than submitting clarification questions or responding to any City-initiated contact) may result in the elimination of that proposal from consideration.
3. There are multiple review pathways, as follows:
 - a. **Tier 1 Review** - the primary review committee will review and score all responsive proposals on a 100 point evaluation criteria as described in this RFP and on the application document.
 - b. **Tier 2 Review** – an additional review committee will review and score all proposals on a 50 point scale of how well each meets the district or neighborhood need, project feasibility, and fulfillment of key department priorities, as applicable. Proposals will then be ranked and awarded on the total points received from both reviews.
 - c. The process of evaluating applications may require applicants to make an oral presentation before the panel and/or require the panel to conduct a site visit of the applicant's facility or proposed project area.
4. After the Review Committees have concluded the evaluation and scoring of the proposals, the results will be submitted to the Director of OEWD, and the appropriate oversight bodies, if necessary, for review and determination of the award.
5. The tentative awardees whose proposal(s) are determined to meet the needs of the City will be recommended to negotiate a grant.
6. All applicants will be notified of the results of the evaluation.

7. The tentative award may be conditioned on inclusion of changes/additional terms. Negotiations over the specific terms and language may be required before submission to the Civil Service Commission for approval, if applicable.
8. If the City is unable to negotiate a satisfactory agreement with the winning applicant(s), the City may terminate negotiations with that applicant and proceed to negotiate with other qualified applicants in the order of their ranking in the evaluation process. This process may be repeated until a satisfactory grant agreement has been reached.
9. Final award of the grant may be subject to approval by the Civil Service Commission, Board of Supervisors, Mayor, or other governing body.

B. Minimum Qualifications

Any proposal that does not demonstrate that the proposer meets the requirements described in Section III by the deadline for submittal of proposals will be considered non-responsive and will not be eligible for funding consideration.

C. Selection Criteria

Applications competing for financial assistance will be reviewed and evaluated using the criteria described in each program area. Point values indicate the relative importance placed on each section and points will be allocated based on the extent to which the application addresses the criteria listed. Applicants should prepare their proposals with these criteria in mind. Depending on the number and quality of proposals, applicants may be invited to be interviewed by the committee to make a final selection. Each application will be considered individually and the organization's overall capacity in relation to the number of projects proposed will also be considered when projects and proposals are recommended for funding.

VI. Terms and Conditions for Receipt of Proposals

A. Errors and Omissions in RFP

Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify OEWD, in writing, if the proposer discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to OEWD promptly after discovery, but in no event later than five working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below.

B. Inquiries Regarding RFP

Inquiries regarding the RFP, and all notifications of intent to request written modification of or clarification of or objections to the RFP, must be directed by email to the department's procurement team at oewd.procurement@sfgov.org. Substantive responses to any such inquiries will be posted on OEWD's website: <http://oewd.org/bid-opportunities>.

C. Objections to RFP Terms

Should a proposer object on any ground to any provision or legal requirement set forth in this RFP, the proposer must, not more than ten calendar days after the RFP is issued, provide written notice to OEWD setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

D. Change Notices

OEWD may modify the RFP, prior to the proposal due date, by issuing updates and change notices, which will be posted on OEWD's website. The proposer shall be responsible for ensuring that its proposal reflects any and all guidance issued by OEWD prior to the proposal due date regardless of when the proposal is submitted. Therefore, the City recommends that the proposer consult the OEWD website frequently, including shortly before the proposal due date, to determine if the proposer has incorporated all current guidance.

E. Proposal Clarification

At any time during the proposal evaluation process, OEWD may require a proposer to provide oral or written clarification of its proposal. OEWD reserves the right to make an award without further clarifications of proposals received.

F. Errors and Omissions in Proposal

Failure by OEWD to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the vendor from full compliance with the specifications of the RFP or any contract awarded pursuant to the

G. Financial Responsibility

The City accepts no financial responsibility for any costs incurred by a firm in responding to this RFP. Submissions of the RFP will become the property of the City and may be used by the City in any way deemed appropriate.

H. Proposer's Obligations under the Campaign Reform Ordinance

Proposers must comply with Section 1.126 of the S.F. Campaign and Governmental Conduct Code, which states:

“No person who contracts with the City and County of San Francisco for the rendition of personal services, for the furnishing of any material, supplies or equipment to the City, or for selling any land or building to the City, whenever such transaction would require approval by a City elective officer, or the board on which that City elective officer serves, shall make any contribution to such an officer, or candidates for such an office, or committee controlled by such officer or candidate at any time between commencement of negotiations and the later of either (1) the termination of negotiations for such contract, or (2) three months have elapsed from the date the grant is approved by the City elective officer or the board on which that City elective officer serves.”

If a proposer is negotiating for a contract that must be approved by an elected local officer or the board on which that officer serves, during the negotiation period the proposer is prohibited from making contributions to:

- The officer's re-election campaign.
- A candidate for that officer's office.
- A committee controlled by the officer or candidate.

The negotiation period begins with the first point of contact, either by telephone, in person, or in writing, when a contractor approaches any city officer or employee about a particular contract, or a city officer or employee initiates communication with a potential contractor about a contract. The negotiation period ends when a contract is awarded or not awarded to the contractor. Examples of initial contacts include: (1) a vendor contacts a city officer or employee to promote himself or herself as a candidate for a contract; and (2) a city officer or employee contacts a contractor to propose that the contractor apply for a contract. Inquiries for information about a particular contract, requests for documents relating to a Request for Proposal, and requests to be placed on a mailing list do not constitute negotiations.

Violation of Section 1.126 may result in the following criminal, civil, or administrative penalties:

1. Criminal. Any person who knowingly or willfully violates section 1.126 is subject to a fine of up to \$5,000 and a jail term of not more than six months, or both.
2. Civil. Any person who intentionally or negligently violates section 1.126 may be held liable in a civil action brought by the civil prosecutor for an amount up to \$5,000.

3. Administrative. Any person who intentionally or negligently violates section 1.126 may be held liable in an administrative proceeding before the Ethics Commission held pursuant to the Charter for an amount up to \$5,000 for each violation.
4. For further information, proposers should contact the San Francisco Ethics Commission at (415) 581-2300.

I. Sunshine Ordinance

In accordance with S.F. Administrative Code Section 67.24(e), contractors' bids, responses to RFPs and all other records of communications between the City and persons or firms seeking contracts shall be open to inspection immediately after a contract has been awarded. Nothing in this provision requires the disclosure of a private person's or organization's net worth or other proprietary financial data submitted for qualification for a contract or other benefits until and unless that person or organization is awarded the contract or benefit. Information provided which is covered by this paragraph will be made available to the public upon request.

J. Public Access to Meetings and Records

If a proposer receives a cumulative total per year of at least \$250,000 in City funds or City-administered funds and is a non-profit organization as defined in Chapter 12L of the S.F. Administrative Code, the proposer must comply with Chapter 12L.

K. Reservations of Rights by the City

The issuance of this RFP does not constitute an agreement by the City that any contract will actually be entered into by the City. The City expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, proposal, or proposal procedure;
2. Reject any or all proposals;
3. Reissue a Request for Proposals;
4. Prior to submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals;
5. Procure any materials, equipment or services specified in this RFP by any other means;
6. Determine that no project will be pursued; or
7. Cancel the procurement action in its entirety

L. No Waiver

No waiver by the City of any provision of this RFP shall be implied from any failure by the City to recognize or take action on account of any failure by a proposer to observe any provision of this RFP.

VII. Grant Requirements

A. Standard Grant Provisions

The successful proposer will be required to enter into an agreement with the City prior to performing services. It is anticipated that the form to be used will be an agreement substantially in the form of the Grant Agreement, attached hereto as Appendix A (“Sample Agreement for Grant (Form G-100)”). The actual form of agreement and specific language will be determined by the City during the negotiation process.

Failure to timely execute the contract, or to furnish any and all insurance certificates and policy endorsement, surety bonds or other materials required in the contract or by OEWD, shall be deemed an abandonment of a contract offer. The City, in its sole discretion, may select another organization.

Proposers are urged to pay special attention to the requirements of Administrative Code Chapters 12B and 12C, Nondiscrimination in Contracts and Benefits; the Minimum Compensation Ordinance; the Health Care Accountability Ordinance, the First Source Hiring Program; and applicable conflict of interest laws.

B. Nondiscrimination in Contracts and Benefits

The successful proposer will be required to agree to comply fully with and be bound by the provisions of Chapters 12B and 12C of the San Francisco Administrative Code. Generally, Chapter 12B prohibits the City and County of San Francisco from entering into contracts or leases with any entity that discriminates in the provision of benefits between employees with domestic partners and employees with spouses, and/or between the domestic partners and spouses of employees. The Chapter 12C requires nondiscrimination in contracts in public accommodation. Additional information on Chapters 12B and 12C is available at <http://sfgov.org/cmd/12b-equal-benefits-program>

C. Minimum Compensation Ordinance (MCO)

The successful proposer will be required to agree to comply fully with and be bound by the provisions of the Minimum Compensation Ordinance (MCO), as set forth in San Francisco Administrative Code Chapter 12P. Generally, this Ordinance requires contractors to provide employees covered by the Ordinance who do work funded under the contract with hourly gross compensation and paid and unpaid time off that meet certain minimum requirements.

For the amount of hourly gross compensation currently required under the MCO, see www.sfgov.org/olse/mco. Note that this hourly rate may increase on January 1 of each year and that contractors will be required to pay any such increases to covered employees during

the term of the contract. Additional information regarding the MCO is available on the web at www.sfgov.org/olse/mco.

D. Health Care Accountability Ordinance (HCAO)

The successful proposer will be required to agree to comply fully with and be bound by the provisions of the Health Care Accountability Ordinance (HCAO), as set forth in San Francisco Administrative Code Chapter 12Q. Generally, this Ordinance requires contractors to provide employees covered by the Ordinance who do work funded under the contract with health plan benefits that meet certain minimum requirements. Alternatively, contractors may elect to make payments to the City for use by the Department of Public Health.

To review the requirements of the HCAO, see www.sfgov.org/olse/health-care-accountability-ordinance-hcao. Note that fees may increase each fiscal year and that contractors will be required to pay any such increases during the term of the contract.

E. First Source Hiring Program (FSHP)

If the contract is for more than \$50,000, then the First Source Hiring Program (Admin. Code Chapter 83) may apply. Generally, this ordinance requires contractors to notify the First Source Hiring Program of available entry-level jobs and provide the Workforce Development System with the first opportunity to refer qualified individuals for employment.

Contractors should consult the San Francisco Administrative Code to determine their compliance obligations under this chapter. Additional information regarding the FSHP is available on the web at <http://oewd.org/employer-services>

F. Conflicts of Interest

The successful proposer will be required to agree to comply fully with and be bound by the applicable provisions of state and local laws related to conflicts of interest, including Section 15.103 of the City's Charter, Article III, Chapter 2 of City's Campaign and Governmental Conduct Code, and Section 87100 et seq. and Section 1090 et seq. of the Government Code of the State of California. The successful proposer will be required to acknowledge that it is familiar with these laws; certify that it does not know of any facts that constitute a violation of said provisions; and agree to immediately notify the City if it becomes aware of any such fact during the term of the Agreement.

Individuals who will perform work for the City on behalf of the successful proposer might be deemed consultants under state and local conflict of interest laws. If so, such individuals will be required to submit a Statement of Economic Interests, California Fair Political Practices

Commission Form 700, to the City within ten calendar days of the City notifying the successful proposer that the City has selected the proposer.

VIII. Protest Procedures

A. Protest of Non-Responsiveness Determination

Within five calendar days of the City's issuance of a notice of non-responsiveness, any respondent that has submitted a proposal and believes that the City has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by the City on or before the fifth calendar day following the City's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the respondent, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

B. Protest of Grant Award

Within five calendar days of the City's issuance of a notice of intent to award the grant, any firm that has submitted a responsive proposal and believes that the City has incorrectly selected another proposer for award may submit a written notice of protest. Such notice of protest must be received by the City on or before the fifth calendar day after the City's issuance of the notice of intent to award.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the proposer, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

C. Delivery of Protests

All protests must be received by 5:00 p.m. on the due date. If a protest is mailed, the protestor bears the risk of non-delivery within the deadlines specified herein. Protests should be transmitted by a means that will objectively establish the date the City received the protest. Protests or notice of protests made orally (e.g., by telephone) or fax will not be considered. Scanned signed appeal letters may be submitted via email to oezd.procurement@sfgov.org. Letters transmitted electronically must be sent in PDF format and be signed by an individual authorized to negotiate or sign agreements on behalf of the submitting organization.

If the City determines that a meeting with the party submitting the appeal is necessary, such meeting will be scheduled within ten (10) calendar days of the receipt of a protest to review and attempt to resolve the protest. If the City determines a meeting is not necessary to address the appeal presented, the agency can anticipate a response letter from the City within 10 calendar days of submission of the letter of appeal.

Protests must be delivered to:

Contracts and Grants Director,
Office of Economic and Workforce Development
One South Van Ness Avenue, 5nd Floor
San Francisco, CA 94103

Or via email at: owd.procurement@sfgov.org

All appeal determinations made by the Director of OEWD are final.

Additional forms and information:

Appendix A: Sample Agreement for Grant (Form G-100)

Note that terms and conditions within the City’s standard grant boilerplate may change as new legislation is enacted or to reflect specific regulations and requirements of the moneys funding the grant’s programming. The actual form of agreement and specific language will be determined by the City during the negotiation process.

The template available for download at <http://owd.org/bid-opportunities> should only be used as a general guide.

Appendix B: Budget Template

Include a budget for your proposed project activities using the Excel template, available for download at <http://owd.org/bid-opportunities>. No other budget formats will be accepted.

There are three (3) separate application templates:

- **Appendix C: Application: Request for Proposals 213 – Areas 1 and 2**
- **Appendix D: Application Template – Request for Proposals 213 – Area 3**
- **Appendix E: Application Template – Request for Proposals 213 – Area 4**

The application templates are available for download at: <http://oewd.org/bid-opportunities>

Appendix F: Staffing and Board Composition Chart Template

A template Staffing and Board Composition Chart is available for download at:
<http://oewd.org/bid-opportunities>

Appendix G: Submission Authorization Form

A Word version of this form is available for download at: <http://oewd.org/bid-opportunities>

Appendix H: Supplier Registration Instructions

A Word version of this form is available for download at: <http://oewd.org/bid-opportunities>

Appendix I: Individual Development Plan (IDP) Template

A Word version of this form is available for download at: <http://oewd.org/bid-opportunities>

Additional links and references are available under “Document Downloads” on the RFP website.