

# City and County of San Francisco



## Request for Proposals (RFP) #212 Neighborhood Economic Development Grants

Issued by:	Office of Economic and Workforce Development (OEWD)
Date issued:	Tuesday, September 10, 2019
Proposals due:	Friday, October 11, 2019 by 5:00 P.M.
Questions about this RFP?	Email: <a href="mailto:oewd.procurement@sfgov.org">oewd.procurement@sfgov.org</a>
<p>A <b>Bidders Conference</b> to assist interested applicants in determining the eligibility of proposed projects and completing the proposal packet will be held:</p> <p><b>DATE: Friday, September 20, 2019</b> <b>TIME: 9:00 A.M.-11:00 A.M.</b> <b>San Francisco Main Library, 100 Larkin Street (at Grove)</b> <b>Koret Auditorium (lower level)</b> <b>San Francisco, CA 94102</b></p>	
Need the RFP or application materials in an alternative format for persons with disabilities? Please email <a href="mailto:oewd.procurement@sfgov.org">oewd.procurement@sfgov.org</a> or call (415) 701-4848	

# Request for Proposals (RFP) #212

**Date of Issue: Tuesday, September 10, 2019**

**Deadline for Responses:  
Friday, October 11, 2019 by 5:00 PM.**

**1 complete response package may be submitted via email to  
[oe wd.procurement@sfgov.org](mailto:oe wd.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 [oe wd.procurement@sfgov.org](mailto:oe wd.procurement@sfgov.org) or call (415) 701-4848

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## **I. Introduction and Schedule**

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### **A. General**

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

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 a variety of economic development services from the **Invest in Neighborhoods (IIN) Division**. These programs seek to strengthen neighborhood commercial districts by expanding and sustaining services that ensure the vitality of San Francisco's commercial areas. This RFP provides Community Benefit District organizational development opportunities, ensures that the City's Cultural Districts develop and thrive and expands opportunities to activate and program our public spaces. This RFP also supports neighborhood focused project implementation and increases support for community engagement across neighborhoods.

### **About Invest in Neighborhoods (IIN)**

The vision of the Invest in Neighborhoods (IIN) Division is to advance racial equity, diversity and inclusion in San Francisco's neighborhood commercial corridors so they are economically thriving, safe, resilient, sustainable, and meet the needs of local residents and users. In

alignment with this vision, IIN's objectives are to strengthen small businesses, improve physical conditions, increase quality of life, and build community capacity.

In pursuit of these objectives, IIN offers programs that are designed to provide focused, customized assistance that meet the specific needs of San Francisco's neighborhood commercial corridors by leveraging existing programs from across multiple City departments and nonprofit partners. There are many programs offered through IIN for which more information can be found at <http://investsf.org/>

Unless otherwise noted in the program descriptions, it is anticipated that successful proposals will be funded for a term of one year beginning in fiscal year 2019-20 and, in some cases, with opportunities to renew or extend programming through fiscal year 2022-2023, subject to OEWD approval and funding appropriation. If a renewal option is exercised, subsequent grant amounts will depend upon the performance of the grantee during the first (or prior) year(s) of the grant and 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).

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.

## B. Schedule

The anticipated schedule\* for awarding grants is as follows:

<b>Proposal Phase</b>	<b>Date</b>
<b>RFP is issued by the City</b>	<b>Tuesday, September 10, 2019</b>
<b>Bidders Conference</b>	<b>Friday, September 20, 2019 9:00 A.M.-11:00 A.M. Location: San Francisco Main Library 100 Larkin Street (at Grove) Koret Auditorium (lower level) San Francisco, CA 94102</b>
<b>Deadline for submission of written questions**</b>	<b>Monday, September 23, 2019 at 5:00 P.M.</b>
<b>Answers to questions posted online</b>	<b>Wednesday, September 25, 2019 by end of day</b>
<b>Proposals due</b>	<b>Friday, October 11, 2019 by 5:00 P.M.</b>
<b>Committee Review</b>	<b>October-November, 2019</b>
<b>Grantee selection and award notification</b>	<b>November, 2019; target November 21, 2019</b>
<b>Projects begin</b>	<b>January 2020 or later</b>

\*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](mailto:oewd.procurement@sfgov.org) or call (415) 701-4848 if you have technical assistance needs.

## II. Program Areas and Scope of Work

OEWD has a total of \$4,380,000 available for initial funding awards, to support a variety of economic development programs and projects. Funding that targets particular neighborhoods, economic corridors, or supervisorial districts are listed first, and funding available for citywide strategies are listed last. **Press “Ctrl” and click the hyperlink to navigate to a specific program.**

### NEIGHBORHOOD-BASED STRATEGIES

Program Area	Title	Anticipated # of Awards	Anticipated Total Funding	Eligible Neighborhood(s), Corridor(s) or District(s)	Eligible Applicants	Page #
A	<a href="#">Bayview Neighborhood Events</a>	5-10	\$125,000	Bayview	Nonprofit	11
B	<a href="#">SF Shines Storefront Window Display</a>	2-4	\$100,000	Bayview, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street	Open	14
C	<a href="#">Castro Commercial Corridor Manager</a>	1	\$75,000	Castro, Upper Market	Nonprofit	16
D	<a href="#">Central Market/ Tenderloin Public Space Enhancements</a>	2	\$30,000	Central Market, Tenderloin	Nonprofit	17
E	<a href="#">Chinatown Tourist and Visitor Attraction Program</a>	1	\$150,000	Chinatown	Open	19
F	<a href="#">Chinatown Marketing for Small Businesses</a>	1	\$100,000	Chinatown	Open	20
G	<a href="#">SF Shines Storefront Improvement</a>	1-3	\$750,000\$	Chinatown, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street	Nonprofit	22
H	<a href="#">District 6 Big Belly Pilot Program</a>	8	\$160,000	District 6	Nonprofit	25
I	<a href="#">Japantown Economic Vitality Support</a>	1	\$170,000	Japantown	Nonprofit	27
J	<a href="#">Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building Program</a>	1-2	\$60,000	Lower Fillmore	Nonprofit	30
K	<a href="#">Lower Fillmore Microenterprise and Small Business Development</a>	1	\$25,000	Lower Fillmore	Nonprofit	32
L	<a href="#">Lower Fillmore Festivals and Events</a>	2or more	\$60,000	Lower Fillmore	Nonprofit	34
M	<a href="#">Event Support for Transgender Cultural District</a>	1	\$25,000	Central Market, Tenderloin	Nonprofit	36
N	<a href="#">Noe Valley Town Square</a>	1	\$135,000	Noe Valley	Nonprofit	38
O	<a href="#">Ocean Avenue Community and Cultural Events</a>	1	\$20,000	Ocean Avenue	Nonprofit	40

Program Area	Title	Anticipated # of Awards	Anticipated Total Funding	Eligible Neighborhood(s), Corridor(s) or District(s)	Eligible Applicants	Page #
P	<a href="#">District 4 Small Business Public Safety Initiatives</a>	1-2	\$50,000	Outer Sunset	Nonprofit	41
Q	<a href="#">Event Support for SOMA Leather Cultural District</a>	1	\$25,000	South of Market Area (SOMA)	Nonprofit	43
R	<a href="#">Tenderloin Block Safety Group Capacity Building</a>	1	\$15,000	Tenderloin	Nonprofit	45
S	<a href="#">Tenderloin Arts Programming</a>	2-4	\$65,000	Tenderloin	Nonprofit	47
T	<a href="#">Tenderloin Public Safety and Community Engagement Programs</a>	1	\$65,000	Tenderloin	Nonprofit	49

## **CITYWIDE STRATEGIES**

Area	Title	Anticipated # of Awards	Anticipated Total Funding	Eligible Applicants	Page #
U	<a href="#">Citywide Big Belly Pilot Program</a>	TBD based on applicant pool	\$250,000	Nonprofit	52
V	<a href="#">Commercial Corridor Public Safety Initiatives</a>	1-2	\$500,000	Nonprofit	54
W	<a href="#">Community Benefit District Organizational Support</a>	1-2	\$15,000	CBD/BID	56
X	<a href="#">Economic Development Capacity Building Support</a>	1-2	\$100,000	Open	57
Y	<a href="#">SF Shines Fund Management</a>	1	\$750,000	Nonprofit	59
Z	<a href="#">Women's Entrepreneurship</a>	1-2	\$310,000	Nonprofit	61
AA	<a href="#">Commercial Corridor and Neighborhood Marketing Initiatives</a>	1-5	\$250,000	Open	64

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/contract, or guarantee any proposer the right to any grant/contract money. The City reserves the right not to award grants/contracts based upon the ability of the proposer to meet the City's objectives. Any grant/contract 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, unless otherwise indicated in the program area.** 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.

OEWD may fund contracts and/or 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), Community Development Block Grant (CDBG), American Apprenticeship Grant through the Department of Labor, US Small Business Association (SBA) and City general funds.

The initial round of funding is expected to come from local City general funds. OEWD, or other appropriate City Agencies, will disclose any additional regulations or requirements during the negotiation process for grants/contracts that are awarded utilizing this procurement and funded by other local, state or federal programs.

Grant and contract may be used interchangeably in this RFP as may the terms grantee and contractor. The specific type of agreement and relationship between successful bidder(s) and the City will be determined post-award as part of the negotiation process based on applicable requirements and regulations.

# Neighborhood- Based Strategies

## **Program Area A: Bayview Neighborhood Events**

**Anticipated Number of Awards:** 5-10

**Amount:** Total funding available under this program area is **\$125,000**. Applicants may propose program/project budgets up to \$25,000 for the event(s) proposed in their application submission. 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. For this program area, applicants may submit a single proposal covering multiple events, however, the total budget request per proposal may not exceed \$25,000.

**Eligible Neighborhood(s):** Bayview

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to coordinate neighborhood events in Bayview along the Third Street commercial corridor. Events will contribute to neighborhood vitality by strengthening small businesses, improving physical conditions, increasing quality of life, and building community capacity.

Proposals should outline how the proposed event(s) will encourage residents and visitors to shop, eat and celebrate culture in the Bayview. Funding should be used to benefit both businesses and residents and foster a partnership with the City of San Francisco, community partners and local businesses to develop improvements that will increase positive foot traffic into the Bayview.

### **Examples of Past Bayview Community Events include:**

- Annual Winter Wonderland
- Celebrating Black History Month
- Lunar New Year's Event
- Black Cuisine
- Bayview Jazz Festival
- Bayview Southside Festival
- Hispanic Heritage Month
- Bayview Pride event celebrating LGBTQ

- Annual Bayview Business Day

OEWD invites proposals for the above events, as well as other events that aim to build community capacity and/or draw new visitors to promote economic growth in the Bayview.

The scope of work for the selected nonprofit organization in this program area may include, but is not limited to the following:

- Developing and promoting neighborhood events that target the Bayview and are neighborhood- and/or culturally-relevant
- Coordinating and implementing neighborhood events, to include logistical coordination, securing necessary permits, and engaging necessary vendors and partners
- Engaging with community based organizations located within the neighborhood through outreach and promotions to encourage their participation in events
- Developing and implementing a plan to attract Bayview residents and outside visitors to attend events in the Bayview

**Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.
- Experience designing, coordinating, and implementing successful neighborhood events
- Either the Lead Applicant or Program Lead must maintain a physical location in Bayview/Hunters Point

**Preferred Qualifications:**

- Strong familiarity with the Bayview, including:
  - Knowledge of existing populations that use the public spaces
  - City agencies engaged in efforts in the Bayview neighborhood
  - Storefront or fronting properties and institutions
  - Community stakeholders
- Proposals that describe efforts to engage or collaborate with residents and businesses to plan and implement the proposed event(s) are strongly preferred.

**Supplementary Questions and Requirements:**

Please address the following within the “Approach, Activities and Outcomes” section of your proposal narrative:

1. Please provide information regarding your organization’s experience designing, coordinating, and implementing neighborhood events and include the:

- Title of the event
  - Nature of the event
  - Neighborhood(s) served
  - Names of the organizations, resident leaders and/or merchants with whom your organization partnered to host the event
  - Additional details you feel are relevant to assess your organization's capacity to execute the proposed event(s)
2. Provide information regarding 10 community-based groups, small businesses, etc. you have partnered with on any programs or projects and include the:
- Nature of the program or project
  - Dates or number of year(s) that the program or project spanned
  - Funding source(s) for the program or project
3. Provide detailed information on your organization's familiarity with the Bayview Hunters Point neighborhood , including:
- Existing populations that use the public spaces
  - City agencies and their efforts and responsibilities
  - Storefront or fronting properties and institutions
  - Community stakeholders
4. Address how the proposed event(s) will acknowledge or celebrate the neighborhood and its history, culture, values, etc. (If more than one event is being proposed, provide an answer to this question for each event.)

## **Program Area B: SF Shines Storefront Window Display**

**Anticipated Number of Awards:** 2-4

**Amount:** Total amount of funding available under this program area is **\$100,000**. Applicants may propose budgets up to \$25,000 per neighborhood for 12 months. 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.

**Eligible Neighborhood(s):** Bayview, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street

### **Scope of Work:**

OEWD is seeking proposals from organizations to partner with OEWD to enhance and support the SF Shines Window Display program. Information related to the existing program can be found online here: <https://oewd.org/sf-shines>

The project goals are to:

- Build the capacity of neighborhood-serving small businesses through improved branding and visibility
- Connect small businesses to local creative partners and encourage the use of art and design in small business spaces
- Improve the pedestrian and shopping experience by creating visual interest, promoting storefronts, and providing increased lighting
- Attract new customers to the corridor with coordinated events
- Outreach to businesses that have not previously accessed City resources and services, those without leases, or other barriers that would prevent them from qualifying for other SF Shines programs

Given these goals, the proposed project may include activities that activate storefronts, improve storefront transparency, enhance pedestrian experience, and promote neighborhood-serving small businesses. OEWD is especially interested in reaching small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Create a process by which small businesses can apply to participate in the window display program
- Create an outreach strategy targeting the priority business owner population listed above
- Select qualified designers and match them with appropriate small businesses
- Manage business and designer relations
- Plan a public event to promote the project
- Document the project with photographs and a post-project survey
- Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization

**Minimum Qualifications:**

- Applicants must be fully established nonprofit or for-profit entities eligible to do business with the City and County of San Francisco
- Previous experience working with designers, and/or small business owners in one or more of the following Invest In Neighborhoods corridors: Bayview, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street.

**Preferred Qualifications:**

- Connections to local designers who are able and willing to participate in the project.
- Language capacity in Spanish, Cantonese, Mandarin, and Tagalog.
- Understanding of visual identity and branding for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.

**Supplementary Questions and Requirements:**

Please address the following within the “Approach, Activities and Outcomes” section of your proposal narrative:

1. Please provide examples of past projects working with small business owners on window displays, merchandizing or other visual identity enhancement projects.
2. Please provide examples of past projects working with artists or designers in spaces not traditionally used for art.

## **Program Area C: Castro Commercial Corridor Manager**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is **\$75,000**. Applicants may propose budgets up to \$75,000 for 12 months.

**Eligible Neighborhood(s):** Castro, Upper Market

### **Scope of Work:**

OEWD is seeking proposals to have a commercial corridor manager in the Castro and Upper Market commercial corridors. The commercial corridor manager will be expected to meet with merchants to identify and promote strengths and opportunities and to identify and address weaknesses and challenges to the healthy functioning and success of the commercial corridor. The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Developing and implementing ideas for programs, physical improvements, or activations.
- Working with OEWD staff assigned to the area to check on vacancies.
- Establishing and maintaining close relationships with both the Castro/Upper Market Community Benefit District and the Castro Merchants Association.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicants must have existing staff or a clear and well-developed plan to hire or contract staff or firms with strong project management experience, especially with respect to physical improvement programs/projects and community building.

### **Preferred Qualifications:**

- Knowledge of or ties to the San Francisco business community and Castro District

### **Supplementary Questions and Requirements:**

- A letter of support from District 8 Supervisor Raphael Mandelman is preferred but not required.



## **Program Area D: Central Market/Tenderloin Public Space Enhancements**

### **Anticipated Number of Awards: 2**

**Amount:** Total funding available under this program area is **\$30,000**. Applicants may propose project budgets up to \$15,000 for 12 months. 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.

**Eligible Neighborhood(s):** Central Market, Tenderloin

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations for programs that contribute to the beautification and activity in Central Market public spaces, including but not limited to sidewalks and alleys. Proposals should leverage existing community and neighborhood strategies for public space activation as well as other sources of funding to achieve complete projects.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicants must demonstrate a commitment to partnering with existing community based efforts to activate public space in Central Market

### **Preferred Qualifications:**

- Proposals that articulate goals around lighting and community-based events in alleys.
- Demonstrated experience working with residents of the Tenderloin neighborhood through Block Group Organizing and/or community organizing.
- Demonstrated experience working with private property owners and the City agencies overseeing permitting for public realm projects, such as events and lighting.
- Demonstrated hiring practices for the organization's staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Central Market neighborhood.

### **Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

1. Provide a brief description of how your organization arrived at the program goals that you are proposing. If needed, you may attach a record of community meetings and other attachments as supplementary materials.
  2. Provide three examples of past projects or programs that directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents and/or partnering with Tenderloin organizations.
- Please submit up to two (2) letters of support from Central Market stakeholders that speak to your organization’s ability to implement public space enhancement projects and demonstrate community support for your proposal.

## **Program Area E: Chinatown Tourist and Visitor Attraction Program**

### **Anticipated Number of Awards: 1**

**Amount:** Total funding available under this program area is **\$150,000**. Applicants may propose project budgets for up to \$150,000 for 12 months.

**Eligible Neighborhood(s):** Chinatown

### **Scope of Work**

OEWD is seeking proposals from non-profit or for profit organizations to develop and administer a Chinatown Tourist and Visitor Attraction Program to promote tourist activities, improve marketing strategies, and strengthen neighborhood partnerships in Chinatown. The scope of work should seek to establish a cultural hub to stimulate tourism and welcome visitors, by implementing visitor attraction strategies, engaging the business community and community organizations, and using a variety of proven avenues to promote Chinatown, such as social media platforms, events, and communication tools.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit or for profit entities eligible to do business with the City and County of San Francisco
- Applicants must have experience providing cultural and/or community events in the Chinatown
- Applicants must have an established physical location in the Chinatown neighborhood
- Applicants must have experience developing and implementing marketing programs

### **Preferred Qualifications:**

- Established relationships with local merchants and stakeholders
- Established relationships with national and international tourism organizations
- Experience in partnering and connecting with citywide tourist information centers and organizations, such as SF Travel and San Francisco International Airport (SFO)

### **Supplementary Questions and Requirements**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please provide a list and details of past tourism attraction projects, to include partners engaged, resources secured, and key outcomes or highlights.

## **Program Area F: Chinatown Marketing for Small Businesses**

### **Anticipated Number of Awards:** 1

**Amount:** Total funding available under this program area is **\$100,000**. Applicants may propose project budgets for up to \$100,000 for 12 months.

**Eligible Neighborhood(s):** Chinatown

### **Scope of Work**

OEWD is seeking proposals from nonprofit or for profit organizations to provide marketing services to small businesses in Chinatown. The intent of the services is to provide better support for Chinatown merchants by developing a new strategy to market businesses across Chinatown. The goal is to connect each business to the right customer. This project focuses on long-term results like sustainable growth in regional customers and combining and leveraging marketing resources to encourage economic growth in Chinatown . The project will also provide information on events happening in Chinatown.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Develop and implement a district marketing campaign to promote neighborhood-serving, small businesses and increase foot traffic and sales
  - Produce materials and/or a mobile application to promote legacy and anchor businesses
  - Engage merchants, residents, and stakeholders to develop a more robust tourist and visitor environment
- Develop and implement media interaction, diverse nightlife attractions and activations

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit or for profit entities eligible to do business with the City and County of San Francisco
- Experience providing direct assistance to Chinatown merchants

### **Preferred Qualifications:**

- Ability to maintain and support strong partnerships
- Success in spurring economic activities, supporting existing businesses, and increasing community capacity.

- Success in organizing joint-efforts and leveraging resources from City departments, local merchants and community partners.

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please provide a list of relevant projects and include the following details:

- Title of the project
- Nature of the project
- Neighborhood(s) served
- The names of the organizations, resident and/or merchant groups, small businesses, etc. you worked with
- The dates for and number of year(s) that the project spanned,
- The funding source(s)
- Any key outcomes or highlights.

## **Program Area G: SF Shines Storefront Improvement**

### **Anticipated Number of Awards:** 1-3

**Amount:** Total amount of funding available under this program area is **\$750,000**. Applicants may propose budgets up to \$250,000 per proposed neighborhood for a term of 18 months. 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.

**Eligible Neighborhood(s):** Chinatown, Excelsior, Lower Fillmore, Lower Haight, Mission, Ocean Avenue, Portola, Visitacion Valley, Broad Street

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to administer a Storefront Improvement Program on commercial corridors. The purpose of the storefront improvement program is to:

- Attract and retain small businesses
- Increase visibility and improve business identity
- Encourage investment in the neighborhood
- Improve the pedestrian experience and increase neighborhood safety
- Remove barriers to accessibility
- Help businesses become compliant with local codes
- Work collaboratively with OEWD to assist business owners in navigating other municipal resources that are available for business stabilization

Given these goals, the Program will provide direct financial assistance to small businesses to execute minor changes or alterations to their business storefront. OEWD is especially interested in reaching small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds.

Storefront improvements may include, but are not limited to, architectural and branding design services, painting, signage, power washing, minor repairs, equipment, furniture, etc. Mini-grants are expected to be up to \$10,000 each.

**Note:** All projects must obtain the necessary City permits and 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.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Outreach to neighborhood organizations and small business owners with an emphasis on those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Facilitation of design process, if needed.
- Facilitation of City permitting and verification of contractor license, insurance, and prevailing wage compliance.
- Management of construction process to ensure quality and deadlines are met.
- Management of all vendors/contractors.
- Financial management and administration of construction grants.

**Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.
- Previous experience working with small business owners especially those with limited English proficiency, minorities, women, and other populations from low-income backgrounds.
- Knowledge of design, permitting, and construction process and requirements.
- This grant will be cost reimbursement. Organizations should have the financial capacity to cover fund disbursements totaling up to \$30,000 per month for up to 60 days.

**Preferred Qualifications:**

- Understanding of visual identity and branding for small businesses
- Strong understanding of neighborhood history and culture including visual language and cultural aesthetics.
- Experience with City permitting process for commercial space improvements.
- Strong knowledge of construction materials, processes and equipment.

- Knowledge of prevailing wages and competitive bidding processes.
- Language capacity in Spanish, Cantonese, Mandarin, and Tagalog.

**Supplementary Questions and Requirements:**

- Within the “Approach, Activities and Outcomes” section of your proposal narrative, please include the projected number of mini-grants to be administered in the proposal. A strong proposal shall demonstrate proper resources and competitive administrative overhead costs to perform the services.
- Please submit as an additional document examples of previous commercial space improvement projects with before and after photos and a description of the organization’s role in the projects.



## **Program Area H: District 6 Big Belly Pilot Program**

**Anticipated Number of Awards:** 8

**Amount:** Total amount of funding available under this program area is **\$160,000**. Applicants may propose budgets up to \$30,000 for 12 months. 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.

**Eligible Neighborhood(s):** Neighborhoods located within Supervisorial District 6

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to pilot the Big Belly trash receptacle system within San Francisco Supervisorial District 6. Eligible applicants include Community Benefit Districts (CBDs)/Business Improvement Districts (BIDs), and nonprofit neighborhood groups with the capacity to administer the grant, who have a large number of hotels and/or cultural institutions in San Francisco's Supervisorial District 6.

The purpose of this program area is to provide funding to existing neighborhood based nonprofits or CBDs/BIDs to lease and maintain a to-be-determined number of Big Belly trash receptacle units for a period of at least two years. Awardees will be evaluated at the end of year 1 and successful grants may be renewed for a period of up to 1 year.

The City's primary goal is to gauge the effectiveness of these units at decreasing the amount of litter and receptacle leakage compared with current designs, to determine what types of community based partners are most impactful at implementing this program, and to determine if on-the-ground variables impact the effectiveness of the receptacles.

OEWD is offering this funding to assist organizations in defraying costs, therefore leveraged funding is required. All Big Belly locations must be approved by the Mayor's Fix-It Team. Information on the Mayor's Fix-It Team can be found here:

<https://sfmayor.org/neighborhoods/fix-it-team>

**Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.
- Applicant's budget for the proposed project must include leveraged, private resources which should be used to maintain the receptacles during the grant period and take over funding for the entire system should the City decide to not continue this pilot.

**Preferred Qualifications:**

- Applicant is a Community Benefit District/Business Improvement District or a Fix-It Zone in 2018 or 2019 or neighborhood group/nonprofit with the capacity to provide oversight and maintenance to these receptacles

**Supplementary Questions and Requirements:**

Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

1. Demonstrate your organization's current or planned capacity to leverage resources to fund ongoing maintenance and/or to take over the lease to the Big Belly receptacles beyond the pilot period. Examples of eligible leverage resources are:

- Financial donations
- Sponsorships
- Assessment revenue
- Membership dues

2. Please provide a plan on how, if selected, the grantee will operate the program including:

- Dealing with distributors
- Selecting designs for the receptacle(s)
- Maintenance issues

A letter of support from the District 6 Supervisor, Matt Haney, is preferred but not required.

## **Program Area I: Japantown Economic Vitality Support**

### **Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is **\$170,000**. Applicants may propose budgets up to \$170,000 for 12 months. This amount is not guaranteed, and actual funding may be less or more.

### **Eligible Neighborhood(s):** Japantown

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to support collaborative efforts, coordination, engagement and implementation of Japantown projects that support the Japanese Cultural Heritage and Economic Sustainability Strategy (JCHESS) and that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership. Additional information regarding the Japanese Cultural Heritage and Economic Sustainability Strategy can be found here:

<https://www.japantowntaskforce.org/main-st>

A strong proposal shall demonstrate a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff and report on grant deliverables. It shall also include a detailed description of the coordination and implementation of activities. The budget shall reflect compensation for staff as well as operational and potential project budget for the proposed activities.

Projects and activities proposed under this program area may include, but are not limited to the following:

### **Partnerships, Coordination and Engagement**

- Lead and facilitate community processes that support the development of a Cultural District Strategy
- Engage community and partners in providing input on projects that align with the Japanese Cultural Heritage Economic Sustainability Strategy
- Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Collaborate to support coordination of activities between multiple parties including, but not limited to: Community Benefit District, business owners, property owners, public agencies, nonprofit organizations
- Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Japantown partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

### **Business Outreach and Strengthening**

- Support attraction of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and especially those who have been part of historically marginalized or underrepresented communities
- Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor
- Conduct regular door to door business owner outreach to assess needs, connect businesses to programs and projects and provide referrals and support
- Develop relationships with business owners, property owners and nonprofit partners
- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and City agencies
- Promote and provide information of City services and programs to business owners
- Programs to be promoted and delivered to businesses in corridor include:
  - ADA compliance and awareness
  - Marketing assistance
  - Permitting resources
  - Legacy business registry

### **Cultural Heritage and Marketing**

- Collaborate to support the development and implementation of a district marketing campaign centering on the unique history and culture of Japantown to promote neighborhood businesses and encourage customers to visit the business district.
- Collaborate to support commercial district marketing and branding
- Conduct activities and launch projects that complement and enhance existing efforts that support activities that celebrate, strengthen cultural heritage while spurring economic activity.

**Reporting**

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools.
- Tracking coordination efforts, projects and status

**Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.
- Applicants and/or implementing partners must be established organizations within the Japantown Neighborhood

**Preferred Qualifications:**

- Has an established community organizational structure with experience implementing economic development projects

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

1. Intended goals and milestones reached under the scope categories within 12 months
  2. Board make up and governance and decision making structure of entity that will implement scope of work
- Please submit as an additional document one or more letter/s of support from collaborative partners

**Program Area J: Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building**

**Anticipated Number of Awards:** 1-2

**Amount:** Total amount of funding available under this program area is **\$60,000**. Applicants may propose budgets up to \$60,000. This amount is not guaranteed and actual funding may be less or more. Budgets should cover a term of 12 months.

**Eligible Neighborhood(s):** Lower Fillmore

**Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD to enhance community and economic development through community engagement, economic restructuring, and technical assistance. This grant will assist with capacity building, strengthening existing business, filling vacancies, and improving quality of life and economic vitality. OEWD is looking to fund programs that serve historically marginalized or underrepresented communities which include: people of color, women, persons with disabilities, LGBTQA+ and populations from low-income backgrounds.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Support existing neighborhood commercial district strategies
- Provide technical assistance to small business owners and nonprofits
- Spur economic activities
- Support existing nonprofits
- Improve physical conditions of Lower Fillmore
- Build capacity for small businesses, nonprofits, community-based organizations, and residents
- Organize and facilitate community meetings
- Develop, plan, and organize neighborhood and culturally relevant events

**Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.

**Experience in:**

- Administering city-funded economic and/or workforce development programming;
- Designing, coordinating, and implementing neighborhood events
- Providing business-related supportive services to the Lower Fillmore
- Providing nonprofit-related supportive services
- Promoting and marketing small businesses
- Establishing and maintaining effective partnerships with business owners, property owners, community organizations, nonprofits, and city agencies

**Preferred Qualifications:**

- Staff assigned to the project possess project management, communications, or high level administrative capacity
- Established relationships with local merchant associations, and community-based and nonprofit organizations

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following

1. What experience does your organization have working in the Fillmore? Please include a list of nonprofits, small businesses, and community-based organizations you have worked with and in what capacity.
2. Provide details on the development and implementation of business- and nonprofit-serving projects your organization has managed from beginning to end. In addition to any other details, include a list of the projects with the following information for each:
  - Title of the project;
  - Nature of the project;
  - Neighborhood served;
  - Names of the organizations, resident and/or merchant groups, small businesses, etc. with which you worked;
  - Dates for and number of year(s) that the project spanned;
  - Funding source(s);
  - Challenges you faced to reach successful implementation and how you solved those challenges to prevent them from coming up in the future.

## **Program Area K: Lower Fillmore Microenterprise and Small Business Training Program**

### **Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is **\$25,000**. Applicants may propose budgets up to \$25,000. This amount is not guaranteed and actual funding may be less or more. Budgets should cover a term of 12 months.

### **Eligible Neighborhood(s):** Lower Fillmore

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD to enhance community and economic development in the Lower Fillmore through trainings that support a micro-enterprise and small business training program to prepare residents in the district for business development and ownership. The training program should include business planning, finance management, access to capital, networking, skill building, and mentoring. OEWD is looking to fund programs that serve historically marginalized or underrepresented communities which include: people of color, women, persons with disabilities, and populations from low-income backgrounds.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Implement a workshop series consisting of 2-3 trainings per year that provides business owners with knowledge and skill-building content in a manner that allows for gradual and effective development
- Document number of attendees and attendee names
- Report on training outcomes for individual attendees in the program which includes assessing and evaluating all program participants by tracking their participation and identifying their level of mastering the training program's content from the time they enter the program to the time they complete the program
- Provide a report that identifies the next steps each program participant will be taking following their completion of the workshop series and whether those steps are leading to business creation, retention, or strengthening
- Track and evaluate outcomes for the training program, as a whole, to report on the number of participants who successfully completed the program, the demographic make-up of participants, any attrition rates, etc.



- Conduct an assessment of the training program to identify strengths, weaknesses, and recommendations for modifying or improving curriculum
- Identify participants who achieve a sufficiently advanced understanding of business development following their completion of the workshop series so they may be placed in an incubator program or other training programs

**Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.

**Experience in:**

- Providing business-related supportive services to the Lower Fillmore
- Promoting and marketing small businesses
- Establishing and maintaining effective partnerships with business owners, property owners, community organizations, and city agencies

**Preferred Qualifications:**

- Staff assigned to the project possess project management, communications, or high level administrative capacity
- Established relationships with local merchant associations and community-based organizations

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

1. What experience does your organization have working in the Fillmore? Please include a list of non-profits, small businesses, and organizations you have worked with and in what capacity.
2. What experience does your organization have providing training and workshops to entrepreneurs? Please provide a list of the trainings and workshops you have provided for any of the following six Invest In Neighborhood corridors: Fillmore, Bayview, Castro, Central Market/Tenderloin, Excelsior, and Chinatown.

## **Program Area L: Lower Fillmore Festivals and Events**

**Anticipated Number of Awards:** 2 or more

**Amount:** Total amount of funding available under this program area is **\$60,000**. Applicants may propose budgets between \$15,000 and \$40,000 for 12 months. This amount is not guaranteed and actual funding may be less or more.

**Eligible Neighborhood(s):** Lower Fillmore

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD to enhance and support neighborhood activation by providing festivals and events in District 5 (D5) commercial corridors. The purpose of this program area is to provide funding for neighborhood festivals and events in District 5 to strengthen their impact. The grants can assist festivals with strategic planning, marketing, volunteer management, contractors, entertainment, licensing, permitting, supplies, and documentation of events.

The Scope of Work for the selected organization(s) in this program area may include, but is not limited to the following:

- Identifying and securing venues
- Providing promotions and marketing
- Securing licenses and permits
- Designing, organizing and implementing the festival(s)/events(s) and related schedules

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Proposed neighborhood festival(s) and event(s) must be an established neighborhood festival and event in Supervisorial District 5
- Neighborhood festival and event must include proof with the RFP application that annual attendance in the past has been attended by at least 100 distinct individuals

### **Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

- Provide a list and related details of the proposed neighborhood festival(s)/event(s). Clearly state their goals and projected outcomes, history of the festival(s)/event(s) and plan for long term sustainability.

## **Program Area M: Event Support for Transgender Cultural District**

### **Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is **\$25,000**. Applicants may propose budgets up to \$25,000 for 12 months.

**Eligible Neighborhood(s):** Central-Market / Tenderloin

### **Scope of Work:**

OEWD is seeking proposals for events that take place within the Transgender Cultural District.

Cultural heritage districts are distinguished by unique social and historical associations and living traditions. While they have physical boundaries, the districts are primarily identified by the activities that occur within them, including commerce, services, arts, events, and social practices.

The goal of this program area is to support efforts that align with the goals of the Transgender Cultural District.

The Scope of Work for the selected organization in this program area may include, but may not be limited to the following:

- Outdoor events open to the public such as street festivals that explicitly relate to the mission of the Transgender Cultural District.
- Indoor events open to the public that may feature art, music and/or performances and/or other activities that explicitly relate to the mission of the Transgender Cultural District.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.
- Applicant must be an organization that maintains a physical location in the Central-Market/Tenderloin neighborhood.
- Applicant must demonstrate a commitment to producing events within the Transgender Cultural District.
- Demonstrated community support regarding your organization's credibility and ability to manage space enhancement projects.

**Preferred Qualifications:**

- Demonstrated experience serving the transgender community and larger LGBTQA+ communities.
- Key personnel with experience in event production that serves the transgender community and larger LGBTQA+ communities.
- Demonstrated hiring practices for the organization's staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Tenderloin.

**Supplementary Questions and Requirements:**

Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

1. Provide an overview of your proposed event including a community engagement process, curation process for participating artists and/or vendors and an anticipated timeline for implementation of the event.
  2. Please provide examples of any programs or projects for which your organization directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents and/or partnering with Tenderloin organizations.
- In the Budget template provided for this RFP, please include other funding leveraged or the equivalent to funding leverages and their estimated dollar value (e.g., volunteer time, supplies and materials, etc.).
  - Submit at least two (2) and up to four (4) letters of support from residents, organizations and/or businesses that speak to your organization's ability to create inclusive events for the trans community and larger LGBTQA+ communities.

## **Program Area N: Noe Valley Town Square**

### **Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is **\$135,000**. Applicants may propose budgets up to \$135,000 for 12 months.

### **Eligible Neighborhood(s):** Noe Valley

### **Scope of Work:**

OEWD is seeking proposals to activate and improve the Noe Valley Town Square. The Town Square is a central gathering space for Noe Valley. It is used by and for all Noe Valley neighbors and hosts a wide variety of activities from farmers' markets to food pantries, music events, neighborhood bingo, exercise classes, cafe seating and senior citizen events. The Town Square will pay for ongoing maintenance using rental fees from activities taking place in the square, such as the Noe Valley Farmers' Market.

The principal objective of this project is to improve the quality of life experience on Noe Valley's 24<sup>th</sup> Street commercial corridor for all community stakeholders by making the town square a desirable place to shop, meet neighbors and spend time by activating the space with on-going and one-time programming and improving it through capital improvements, such as lighting.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- 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.

**Preferred Qualifications:**

- Demonstrated experience executing projects in Noe Valley
- Demonstrated experience on public space activation

**Supplementary Questions and Requirements:**

- A letter of support from the District 8 Supervisor, Rafael Mandelman, is preferred but not required

## **Program Area O: Ocean Avenue Community and Cultural Events**

### **Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is **\$20,000**. Applicants may propose budgets up to \$20,000 for 12 months.

**Eligible Neighborhood(s):** Ocean Avenue

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to organize and implement cultural and community events in the District 7 portion of Ocean Avenue, which shall include an event surrounding the Lunar New Year.

Awardee will be expected to work with corridor merchants, community groups, the District 7 office of President Norman Yee, and the Office of Economic and Workforce Development on the implementation of this grant.

Awardee will be responsible for organizing all concessions, activities, shows, performances, and all other items needed for each event. All events shall be appropriate for all age groups.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicant's budget for the proposed project must include leveraged, private resources(e.g. financial commitments, in-kind donations, volunteer time, etc.).

### **Supplementary Questions and Requirements:**

Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

- Provide a list of cultural events that would be organized using these funds.Include a draft budget breakdown of each community cultural event planned, including
  - Amount of money to be spent on food/beverages.
  - Amount of money to be spent on entertainment
  - Amount of money to be spent on supplies
- A brief plan on how to implement each cultural event with the merchants in the area
- A letter of support from the District 7 Supervisor, Norman Yee, is preferred but not required



## **Program Area P: District 4 Small Business Public Safety Initiatives**

### **Anticipated Number of Awards:** 1-2

**Amount:** Total amount of funding available under this program area is **\$50,000**. Applicants may propose budgets up to \$50,000 for 12 months. This amount is not guaranteed, and actual funding may vary.

**Eligible Neighborhood(s):** Outer Sunset

### **Scope of Work:**

OEWD is seeking proposals from a nonprofit agency to work with neighborhood commercial district organizations in Supervisorial District 4 to develop and implement neighborhood specific safety strategies, that support small businesses and encouraging residents to implement safety measures.

The Scope of Work should include, but is not limited to:

- Working with small business organizations in District 4, create a pilot rebate program for the purchase of home security cameras that are purchased locally
- Working with small business organizations in District 4, create a pilot program that encourages small businesses to securely receive resident package deliveries
- Enhance collaboration with small businesses and nonprofit merchant associations to increase neighborhood safety, reduce property crime and strengthen commercial corridors

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have experience in engaging small business and property owners
- Applicant must have experience in addressing safety issues
- Applicant must have experience in developing and implementing safety projects and partnering with safety agencies

### **Preferred Qualifications:**

- Experience in working with neighborhoods, nonprofit organizations, and historically disinvested communities.
- Experience in developing cultural and linguistically appropriate materials

**Supplementary Questions and Requirements:**

- None.

## **Program Area Q: Event Support for SOMA Leather Cultural District**

### **Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is **\$25,000**. Applicants may propose budgets up to \$25,000 for 12 months.

**Eligible Neighborhood(s):** South of Market Area (SOMA)

### **Scope of Work:**

OEWD is seeking proposals for events that take place within the SOMA Leather Cultural District.

Cultural heritage districts are distinguished by unique social and historical associations and living traditions. While they have physical boundaries, the districts are primarily identified by the activities that occur within them, including commerce, services, arts, events, and social practices.

The goal of this program area is to support efforts that align with the goals of the SOMA Leather Cultural District.

The Scope of Work for the selected organization in this program area may include, but may not be limited to the following:

- Outdoor events open to the public such as street festivals that explicitly relate to the mission of the SOMA Leather Cultural District.
- Indoor events open to the public that may feature art, music and/or performances and/or other activities that explicitly relate to the mission of SOMA Leather Cultural District.

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- A commitment to producing events within the SOMA Leather Cultural District.
- Demonstrated community support regarding your organization's credibility and ability to manage space enhancement projects.

### **Preferred Qualifications:**

- Demonstrated experience serving the leather community and larger LGBTQA+ communities.
- Key personnel with experience in event production that serves the leather community and larger LGBTQA+ communities.
- Demonstrated hiring practices for the organization's staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Tenderloin.

**Supplementary Questions and Requirements:**

Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

1. Please provide an overview of your proposed event including a community engagement process, curation process for participating artists and/or vendors and an anticipated timeline for implementation of the event.
  2. Please provide examples of any programs or projects for which your organization directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents and/or partnering with Tenderloin organizations.
- Please submit at least two (2) and up to four (4) letters of support from residents, organizations and/or businesses that speak to your organization's ability to create inclusive events for the leather community and larger LGBTQA+ communities.

## **Program Area R: Tenderloin Block Safety Group Capacity Building**

### **Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is \$15,000. Applicants may propose budgets up to \$15,000 for 12 months.

**Eligible Neighborhood(s):** Tenderloin

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD in a capacity building effort that will result in a model for assessing the impact of safety group programs implemented in the Tenderloin. This assessment should focus on analyzing the performance and outcomes of safety group efforts executed in the Tenderloin over the course of the last two (2) years.

The goal of this project is to promote reflection on recent efforts to engage Tenderloin residents, property owners, and property managers in the activities of the neighborhood's safety groups and propose recommendations on how to continue to implement these efforts as well as proposals for how measuring the impact of these programs can be accomplished with consideration of other neighborhood quality of life projects and/or programs.

The Scope of Work for the selected organization in this program area may include, but may not be limited to the following:

- Working with the City to identify all relevant data sets for measuring the impact of safety groups.
- Compiling past meeting minutes, participants and a block-by-block analysis of representation in the safety groups to identify strengths and opportunities with community engagement efforts.
- Identifying other safety and cleaning programs that may relate to the safety group work and articulate how these programs are coordinated and impact is measured alongside safety group efforts.

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco.

- Applicants must currently manage an active safety group program.

**Preferred Qualifications:**

- Experience organizing residents of the Tenderloin.
- Experience leveraging data to assess the impact of clean and safe programs.
- Demonstrated commitment to improving living conditions and enhancing quality of life for Tenderloin residents.
- Experience and success in organizing residents with goals of improving living conditions and safety.
- Experience and success in fostering an effective neighborhood partnership between community-based organizations, residents and property owners/managers, and the City of San Francisco
- Ability to provide or develop a model for resident leadership
- Experience facilitating resident meetings, identifying and developing leaders, and training organizers.
- Demonstrated community outreach strategies that successfully engage historically marginalized populations in the Tenderloin neighborhood.
- Demonstrated hiring practices for the organization's staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Tenderloin.

**Supplementary Questions and Requirements:**

Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

1. What model(s) do you propose for developing a model for assessing the impact of block safety group efforts?
2. What relevant experience does your organization have organizing residents of the Tenderloin, specifically?
3. What relevant experience does your organization have developing models for assessing the impact of safety and/or cleaning programs?
4. Please provide examples of programs or projects for which your organization directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents

## **Program Area S: Tenderloin Arts Programming**

### **Anticipated Number of Awards:** 2-4

**Amount:** Total funding available under this program area is \$65,000. Applicants may propose project budgets from \$15,000-\$30,000. 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.

**Eligible Neighborhood(s):** Tenderloin

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations for the implementation of arts programming in the Tenderloin neighborhood that incorporates the Tenderloin community. The goal of this program area is to provide additional support to Tenderloin art exhibits, installations, events and/or other forms of arts programming that create opportunities for Tenderloin residents to either showcase work or directly engage with arts programming. The residents and other stakeholders of the Tenderloin are composed of a remarkably diverse range of populations, from immigrants to LGBTQ+ communities. In a neighborhood with a long-standing history of robust and prolific arts organizations and programs, this program area seeks to deepen the connection between those entities with the Tenderloin community and its diverse stakeholders.

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- A commitment to hiring and/or partnering with Tenderloin residents and/or organizations.
- Demonstrated community support regarding your organization's credibility and ability to produce art projects and/or programs.

### **Preferred Qualifications:**

- Demonstrated history of art exhibitions and programs that reflect the Tenderloin neighborhood and historically marginalized populations, including but not limited to past featured artists and past partner organizations and/or individual partners from the Tenderloin neighborhood.

- Demonstrated hiring practices for the organization’s staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Tenderloin.
- A commitment to contracting or employing Chinese language speakers to support the work.

**Supplementary Questions and Requirements:**

- Within the “Approach, Activities and Outcomes” section of your proposal narrative, please provide three examples of past art programs your organization has produced that directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents, partnering with Tenderloin organizations and/or featuring the work of a Tenderloin artist(s). How would you develop a program in collaboration with Tenderloin stakeholders? Please provide an example that includes community outreach, curation process, hiring process and implementation of the program.
- In the Budget template provided for this RFP, provide a budget for how this award would be allocated in your organization; please include other funding leveraged or the equivalent to funding leverages and their estimated dollar value (e.g., volunteer time, supplies and materials, etc.).
- Please submit at least two (2) and up to four (4) letters of support from Tenderloin stakeholders that speak to your organization’s ability to implement art projects and/or programs, and demonstrate community support for your proposal.



## **Program Area T: Tenderloin Public Safety and Community Engagement Programs**

### **Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is \$65,000. Applicants may propose budgets up to \$65,000 for 12 months

**Eligible Neighborhood(s):** Tenderloin

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD in developing and implementing a program that delivers 1) staffing at Tenderloin public parks and 2) projects to address cleanliness issues on Tenderloin sidewalks, specifically focused on dog waste abatement. The goal of this program area is to create opportunities for Tenderloin-based organizations to build upon existing clean and safe programs that are critical to the well-being of the neighborhood.

The Scope of Work for the selected organization in this program area may include, but may not be limited to the following:

- Working with the City to identify an adequate staffing arrangement for the newly renovated public parks in the Tenderloin neighborhood.
- Working with the City to identify ideal locations to implement dog waste stations.
- Reporting on the successes and challenges of public safety interventions as related to staffing at public parks.
- Helping monitor/track safety conditions and resident perception of safety on select blocks where the program is active.

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Demonstrated community support regarding your organization's credibility and ability to manage space enhancement projects.

### **Preferred Qualifications:**

- Demonstrated experience providing cleaning and safety services to the Tenderloin neighborhood.
- Demonstrated experience providing supportive services to community spaces in the Tenderloin neighborhood, such as public parks.

- Demonstrated hiring practices for the organization’s staff, consultants and Board of Directors that strive to recruit individuals from historically marginalized and/or underrepresented communities in the Tenderloin.

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

1. Please articulate how you would develop a scope of work and implement staffing at a Tenderloin public park.
  2. Please provide three examples of programs or projects for which your organization directly incorporated the Tenderloin community, including but not limited to hiring Tenderloin residents and/or partnering with Tenderloin organizations.
  3. Please articulate how you would develop a scope of work and implement a dog waste program for the Tenderloin neighborhood.
- In the Budget template provided for this RFP, provide a budget for how this award would be allocated in your organization; please include other funding leveraged or the equivalent to funding leverages and their estimated dollar value (e.g., volunteer time, supplies and materials, etc.).
  - Please submit two (2) letters of support from Tenderloin residents, organizations and/or businesses that speak to your organization’s ability to manage services that explicitly target safety and cleaning efforts in the Tenderloin neighborhood.

# Citywide Strategies

## **Program Area U: Citywide Big Belly Pilot Program**

**Anticipated Number of Awards:** The number of awards will be determined by the number of responsive proposals that meet Invest in Neighborhoods strategies and objectives.

**Amount:** Total amount of funding available under this program area is **\$250,000**. Applicants may propose budgets up to \$15,000 for 12 months.

**Eligible Neighborhood(s):** Commercial corridors, Community Benefit Districts/Business Improvement Districts, neighborhoods with a capacity to administer the grant and have a large number of hotels and/or cultural institutions

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD and the Mayor's Fix-It Team to pilot the Big Belly trash receptacle system.

The purpose of this program area is to provide funding to existing neighborhood based non-profits or CBD to lease and maintain a maximum of 5 Big Belly units for at least two years. Awardees will be evaluated at the end of year 1 and OEWD and the Mayor's Fix-It Team will make a decision whether or not to renew the grant for a second year.

The City's primary goal is to gauge the effectiveness of these units at decreasing the amount of litter and receptacle leakage compared to current designs, to determine what types of CBO partners are most impactful at implementing these grants, and to determine if on the ground variables impact the effectiveness of the receptacles.

OEWD is offering this funding as a matching grant to assist organizations in defraying costs, therefore leveraged funding is required. Please note that all Big Belly locations must be approved by the Mayor's Fix-It Team.

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant's budget for the proposed project must include leveraged, private resources which should be used to maintain the receptacles during the grant period and, if desired, take over funding for the entire system should the City decide to not continue this pilot.

**Preferred Qualifications:**

- Applicant is a Community Benefit District/Business Improvement District or a Fix-It Zone in 2018 or 2019

**Supplementary Questions and Requirements:**

Within the “Approach, Activities and Outcomes” section of your proposal narrative, please address the following:

1. Showcase how you currently are able or plan to develop capacity to leverage dollars to fund Big Belly maintenance or to take over the lease in case the City decides against continuing with the pilot program. Examples of how this can occur are:

- Financial donations
- Sponsorships
- Assessment revenue
- Membership dues

2. Please provide a plan on how, if selected, will the grantee operate the program including:

- Dealing with distributor
- Selecting designs for the receptacle
- Maintenance issues

A letter of support from the Mayor’s Fix-It Team is preferred but not required

## **Program Area V: Commercial Corridor Public Safety Initiatives**

**Anticipated Number of Awards:** 1-2

**Amount:** Total amount of funding available under this program area is **\$500,000**. Applicants may propose budgets up to \$500,000 for 12 months. This amount is not guaranteed, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

### **Scope of Work:**

OEWD is seeking proposals from a nonprofit agency to work with neighborhood commercial district organizations to develop commercial corridor specific safety strategies and implement related safety measures. The scope should include details on how to engage community partners, it should provide details on identifying commercial districts in need of investment in safety initiatives, and details on the implementation of safety to address the needs of the commercial district. Specifically OEWD is seeking partners to provide to expertise in one or more of the following areas as they relate to commercial corridor public safety:

- Small Business safety needs assessments
- Commercial Corridor safety needs assessments

Projects and activities proposed under this program area may include, but are not limited to the following:

- Assessing and Developing Small Business Safety Needs
- Assessing and Developing Commercial Corridor Needs
- Plan Development for the Implementation of Safety Measures
- Implementing Safety Plans and Installation of Safety Equipment
- Budget Planning For Safety Plan Implementation
- Community, Property Owner and Small Business Owner Engagement

### **Reporting**

- Documentation of community engagement and meetings as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools based on strategy.
- Tracking coordination efforts, projects and status
- Details and on projects implementation

**Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must have experience in engaging small business and property owners
- Applicant must have experience in performing safety audits
- Applicant must have experience in developing and implementing safety equipment, such as cameras in close partnership with safety agencies

**Preferred Qualifications:**

- Experience in working with neighborhoods, nonprofit organizations, and historically disinvested communities.
- Experience in developing cultural and linguistically appropriate materials

**Supplementary Questions and Requirements:**

None.

## **Program Area W: Community Benefit District Organizational Support**

### **Anticipated Number of Awards:** 1 - 2

**Amount:** Total amount of funding available under this program area is **\$15,000**. Applicants may propose budgets up to \$15,000 for 12 months.

**Eligible Neighborhood(s):** Established Community Benefit Districts and Business Improvement Districts Citywide

### **Scope of Work:**

OEWD is seeking proposals from existing Community Benefit Districts (CBDs)/Business Improvement Districts (BIDs) to collaborate with OEWD to enhance and support existing Community Benefit Districts (CBDs). The purpose of this program area is to provide funding to existing CBDs to strengthen the organizational effectiveness of their management corporation. The grants can assist groups with strategic planning, retail strategy, business attraction, retailing, volunteer management, renewal, and improved fundraising.

OEWD's primary goal is to advance the management corporation's ability to carry out strategic goals and make the management corporations more sustainable. OEWD is offering this funding as a matching grant to assist organizations in defraying costs, therefore leveraged funding is required.

### **Minimum Qualifications:**

- Applicants must be fully established CBD/BID entities eligible to do business with the City and County of San Francisco.
- Applicant must be an existing CBD/BID
- Applicant's budget for the proposed project must include leveraged, private resources (e.g. financial commitments, in-kind donations, volunteer time, etc.).

### **Preferred Qualifications:**

- None.

**Supplementary Questions and Requirements:** Within the "Approach, Activities and Outcomes" section of your proposal narrative, please address the following:

- Indicate how the CBD plans to maintain the proposal after the grant is exhausted and without City support or if it is a one-time request.



## **Program Area X: Economic Development Capacity Building Support**

**Anticipated Number of Awards:** 1-2

**Amount:** Total amount of funding available under this program area is **\$100,000**. Applicants may propose budgets up to \$100,000 for 12 months. This amount is not guaranteed, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

### **Scope of Work:**

OEWD is seeking proposals from a for-profit or nonprofit agency to provide capacity building facilitation and training for economic development staff, community and merchant associations and nonprofit partners. Support to be provided may include organizational and leadership development and subject matter workshops. The scope should include an assessment of the needs and development of an approach and strategy for implementing capacity building across multiple audiences and needs. Specifically OEWD is seeking an agency with expertise in the following areas as they relate to capacity building.

- Organizational needs assessments
- Leadership coaching
- Fund development, financial planning, budgeting, oversight operations
- Board development
- Equity, diversity and cultural competency
- Community engagement
- Community capacity building
- Nonprofit establishment and formation
- Development of mission/vision/values
- Staff planning and management
- Strategic planning
- Meeting management and facilitation
- Curriculum customization
- Conflict resolution

Projects and activities proposed under this program area should include at least two of the below strategies:

- Assessing and Developing a Capacity Building Strategy
- Implementing Capacity Building Strategy
- Providing Ad Hoc Coaching or Support
- Developing and Implementing Workshop/Training Series
- Engaging Subject Matter Experts

- Coordinating Between Multiple Partners
- Logistical Planning

**Reporting**

- Documentation of meetings and engagement of partners as needed for projects
- Regular progress reports and tracking project deliverables with appropriate data and tools based on strategy.
- Tracking coordination efforts, projects and status

**Minimum Qualifications:**

- Applicants must be fully established nonprofit or for-profit entities eligible to do business with the City and County of San Francisco.

**Preferred Qualifications:**

- Experience in working with neighborhoods, nonprofit organizations, and historically marginalized communities,

**Supplementary Questions and Requirements:**

None.

## **Program Area Y: SF Shines Fund Management**

### **Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is **\$750,000**. Applicants may propose budgets up to \$750,000 for 24 months. This amount is not guaranteed, and actual funding may be less or more.

**Eligible Neighborhood(s):** Any and all neighborhoods, citywide

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to partner with OEWD in the administration of storefront improvement grant funds that support independently-owned and operated small businesses. The goal of the fund is to provide storefront improvements to business owners that have been identified by OEWD. Grants may cover eligible expenses relating to design, construction, and project management of SF Shines projects. The program shall provide financial management and administrative support for the SF Shines program to increase access to grant funding to SF Shines applicants. The program will make a conscious effort to reach business owners from historically marginalized or underrepresented communities.

The Scope of Work for the selected organization in this program area may include, but is not limited to the following:

- Financial Management and Administrative Support including providing construction grants
- Keeping detailed records of invoices and disbursements
- Providing the appropriate tax documentation to the business owners

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- At least three years of experience conducting similar programs
- This grant will be cost reimbursement. Organizations should have the financial capacity to cover fund disbursements totaling up to \$100,000 per month for up to 60 days
- 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.

**Preferred Qualifications:**

- A history of performing services in partnership with the City and County of San Francisco as part of an ongoing economic or workforce development strategy.
- A strong proposal shall demonstrate proper resources and a competitive fee structure to perform the services.

**Supplementary Questions and Requirements:**

None.

## **Program Area Z: Women's Entrepreneurship**

### **Anticipated Number of Awards:** 1-2

**Amount:** Total amount of funding available under this program area is **\$310,000**. Applicants may propose budgets up to \$155,000 for 12 months. 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.

**Eligible Neighborhood(s):** Citywide

### **Scope of Work:**

OEWD is seeking proposals from nonprofit organizations to provide focused business development support including access to capital for women entrepreneurs. Program clients must have completed or be underway to complete their Individual Action Plan (IAP) or Individual Development Plan (IDP) which is a business action plan where the service provider and business client document their approach to evaluate and implement strategic steps, track financial impact, and plan growth.

The express purpose of this program is to drive and expand economic inclusion and equity by offering resources and grants to women entrepreneurs, with an emphasis on those from historically disenfranchised communities.

Applicants may propose grants of up to \$155,000 for the completion of activities in this program area. An applicant may propose up to \$25,000 to operate and establish the eligibility and application process and up to \$130,000 for the grants to the entrepreneurs. A strong proposal shall demonstrate programming and experience working with women entrepreneurs to help them succeed, experience developing and making progress on IAP/IDPs, capacity expediting funding and administration of grants, and ability to provide a cost effective program.

Proposed program should meet each of the following criteria:

- The program shall target women with limited resources and high barriers to capital, including but not limited to low- to- moderate income women, women of color, women from historically marginalized or underrepresented communities, female head of family, and single parents.
- IAPs/IDPs should represent diverse needs and strategies that spur additional income or provide stability for the entrepreneurs including accessing new markets, implementing marketing action steps and tracking results, hiring and training additional

staff, purchasing new equipment, securing down payment for leasing a space, making improvements to comply with local, state, and federal laws, etc.

A strong proposal shall demonstrate a plan to reach and engage other economic service providers that serve San Francisco small businesses. Applicants must describe a linguistically and culturally competent outreach plan for finding those in need of this service and how potential participants will be made aware of these opportunities as well as encouraged to participate. A strong proposal shall include a measurement plan to demonstrate impact, and promote programmatic continuous learning and improvement. The following table reflects service goals and project deliverables that should be addressed within the proposal.

Performance Measures	Service Goals/ Project Deliverables
Outreach and recruitment to women entrepreneurs.	# unduplicated individuals
Positive economic impact and progress toward execution of scopes of work or IDPs reported	# unduplicated individuals
Diverse pool of participants	Example: Outreach and recruitment activities will ensure that at least 50% of participants identify as women of color
Trainings and workshops conducted	Example: 70% of all participants enrolled will complete a workshop or training
Number of business owners served on a IIN corridor	Example: 15% of businesses served will be located on an IIN corridor
Job created / Jobs retained	# of full-time and part-time jobs created and retained

**Minimum Qualifications:**

- Experience and success providing comprehensive support and services to small businesses.
- Ability to support small businesses with varying levels of capacity and backgrounds.
- Experience providing direct financial assistance in an efficient and expedient manner. **Note:** This grant will be cost reimbursement. Organizations should have the financial capacity to cover fund disbursements for up to 60 days
- Sufficient level of staffing and high level of experience of staff to be assigned to oversee and lead the program.
- Knowledge of OEWD, Invest in Neighborhoods (IIN) Initiative, IIN Programs, San Francisco service providers, and how your organization's mission fits into the goals and objectives of IIN and this program area.

**Preferred Qualifications:**

- Key personnel with experience in the type of program proposed, with the ability to deliver linguistically and culturally competent services for the target populations identified

**Supplementary Questions and Requirements:**

- Provide 5 success stories of past clients using the Appendix G template located here: <http://oewd.org/bid-opportunities>

## **Program Area AA: Commercial Corridor and Neighborhood Marketing Initiatives**

### **Anticipated Number of Awards:** 1-5

**Amount:** Total amount of funding available under this program area is **\$250,000**. Applicants may propose budgets up to \$50,000 for 12 months. This amount is not guaranteed, and actual funding may vary.

### **Eligible Neighborhood(s):** Citywide

### **Scope of Work:**

OEWD is seeking proposals from a nonprofit or for-profit agency to work with neighborhood commercial district organizations to develop commercial corridor specific marketing strategies and implement projects that promote small businesses and neighborhood assets with the goal to increase visitors and shoppers in the neighborhood. The scope should include details on how to engage community partners, including small business owners and economic development agencies, it should provide details on identifying commercial districts assets, and details on the implementation of identifies strategies. Specifically OEWD is seeking partners to provide expertise in one or more of the following areas as they relate to commercial corridor marketing:

- Small Business Branding and Marketing
- Commercial Corridor Branding and Marketing

Projects and activities proposed under this program area may include, but are not limited to the following:

- Assessing needs and developing Small Business marketing strategies
- Assessing needs and developing Commercial Corridor marketing strategies
- Plan Development and Implementation of Marketing Plans
- Development and Production of Marketing Collateral
- Community, Property Owner and Small Business Owner Engagement

### **Minimum Qualifications:**

- Applicants must be fully established nonprofit or for-profit entities eligible to do business with the City and County of San Francisco.



- Applicant must have experience in engaging small business and small business associations
- Applicant must have experience in developing branding and marketing plans
- Applicant must have experience in designing and implementing marketing projects

**Preferred Qualifications:**

- Experience in working with neighborhoods, nonprofit organizations, and historically disinvested communities.
- Experience in developing cultural and linguistically appropriate materials

**Supplementary Questions and Requirements:**

None.

### III. Application Process and Guidelines

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#### 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](mailto:oezd.procurement@sfgov.org) . Questions should be submitted in writing, no later than 5pm, September 23, 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, September 20, 2019  
**TIME:** 9:00am-11:00am  
**LOCATION:** San Francisco Main Library  
100 Larkin Street (at Grove)  
Koret Auditorium (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 Wednesday, September 25, 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. 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;
- Governmental entities, including public agencies, commissions or authorities that are independent of the City and County of San Francisco's government;
- Churches that meet the requirements of IRC section 501(c)(3), regardless of their application and recognition from the IRS;
- Institutes of higher education; and
- In some cases, proposals will be considered from private businesses and other entities properly recognized by the State of California, who are eligible to do business in San Francisco, and meet the vendor requirements set forth below.

Please note that certain program areas may only seek applications from specific entities (e.g. nonprofit organizations or established Community Benefit District Management Corporations). **Refer to the minimum qualifications in each program area to clarify eligibility.**

### **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 (if applicable) and staff must have broad-based experience and skills to satisfactorily manage and guide the organization
- b) The Board of Directors (if applicable) must provide vision, oversight and direction to the organization
- c) The Board of Directors (if applicable) 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**

This RFP uses the words grant and contract interchangeably. The actual form of agreement and specific language will be determined by the City during the negotiation process.

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) **Lead 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

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##### A. Time and Place for Submission of Proposals

**Proposals must be received by 5:00 p.m. on Friday, October 11, 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:

**[oezd.procurement@sfgov.org](mailto:oezd.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, 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 #212 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, 5<sup>th</sup> 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 5<sup>th</sup> 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#212**. 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 Lead Applicant and Program Lead, if applicable, using the template provided
- A Submission Authorization Form signed by the Lead Applicant’s Executive Director or CEO and the Program Lead’s Executive Director or CEO, if applicable.
- An overall Organizational Budget for the Lead Applicant and Program Lead, if applicable
- An organizational chart for the Lead 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](mailto: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. Project Proposal Content**

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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 **Applications: Request for Proposals 212**.

*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>*



## **Application: Request for Proposals 212**

### **City and County of San Francisco**

Office of Economic and Workforce Development



## APPLICATION DETAILS AND INSTRUCTIONS

### Brevity and Style Guide

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

### Other Helpful Tips

- Be sure your email address is correct so that you will receive submission confirmations and RFP notices.
- You will need to click into each form field to enter your content, replacing the bracketed text with your own. You may type directly into the form below or copy and paste answers from another document. Note that pasting from a word processing program into appropriate narrative fields will work, but formatting may need to be adjusted. If you subsequently convert or save this form as PDF prior to submission, formatting such as bullets, numbering, icons, images, etc. may be lost.

### Submitting

When you are satisfied with your completed application packet, save all items to one PDF file and email it to: [owd.procurement@sfgov.org](mailto:owd.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 "Proposal Package Checklist" in Section IV.B. of RFP 212 for additional details on required items. You will receive an automated response to indicate that your submission was received. You will be responsible for ensuring that all required questions have been addressed and that all supplementary materials have been submitted on or before the deadline. **Note that electronic submission file sizes must be compatible with City email server limits (34MB)**, and it is your responsibility to ensure that the files submitted are all received by deadlines established to receive your submission. If you are submitting supplementary materials (such as work samples, photos, or other large files) in support of your proposal, you may send more than one email with attachments but you must indicate which proposal the files are pertaining to. Any subsequent email subject line(s) should read "Supplementary Attachments for (Agency)'s proposal to RFP #212 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 (must be 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, 5<sup>th</sup> Floor  
San Francisco, CA 94103

Postmarks will not be considered in judging the timeliness of submissions. Proposals delivered in person may be left with OEWD's front desk receptionist on the 5<sup>th</sup> 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#212**. Proposals that are submitted by fax will not be accepted. Late submissions will not be considered.

### Due Date

Applications will be accepted until **5 P.M. PST on Friday, October 11, 2019.**

### Questions

If you have any questions when completing this application, please email [owd.procurement@sfgov.org](mailto:owd.procurement@sfgov.org) by **5:00 PM PST Monday, September 23**. A list of substantive questions and answers will be posted to the OEWD website (link below) for review by all interested parties by 6 P.M. Wednesday, September 25, 2019. Questions of a technical nature concerning the application, forms, or website may continue to be addressed until the application due date by emailing [owd.procurement@sfgov.org](mailto:owd.procurement@sfgov.org) or calling 415-701-4848 and asking for a member of the Contracts Team. See RFP for full terms, conditions, and instructions. All materials related to this RFP are available at <http://owd.org/bid-opportunities/>

### PART I. LEAD APPLICANT PROFILE

This section should include information for the Lead Applicant. The Lead 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.

<b>Lead Applicant Name*</b> (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>	[Lead Applicant Name]
<b>Doing Business As (DBA) or Also Known As (AKA), if applicable</b> (50 characters)	[DBA or AKA - limit 50 characters]
<b>Address*</b> <i>Headquarters Street Address with Suite #, if needed</i>	[Street Address] [City], [State] [Zip]
<b>Web Address*</b>	[Website]
<b>Main Phone including area code*</b>	
<b>Executive Director/CEO Name*</b>	[ED/CEO Name]
<b>Executive Director/CEO Title*</b>	[ED/CEO Title]
<b>Executive Director/CEO Direct Phone*</b>	[ED/CEO Phone]
<b>Executive Director/CEO Email*</b>	[ED/CEO Email]
<b>City and County of San Francisco Supplier Status</b> <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 <a href="https://sfcitypartner.sfgov.org/">https://sfcitypartner.sfgov.org/</a></i>	Current Approved Supplier#: 123456 OR Current Approved Bidder#: 123456 OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier
<b>Type of Entity</b> <b>Note:</b> <i>Some program sections are limited to specific applicant types. Please refer to your specific program section for information on eligible entities.</i>	<input type="checkbox"/> Nonprofit <input type="checkbox"/> For-profit <input type="checkbox"/> Community Benefit District (CBD) <input type="checkbox"/> Educational Institution <input type="checkbox"/> Individual/Sole Proprietor <input type="checkbox"/> Other: [Please Describe]

CONTACT & GENERAL INFORMATION: PROGRAM LEAD	
This section only applies if the Lead 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	Current Approved Supplier#: [123456] OR Current Approved Bidder#: [123456] OR <input type="checkbox"/> Not a current San Francisco Bidder or Supplier
Type of Entity <i><b>Note:</b> Some program sections are limited to specific applicant types. Please refer to your specific program section for information on eligible entities.</i>	<input type="checkbox"/> Nonprofit <input type="checkbox"/> For-profit <input type="checkbox"/> Community Benefit District (CBD) <input type="checkbox"/> Educational Institution <input type="checkbox"/> Individual/Sole Proprietor <input type="checkbox"/> Other: [Please Describe]

POINT OF CONTACT FOR THIS APPLICATION	
If another individual will serve as the primary point of contact for this application, please list their contact information here. This person should be authorized to clarify programmatic and budgetary questions on behalf of the Lead Applicant.	
Primary Point of Contact Name* [Contact Name]	Primary Point of Contact Title* [Contact Title]
Primary Point of Contact Direct Phone* [Contact Phone]	Primary Point of Contact Email* [Contact Email]
OTHER PROGRAM AGENCIES	
If this application includes other agencies as partners, subgrantees or advisors, please list them below.	
[Agency Name]	Suggested Relationship
[Agency Name]	Suggested Relationship
[Agency Name]	Suggested Relationship
[Agency Name]	Suggested Relationship
[Agency Name]	Suggested Relationship
APPLICANT'S ORGANIZATIONAL BUDGET INFORMATION	
Lead Applicant Total Organizational Budget* \$[Lead Applicant Budget]	Please list the total organizational budget for the Lead Applicant for the last completed fiscal year. Please submit the Lead Applicant's organizational budget with your proposal packet as a supporting document.
Program Lead Total Organizational Budget (if applicable) \$[Program Lead Budget]	<b>This field is only required if the Lead Applicant is serving as a Fiscal Agent.</b> 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.
REQUESTED BUDGET AMOUNT	
Total Proposed Project Budget* \$[Proposed Project Budget]	This field is the amount requested for funding through this proposal, and should match the number in Column E ("Requested Budget Amount") of Appendix B - Budget Template. This response should <u>not</u> include leveraged resources. Please make sure that leveraged resources are listed in Column F of your Proposal Budget Template (Appendix B) and described in the Financial Management and Budget section of your proposal narrative (see below).



**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.**

<input type="checkbox"/> A. Bayview Neighborhood Events	<input type="checkbox"/> N. <u>Noe</u> Valley Town Square
<input type="checkbox"/> B. SF Shines Storefront Window Display	<input type="checkbox"/> O. Ocean Avenue Community and Cultural Events
<input type="checkbox"/> C. Castro Commercial Corridor Manager	<input type="checkbox"/> P. District 4 Small Business Public Safety Initiatives
<input type="checkbox"/> D. Central Market/Tenderloin Public Space Enhancements	<input type="checkbox"/> Q. Event Support for SOMA Leather Cultural District
<input type="checkbox"/> E. Chinatown Tourist and Visitor Attraction Program	<input type="checkbox"/> R. Tenderloin Block Safety Group Capacity Building
<input type="checkbox"/> F. Chinatown Marketing for Small Businesses	<input type="checkbox"/> S. Tenderloin Arts Programming
<input type="checkbox"/> G. SF Shines Storefront Improvement	<input type="checkbox"/> T. Tenderloin Public Safety and Community Engagement Programs
<input type="checkbox"/> H. District 6 Big Belly Pilot Program	<input type="checkbox"/> U. Citywide Big Belly
<input type="checkbox"/> I. <u>Japantown</u> Economic Vitality Support	<input type="checkbox"/> V. Commercial Corridor Public Safety Initiatives
<input type="checkbox"/> J. Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building Program	<input type="checkbox"/> W. Community Benefit District Organizational Support
<input type="checkbox"/> K. Lower Fillmore Microenterprise and Small Business Development	<input type="checkbox"/> X. Economic Development Capacity Building Support
<input type="checkbox"/> L. Lower Fillmore Festivals and Events	<input type="checkbox"/> Y. SF Shines Fund Management
<input type="checkbox"/> M. Event Support for Transgender Cultural District	<input type="checkbox"/> Z. Women's Entrepreneurship
	<input type="checkbox"/> AA. Commercial Corridor and Neighborhood Marketing Initiatives

## **PART II. PROJECT DESCRIPTION**

Please indicate the Project Title and provide a brief (1-2 sentence) summary of the Project. The Project Description (proposal) provides information on which the application will be evaluated and ranked in competition with other applications for funds available through this RFP. It should be concise and complete. In preparing the Project Description, applicants should provide information responsive to pertinent requirements set forth in the scope of work. Pay particular attention to and address in full; minimum qualifications, specific questions, and other items detailed in each program area. Project Descriptions are evaluated based on clarity, substance and measurable results, not length.

**Project Title:** [Proposed Project Title]

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

[Project Summary - limit 350 characters]

### **Applicant Qualifications and Staff Assignments** (30 points)

This section should briefly address the principal objectives of the proposed project, and establish the applicant's professional qualifications and the experience of proposed partners, sub-contractors and staff. The applicant should detail past experience and track record implementing projects similar to the proposed activities. The applicant should provide an overview of staff assignments. Details may include how staff will be accessible and available to individuals and/or organizations receiving services, the relevant experience of staff members, and the distribution of workload within the project team. This section should further note how the project team demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution as well as indicators of community support.

**Briefly describe your organization's mission, values, and history providing services to residents and businesses in San Francisco.**

[Agency History - limit 1,000 characters]

**Please describe any past experience successfully implementing similar projects or activities, including any current and/or on-going grants or contracts with the City of San Francisco or other funders. You may include details on active projects as well as prior/completed projects.**

[Applicant Qualifications - limit 2,000 characters]

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

- **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**

[Staff Assignments - limit 2,000 characters]

**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]

**Approach, Activities and Outcomes** (40 points)

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

**Clearly state your approach to the project. Provide detailed goals and objectives, and describe any evidence-based practices that inform your project design.**

[Approach - limit 4,000 characters]

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

[Services - limit 4,000 characters]

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

[Outcomes - limit 3,000 characters]

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

[Project Timeline - limit 3,000 characters]

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

[Target Populations/Areas - limit 1,000 characters]

**In this section, please respond to any additional Supplementary Questions as required by the Program Area. If the program area does not include any Supplementary Questions, list "N/A".**

[Supplementary Questions - limit 5,000 characters]

**Performance Measurement and Reporting** (15 points)

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

[Performance Management and Reporting - limit 4,000 characters]

**Financial Management and Budget** (15 points)

Please provide a brief narrative detailing the financial management of the organization

Specific recommendations:

- Describe the key features of your organization's financial tracking system and confirm it is capable of generating all financial information needed for required reports, including data needed to monitor, evaluate and if necessary, modify program performance.
- Describe in detail any cost allocation plan utilized when costs are chargeable to more than one cost category, or to more than one program and/or funding source.
- If proposing a management fee/fiscal fee identify how the requested percentage was identified.
- Provide a narrative justification for items in the budget
- Provide details on any matching or leveraged funds including anticipated source, amount, and restrictions. Although encouraged for all requests, matching funds are required by some program areas. Please refer to the program descriptions in Section II of the RFP to determine if a match is required.
- 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>

[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 Friday, October 11, 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](mailto:oewd.procurement@sfgov.org). Please make sure to reference your **agency name** and **"RFP 212"** in the subject line. Alternative submissions may be accepted. See the Proposal Submission Requirements in the RFP for details.

Attachments and Supplementary Materials	Submission Method
<b>Appendix A: Sample Agreement for Grant (Form G-100)</b> 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 <a href="http://oewd.org/bid-opportunities">http://oewd.org/bid-opportunities</a> should only be used as a general guide.	<i>Do not submit: this Appendix is for review only.</i>
<b>Appendix B: Budget Template</b> Include a budget for your proposed project activities using the Excel template provided. Please include leveraged funds in Column F, if requested. No other budget formats will be accepted.	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Appendix C: Application: Request for Proposals 212</b> Please fill out all required fields in this application. All required Supplementary Questions must be answered within Part II: Approach, Activities and Outcomes unless otherwise noted.	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Appendix D: Staffing and Board Composition Chart</b> Submit staffing/board information for the Lead Applicant and Program Lead, if applicable.	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Appendix E: Submission Authorization from Executive Director/Chief Executive Officer</b> This form must be signed by the Lead Applicant Executive Director or Chief Executive Officer and the Program Lead Executive Director or Chief Executive Officer, if applicable.	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Appendix F: Supplier Registration Instructions</b> 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.	<i>Not required: for review only.</i>
<b>Appendix G: Client Tracking Form for Area Z (Women's Entrepreneurship)</b> This document is only applicable to Program Area Z, Women's Entrepreneurship. If you are applying to other sections, please do not submit this appendix with your proposal packet.	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Organizational Budget</b> Please include an overall organizational budget for the Lead Applicant and the Program Lead, if applicable. (no specific template provided)	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Organizational Chart</b> Please include an organizational chart for the Lead Applicant and Program Lead, if applicable. (no specific template provided)	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy
<b>Letters of Support</b> You must include letters of support as part of your complete application packet if indicated in the program area as a requirement. <b>Letters of support that have not been received by the RFP submission deadline will not be considered.</b> Letters of support are encouraged for most, 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".	<input type="checkbox"/> Email <input type="checkbox"/> Hardcopy <input type="checkbox"/> N/A

**If applicable, please include in your application any additional requirements as described in the relevant Program Area Description under "Supplementary Questions and Requirements"**

## VI. 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 below 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 two 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. Proposals will then be ranked and awarded on the total points received from both reviews.
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 this section. 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.

### **Applicant Qualifications and Staff Assignments (30 points)**

- a. The applicant's professional qualifications and the experience of proposed partners, sub-contractors and staff
- b. Experience and track record implementing projects to the proposed activities
- c. Clarity and feasibility of proposed staffing assignments, taking into consideration accessibility, availability and workload
- d. The application demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution.
- e. Demonstration of community support

### **Approach, Activities, and Outcomes (40 points)**

- a. The proposed project will contribute to achieving the goals and objectives stated in the RFP.
- b. The application presents a clear description of the proposed project, including a clear statement of goals and objectives
- c. The application presents a plan of action that describes in sufficient detail the specific scope of services applicant(s) propose and how the proposed work will be accomplished.
- d. The application presents a reasonable timeline for implementing the proposed project including major milestones and target dates. It addresses factors that might speed or hinder implementation and explains how these factors would be managed.

- e. The design of the project reflects current knowledge on effective practices supported by applicants' experience, research and literature.
- f. The proposed project would involve the collaboration of partner organizations, cooperating entities, consultants or key individuals who would maximize the effectiveness and efficiency of service delivery. If a collaborative application is proposed specific activities and the role, capacity, and contributions each partner will make to the proposed project is detailed.
- g. The proposed project reflects performance targets appropriate for the program.
- h. The proposal demonstrates the organization's capacity to carry out the proposed project by connecting current or previous experience with the proposed programming.

**Performance Measurement and Reporting (15 Points)**

- a. Applicant addresses how data on project activities, outputs and outcomes will be collected and reported.
- b. Applicant demonstrates they have or will develop the capacity to collect and manage data.
- c. The application provides an appropriate and feasible plan describing how data will be used to determine whether the needs identified are being met and whether project results are being achieved.

**Financial Management and Budget (15 Points)**

- a. A detailed narrative budget justification presenting reasonable costs in view of activities proposed and expected results.
  - b. Budget conformed to the template provided and agency's overall budget is of a size to reasonably expect successful delivery of the program.
  - c. Applicants' fiscal controls conform to requirements and would ensure the prudent use, proper and timely disbursement and accurate accounting of funds awarded under this RFP.
  - d. Additional resources are available to ensure implementation and sustainability of programming.
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## **VII. Terms and Conditions for Receipt of Proposals**

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### **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](mailto: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.

## VIII. Grant Award

OEWD anticipates making the following initial awards through this RFP, contingent upon budget approval and funding availability.

Program Area	Title	Anticipated # of Awards	Anticipated Total Funding	Eligible Applicants
A	Bayview Neighborhood Events	5-10	\$125,000	Nonprofit
B	SF Shines Storefront Window Display	2-4	\$100,000	Open
C	Castro Commercial Corridor Manager	1	\$75,000	Nonprofit
D	Central Market/ Tenderloin Public Space Enhancements	2	\$30,000	Nonprofit
E	Chinatown Tourist and Visitor Attraction Program	1	\$150,000	Open
F	Chinatown Marketing for Small Businesses	1	\$100,000	Open
G	SF Shines Storefront Improvement	1-3	\$750,000\$	Nonprofit
H	District 6 Big Belly Pilot Program	8	\$160,000	Nonprofit
I	Japantown Economic Vitality Support	1	\$170,000	Nonprofit
J	Lower Fillmore Neighborhood Strengthening, Stabilization, and Capacity Building Program	1-2	\$60,000	Nonprofit
K	Lower Fillmore Microenterprise and Small Business Development	1	\$25,000	Nonprofit
L	Lower Fillmore Festivals and Events	2or more	\$60,000	Nonprofit
M	Event Support for Transgender Cultural District	1	\$25,000	Nonprofit
N	Noe Valley Town Square	1	\$135,000	Nonprofit
O	Ocean Avenue Community and Cultural Events	1	\$20,000	Nonprofit
P	District 4 Small Business Public Safety Initiatives	1-2	\$50,000	Nonprofit
Q	Event Support for SOMA Leather Cultural District	1	\$25,000	Nonprofit
R	Tenderloin Block Safety Group Capacity Building	1	\$15,000	Nonprofit
S	Tenderloin Arts Programming	2-4	\$65,000	Nonprofit
T	Tenderloin Public Safety and Community Engagement Programs	1	\$65,000	Nonprofit
U	Citywide Big Belly Pilot Program	TBD based on applicant pool	\$250,000	Nonprofit
V	Commercial Corridor Public Safety Initiatives	1-2	\$500,000	Nonprofit
W	Community Benefit District Organizational Support	1-2	\$15,000	CBD/BID
X	Economic Development Capacity Building Support	1-2	\$100,000	Open
Y	SF Shines Fund Management	1	\$750,000	Nonprofit
Z	Women's Entrepreneurship	1-2	\$310,000	Nonprofit
AA	Commercial Corridor and Neighborhood Marketing Initiatives	1-5	\$250,000	Open

## **IX. Grant Requirements**

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### **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 ("Agreement"). 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](http://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](http://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](http://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.

## **X. Protest Procedures**

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### **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 [owd.procurement@sfgov.org](mailto:owd.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, 5<sup>nd</sup> Floor  
San Francisco, CA 94103

Or via email at: [owd.procurement@sfgov.org](mailto: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.

**Appendix C: Application: Request for Proposals 212**

The application is available for download at: <http://owd.org/bid-opportunities>

**Appendix D: Staffing and Board Composition Chart Template**

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

**Appendix E: Submission Authorization Form**

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

**Appendix F: Supplier Registration Instructions**

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

**Appendix G: for RFP 212 Area Z (Women's Entrepreneurship)**

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