

# City and County of San Francisco



## Request for Proposals (RFP) #219

### *Economic Development Grants*

<b>Issued by:</b>	<b>Office of Economic and Workforce Development (OEWD)</b>
<b>Date issued:</b>	<b>Friday, December 3, 2021</b>
<b>Proposals due:</b>	<b>Thursday, January 6, 2022 by 5:00 P.M.</b>  <b>Proposal submissions will be accepted online only.</b> A link to the online application will be available starting December 8, 2021 at the following website: <a href="http://www.oewd.org/bid-opportunities/RFP-219">www.oewd.org/bid-opportunities/RFP-219</a>
<p>OEWD will host an optional Technical Assistance Conference to assist applicants in determining the eligibility of proposed projects, completing the proposal package, and navigating City requirements on:</p> <p><b>DATE: Thursday, December 9, 2021</b> <b>TIME: 3:30 P.M. - 5:00 P.M.</b></p> <p><b>Please register for the Technical Assistance Conference using the following link:</b> <a href="#">REGISTER HERE</a></p> <p>This event will be conducted remotely, in accordance with public health and accessibility guidelines. The event will include captioning. A recording of the meeting and all presentation materials will be posted to the OEWD website following the event at: <a href="http://www.oewd.org/bid-opportunities/RFP-219">www.oewd.org/bid-opportunities/RFP-219</a></p>	
<b>Questions about this RFP?</b>	All technical assistance will be provided by phone or email in accordance with public health and accessibility guidelines. Please e-mail: <a href="mailto:oewd.procurement@sfgov.org">oewd.procurement@sfgov.org</a>
Need the RFP or application materials in alternative formats for persons with disabilities, or translation services? Please send an e-mail to: <a href="mailto:oewd.procurement@sfgov.org">oewd.procurement@sfgov.org</a>	

# Request for Proposals (RFP) #219

## TABLE OF CONTENTS

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

Section	Section Name	Page #
I.	<a href="#">Introduction, Overview and Schedule</a> .....	3
II.	<a href="#">Program Areas and Scope of Work</a> .....	8
III.	<a href="#">Application Process</a> .....	71
IV.	<a href="#">Proposal Review Process</a> .....	74
V.	<a href="#">Protest Process</a> .....	77

### Appendices:

- A. Application Questions – Request for Proposals 219
- B. Proposal Budget Template
- C. City Grant Terms (Form G-100)
- D. Applicant Requirements and Guidelines
- E. Supplier Registration Instructions

## I. Introduction, Overview and Schedule

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The COVID-19 pandemic has had a significant and lasting impact on the local, regional and national economy. In the Bay Area, COVID-19 has created particular hardships for small businesses and low-income workers. Restaurants, hospitality and entertainment, personal services, and retail venues shuttered, some permanently. Employees were laid off at scale with little safety net to sustain themselves. Overwhelmingly, the brunt of the economic impact was born by our most vulnerable communities: low-income women, BIPOC, immigrants, and people with disabilities.

Now with the power of vaccines protecting our health and enabling a return to day to day activities, OEWD is fully focused on helping our residents and our businesses to recover lost ground and thrive in our new normal. Businesses and workers alike find themselves in a new economic context, which carries significant implications for the programs and supports that can contribute to their success. From this crisis lies a transformational opportunity to address both the new economic context ushered in by the pandemic and the pervasive social and economic trends that have excluded diverse communities from meaningful economic participation.

The funding in this Request for Proposals (RFP) will provide a variety of projects and services that aim to expand economic opportunity, sustain community institutions, revitalize public spaces, and improve the quality of life for local residents and businesses. In line with OEWD's commitment to advancing racial equity and economic prosperity, resources will be prioritized for organizations that demonstrate their capacity to effectively respond to the needs of the City's most marginalized populations.

The total amount of funding anticipated for initial grant and contract awards is \$8,655,000.

Implementation of the grants and programs within this RFP will be overseen by three OEWD Divisions:

- **Business Development**

San Francisco has long been a beacon to people and companies who think outside the box. As a result, the City has become an international hub for a number of pioneering, forward-thinking industries including in life sciences, information technology, clean technology, manufacturing, fashion, nightlife, and international commerce.

Dedicated to continuing San Francisco's tradition of business excellence, OEWD's Business Development team provides specialized support to address the unique needs of businesses in a variety of key sectors. For emerging and established companies alike, our team serves as a centralized clearinghouse of information and services to support these industries' ongoing success.

- **Invest In Neighborhoods**

Invest in Neighborhoods ("IIN") is committed to advancing racial equity, diversity and inclusion in San Francisco's neighborhood commercial corridors and meeting the needs of local residents and users by strengthening small businesses, improving physical conditions, increasing quality of life, and building community capacity. In pursuit of these objectives, IIN offers programs that are designed to provide focused, customized assistance that meets 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 <https://oewd.org/neighborhoods>

- **Office of Small Business**

The mission of the San Francisco Office of Small Business (“OSB”) is to equitably support, preserve and protect small businesses in San Francisco. We provide high quality direct services and programs, drive practical policy solutions, and serve as a champion for San Francisco’s diverse small business community. Directed by the Small Business Commission, the Office of Small Business (OSB) functions as the City’s central point of information and referral for entrepreneurs and small businesses located in the City and County of San Francisco.

Through this RFP, we ask our partners to consider and submit proposals that appropriately adapt their services and activities to a current and future reality defined by COVID-19. We look forward to receiving your proposals, as our partnership with you and your organizations will strengthen our collective efforts in realizing an equitable recovery for San Francisco’s diverse communities.

## A. Eligible Applicants

You are eligible to apply if you (or your Fiscal Sponsor) are:

- Are a nonprofit 501(c)(3) organization, registered with the Internal Revenue Service and in good standing with the State of California's Registry of Charitable Trusts.
  - For some service areas, proposals will also be considered from for-profit corporations and/or individual sole proprietors. Please review the Program Area Table on pages 8-10 of the RFP to confirm which service areas are open to for-profit applicants;
- Are not debarred or suspended from participation in local, State or Federal programs;
- Meet all minimum qualifications as described in Section II below;
- Can comply with all local, state or federal laws and regulations if funded. Please see **Appendix C** and **Appendix D** for more information about general terms and conditions of City funding opportunities.

## B. Available Funding

The initial round of funding is expected to come from the local City funds ("General Fund"). OEWD may also award a variety of federal, state or local funding including, but not limited to:

- Department of Labor - Workforce Innovation and Opportunity Act (WIOA), American Apprenticeship Grant, Emergency Funds, etc.
- US Small Business Association (SBA)
- Housing and Urban Development - Community Development Block Grant (CDBG)
- Other city, state, federal and non-government sources, such as contributions from private foundations

**The funding amounts listed in this RFP are anticipated initial funding awards, based on current budget availability.** Actual awards will be determined by the number of responsive proposals that meet OEWD strategies and objectives, and funding may be less or more. Please submit budget requests according to the limits in this RFP, however, OEWD may negotiate different funding allocations and project goals before finalizing awards, should funding conditions change. If additional funding is secured, OEWD may elect to negotiate larger funding awards beyond the originally anticipated amounts listed in this RFP. In this case, funds may be allocated to enhance any of the programs described herein, at an amount proportional to the anticipated funding ranges noted in this RFP. Similarly, should funding no longer be available, OEWD may elect to not fund proposals at this time. Proposals are kept on file and OEWD may use them as a basis for future funding awards.

This RFP, and the proposals received as a result of it, may be used to justify funding decisions for other similar services and/or other funding that becomes available through OEWD or any other City department. OEWD, or other City agencies, will disclose any additional regulations or requirements during the negotiation process for grants or contracts that are awarded through this RFP and funded by other local, state, federal or non-city sources.

Nonprofit organizations funded by OEWD under this RFP may also 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.

### **C. Technical Assistance**

OEWD is committed to ensuring all applicants have a fair chance to compete for this funding. In recognition of the current public health climate, all technical assistance will be provided online/by phone. OEWD has posted information on technical assistance offerings on the RFP 219 website. If you have any questions about this RFP, or need assistance with the application, please get in touch with our office at the following email address: [oezd.procurement@sfgov.org](mailto:oezd.procurement@sfgov.org)

### **D. Service Period**

Unless otherwise noted, successful proposals will be funded for a term of **one (1) year**, beginning in fiscal year 2021-2022. In some cases, the City may renew or extend programming through fiscal year 2025-2026. All decisions regarding the size, length, and scope of future funding awards are subject to OEWD approval and budget availability. Future funding is not guaranteed, and funding amounts and terms will depend upon the performance of the grantee during the initial award period, as well as other policy considerations as determined by OEWD. Grantees will be asked at a minimum to submit a final report of their activities and, if OEWD elects to renew the award, a revised scope of work and budget for the renewal period(s) for OEWD review. OEWD reserves the right, in its sole discretion, to not renew funding awards.

## E. Schedule

The anticipated schedule for awarding initial funding is as follows:

Proposal Phase	Date
RFP is issued by the City	Friday, December 3, 2021
Technical Assistance Conference (optional) <a href="#">REGISTER HERE</a>	Thursday, December 9, 2021 3:30 P.M. – 5:00 P.M. Held remotely via Zoom
Deadline for submission of written questions*	Friday, December 17, 2021
Answers to questions posted online	Tuesday, December 21, 2021 by end of day
Proposals due	Thursday, January 6, 2022 by 5:00 P.M.
Committee Review	Mid-January, 2022
Grantee Selection and award notification	Anticipated Tuesday, January 18, 2022
Protest period ends	5 business days after award notification
Projects begin	Projects anticipated to start in February 2022 or later

Each date is subject to change. For the latest schedule, check: <http://oewd.org/bid-opportunities/RFP-219>

\*Note: Substantive questions regarding the program areas in this RFP – such as clarifying questions regarding the eligibility of proposed projects – must be submitted by December 17, 2021. Purely technical questions regarding how to complete or submit the RFP application packet will be answered until the proposal submission deadline. OEWD can schedule one-on-one consultations with applicants before the submission deadline to assist with completing the online application. Send an email to [oewd.procurement@sfgov.org](mailto:oewd.procurement@sfgov.org) if you have technical assistance needs.

## II. Program Areas and Scope of Work

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This RFP includes **26** distinct economic development programs.

*Press “Ctrl” and click the hyperlink (Program Area Name) to navigate to a specific program.*

### Business Development Programs

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods	Eligible Applicants
A	<a href="#">Skills-Based Volunteer Matching</a>	\$100,000	1	Citywide	Nonprofit, For-Profit
B	<a href="#">Mission Violence Prevention - Infrastructure for New Building</a>	\$115,000	1	Mission	Nonprofit
C	<a href="#">Mission Arts and Culture - Infrastructure for New Building</a>	\$115,000	1	Mission	Nonprofit
D	<a href="#">Mission Youth Poetry and Storytelling – Infrastructure for New Building</a>	\$50,000	1	Mission	Nonprofit

### Invest in Neighborhoods Programs

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods	Eligible Applicants
E	<a href="#">District 10 Food Convening and Coordination Support</a>	\$150,000	1	Bayview/ Hunters Point, Visitation Valley, Potrero Hill	Nonprofit
F	<a href="#">Commercial Corridor and Neighborhood Marketing Initiatives</a>	\$100,000	1	Citywide	Nonprofit
G	<a href="#">SFShines Design Services</a>	\$150,000	Up to 2	Citywide	Nonprofit, For-Profit
H	<a href="#">Shared Spaces Equity Grants Program Management Support</a>	\$2,000,000	1	Citywide	Nonprofit
I	<a href="#">Small Business and Commercial Property Owner Legal Support Services</a>	\$100,000	Up to 2	Citywide	Nonprofit



J	<a href="#"><u>Small Business Grant Program Administrative Support</u></a>	\$200,000	1	Citywide	Nonprofit
K	<a href="#"><u>Small Business Grants Payment Administrative Support</u></a>	\$750,000	1	Citywide	Nonprofit
L	<a href="#"><u>Small Business Technical Assistance for Spanish-speaking and Latino/a/x Businesses Citywide</u></a>	\$300,000	1	Citywide	Nonprofit
M	<a href="#"><u>Castro Cares</u></a>	\$415,000	1	Castro/Upper Market	Nonprofit
N	<a href="#"><u>Jane Warner Stewardship</u></a>	\$100,000	1	Castro/Upper Market	Nonprofit
O	<a href="#"><u>Castro District Historic Institution Visitor Attraction</u></a>	\$100,000	1	Castro	Nonprofit
P	<a href="#"><u>Storefront Vacancy Project</u></a>	\$35,000	1	District 5	Nonprofit
Q	<a href="#"><u>Japantown Economic Vitality</u></a>	\$500,000	Up to 2	Japantown	Nonprofit
R	<a href="#"><u>Calle 24 Latino Cultural District Economic Vitality Services</u></a>	\$400,000	1	Mission	Nonprofit
S	<a href="#"><u>Valencia Street Commercial Corridor Economic Vitality – Business Liaison</u></a>	\$175,000	1	Mission-Valencia Street Corridor	Nonprofit
T	<a href="#"><u>Portola Economic Vitality Services</u></a>	\$115,000	1	Portola	Nonprofit
U	<a href="#"><u>Richmond Commercial Corridors Economic Vitality</u></a>	\$125,000	1	Richmond	Nonprofit
V	<a href="#"><u>Sunset Commercial Corridors Economic Vitality</u></a>	\$30,000	1	Sunset	Nonprofit
W	<a href="#"><u>Tenderloin and Mid-Market Economic Vitality Services</u></a>	\$300,000	Up to 2	Tenderloin, Mid-Market	Nonprofit
X	<a href="#"><u>Tenderloin and Mid-Market Marketing Campaign</u></a>	\$80,000	1	Tenderloin, Mid-Market	Nonprofit
Y	<a href="#"><u>Civic Center Public Spaces Programming</u></a>	\$2,000,000	1 or more	Tenderloin, Civic Center, Mid-Market	Nonprofit

### Office of Small Business Program

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods	Eligible Applicants
Z	<a href="#">Office of Small Business Check Printing Services</a>	\$50,000	1	Citywide	Nonprofit

# Business Development Programs

## **Program Area A: Skills-Based Volunteer Matching**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$100,000** over a 1-year grant term. Applicants may request up to \$100,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

**Target Population:** Nonprofits led by and substantially serving Black, Latino/a/x , and People of Color communities, nonprofits serving low-income and historically marginalized populations in San Francisco, nonprofits starting up or growing a new line of service, nonprofits advancing justice, equity, diversity and inclusion within their operations.

### **Scope of Work:**

OEWD is seeking proposals from **both nonprofit and for-profit** entities to support nonprofits in starting up, building resources, addressing operational challenges and advancing racial equity through skills-based volunteer matching that connects professionals who want to donate their time with nonprofits for projects that need their skills.

The contract recipient will provide approximately 125 nonprofits with access to pre-scoped, pro bono projects and consultation calls, and match nonprofits with skilled volunteers for these projects. The projects will cover a range of technical assistance to support nonprofits in fund development, social media strategy, events management, program evaluation, hiring and recruiting board members, and other activities related to organizational effectiveness and equity.

Because this program area is open to for-profit entities, contract awards to for-profit entities may be subject to Chapter 14B requirements. A Local Business Enterprise (LBE) rating bonus of 10% will be applied at each stage of the selection process and an LBE subcontracting participation requirement may also be applicable. All applicants are encouraged to review the terms and conditions related to the Local Business Enterprise programs, accessible online at: <https://sfgov.org/cmd/14b-local-business-enterprise-ordinance>

### **Performance Measures**

- Number of pre-scoped volunteer projects available to nonprofits
- Number of volunteer hours provided to nonprofits
- Number of nonprofits matched with volunteers
- Service goal: 50 nonprofits

### **Minimum Qualifications**

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

- Five-year track record matching nonprofits with skilled volunteers for pro-bono projects

**Preferred Qualifications**

- Expertise and demonstrable success providing support to nonprofits with limited experience using volunteers for organizational capacity projects.
- Ability to support very small nonprofits with volunteer staff.
- Strong record of rapidly matching nonprofits with skilled volunteers as needed.

## **Program Area B: Mission Violence Prevention - Infrastructure for New Building**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$115,000** over a 1-year grant term. Applicants may request up to \$115,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Mission

**Target Population:** Low-income youth; children of incarcerated parents; justice-system involved youth; youth exposed to violence, abuse or trauma; African American, Hispanic/Latino/a/x , and Pacific Islander children, youth and families.

### **Scope of Work:**

OEWD is seeking proposals from community-based **nonprofit** organizations that are providing violence prevention services for youth in the Mission District and are in the process of opening a new facility. The qualifying organization shall be actively engaged in violence prevention activities in the Mission, should have a mission statement that explicitly references non-violence services for youth, and have an active, signed Letter of Intent or lease in District 9 for the purpose of expansion.

Deliverables may include but are not limited to:

- A signed lease for three years or more for a new facility in District 9
- A detailed facility project budget with sources and uses that demonstrates funding commitments sufficient to open new facility
- Multi-year budget projections reflecting new rent, and an explanation of any planned deficit spending.

### **Performance Measures**

- The successful planning and opening of a new facility for youth violence prevention services and resources in the Mission District.

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco, and must not be part of another City agency or department.
- The applicant organization's mission statement must be clearly focused on activities to cultivate non-violence with youth.
- The majority of clients (50%+) served by the applicant organization must be low-income. Applicant must provide details on the demographics of their client pool under the Approach, Activities and Outcomes section of the application.
- Applicant must possess an active, signed Letter of Intent or lease for a new facility located within the boundaries of District 9 in San Francisco, suitable for a community facility.

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative:

- (a) Applicant must provide a detailed project budget for new facility including sources and uses, committed revenue, and planned facility expenses including construction, furnishings, fixtures and equipment.
- (b) Applicant must detail multi-year organizational budget projections, including new rent.

## **Program Area C: Mission Arts and Culture - Infrastructure for New Building**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$115,000** over a 1-year grant term. Applicants may request up to \$115,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Mission District

**Target Population:** Latino/a/x or Hispanic and low-income residents of the Mission District

### **Scope of Work:**

OEWD is seeking proposals from community-based **nonprofit** organizations that are providing arts and culture services deeply rooted in the Mission District and are in the process of opening a new facility.

The qualifying organization shall be actively engaged in arts and culture activities in the Mission, should have a mission statement that explicitly references Xicanx/Latino/a/x culture and creative place-keeping, and have an active, signed Letter of Intent or lease in District 9 for the purpose of expansion.

Deliverables may include but are not limited to:

- A signed lease for three years or more for a new facility in District 9
- A detailed facility project budget with sources and uses that demonstrates funding commitments sufficient to open new facility
- Multi-year budget projections reflecting new rent, and an explanation of any planned deficit spending.

### **Performance Measures**

- The successful planning and opening of a new facility for community-focused arts and culture and creative place-keeping in the Mission District.

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco, and must not be part of another City agency or department.
- The applicant organization's mission statement must be clearly focused on arts and culture activities, and should explicitly references Xicanx/Latino/a/x culture and place-keeping
- Applicant must possess an active, signed Letter of Intent or lease for a new facility located within the boundaries of District 9 in San Francisco, suitable for an arts and culture use.

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative:



- (a) Applicant must provide a detailed project budget for new facility including sources and uses, committed revenue, and planned facility expenses including construction, furnishings, fixtures and equipment.
- (b) Applicant must detail multi-year organizational budget projections, including new rent.

**Program Area: D - Mission Youth Poetry and Storytelling: Infrastructure for New Building**

**Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is anticipated to be **\$50,000** over a 1-year grant term. Applicants may request up to \$50,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Mission District/District 9

**Target Population:** Low-income youth; children of incarcerated parents; justice-system involved youth; youth exposed to violence, abuse or trauma; youth in below-market or transitional housing; youth in the foster system; African American, Hispanic/Latino, and Pacific Islander children, youth and families.

**Scope of Work:**

OEWD is seeking proposals from community-based **nonprofit** organizations that are providing youth poetry and storytelling programs and are in the process of opening a new facility.

The qualifying organization shall be actively engaged in arts and culture activities in the Mission, should have a mission statement that explicitly references youth development through arts education, and have an active, signed Letter of Intent or lease in District 9 for the purpose of expansion.

Deliverables may include but are not limited to:

- A signed lease for three years or more for a new facility in District 9
- A detailed facility project budget with sources and uses that demonstrates funding commitments sufficient to open new facility
- Multi-year budget projections reflecting new rent, and an explanation of any planned deficit spending.

**Performance Measures**

- The successful planning and opening of a new facility for community-focused arts and culture and creative place-keeping in the Mission District.

**Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco and must not be part of another City agency or department.
- The applicant organization's mission statement must be clearly focused on arts education and youth development.
- Applicant must possess an active, signed Letter of Intent or lease for a new facility located within the boundaries of District 9 in San Francisco, suitable for an arts and culture use.

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative:

- (a) Applicant must provide a detailed project budget for new facility including sources and uses, committed revenue, and planned facility expenses including construction, furnishings, fixtures and equipment.
- (b) Applicant must detail multi-year organizational budget projections, including new rent.

# Invest In Neighborhoods Programs

**Program Area: E – District 10 Food Convening and Coordination Support**

**Anticipated Number of Awards: 1**

**Amount:** Total amount of funding available under this program area is anticipated to be **\$150,000** over a 1-year grant term. Applicants may request up to \$150,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Bayview/Hunters Point, Visitacion Valley, Potrero Hill

**Target Population:** Children and adults in San Francisco from one or more of the following groups whose food insecurity risk may be exacerbated by the COVID-19 pandemic: marginalized populations; low-income populations; Limited English proficiency; limited cooking or food storage capacity in home; those facing technological or transportation barriers to food access

**Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations to support a community need identified through Invest In Neighborhoods' activation as a response to COVID-19.

The goal is to support coordination amongst District 10 ("D10") nonprofits that are connecting food insecure individuals with food providers by developing a food distribution plan. The plan shall aim to improve client experience, increase enrollment, expand geographic access, respond to shifting program demographics, integrate programs, link residents to new programs, implement low-barrier access initiatives for immigrant populations, and/or expand accessibility points by co-locating food services (e.g. community fridges, farmers markets, food pick-up) with clinics, schools, or childcare centers.

**Activities under this section may include:**

- Grantee shall support the facilitation and strategic planning amongst community-based organizations that provide food within D10 to develop and implement a food distribution plan (FDP). It may include supporting organizations in implementing systems to better map and collect data to inform the plan.
- The plan shall assess, identify weaknesses and opportunities and make recommendations to improve coordination of food distribution within D10 providers. Recommendations may include, but are not limited to the distribution infrastructure, data collection methods, and administrative support needed to efficiently provide food to individuals who are unable to access food through traditional sources.
- Upon identifying nonprofit needs, grantee shall provide or administer services that will respond to some of those needs outlined. These services can be provided through educational workshops, referrals to technical experts or directly implementing systems to improve food distribution in District 10.
- Some of the services provided may include developing a communications strategy, improving volunteer recruitment, ensuring thoughtful strategic planning, developing the data collection

system, and improving how it measures its outcomes, to effectively deliver its mission to distribute food through the outlets in the community.

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must possess a minimum of six (6) months of experience connecting food insecure individuals with food providers such as restaurants or similar services described in the RFP. Respondent must demonstrate the exact programs through which they have provided the same or similar services, citing the funders' names, the amount of funding granted, and the number of service units served in the last six months.
- Evidence of valid health permit and/or current health inspection status from the Environmental Health Division of the San Francisco Department of Public Health (SFDPH) for each vendor named in the proposal and intended to be used for fulfilling the services of this Solicitation
- While a specific leverage amount is not required, a successful applicant will be able to leverage additional external resources to support this program.

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, "Approach, Activities and Outcomes"**:

- (a) How does your proposal effectively address the geographic needs specified?
- (b) What facilitation strategies do you use to address issues of racial equity and cultural humility?
- (c) What is your organization's history of providing culturally appropriate services and programs for food-insecure individuals?
- (d) How does your project team (including the direct organization and/or proposed partners) reflect the populations they serve?
- (e) How do you plan to leverage additional external resources to support this program?

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

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$100,000** over a 1-year grant term. Applicants may request up to \$100,000. Final funding awards will be determined by the number of responsive proposals that meet departmental 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 support implementation of services across economic development programs such as construction mitigation, shop local and others that support neighborhood and commercial corridor marketing campaigns throughout the city, with the goal of increasing visitors and shoppers. The selected grantee will support the City in accessing a variety of services to support marketing efforts.

Grantee shall work closely with OEWD to develop a plan for deployment of marketing services needed to support programs and would coordinate and administer rendering of services including timely payments. Marketing services may include but shall not be limited to:

- Brand development
- Web and social media programs and tool
- Communications support
- Development of outreach materials
- Marketing campaign development
- Purchase of marketing collateral

The proposal budget shall reflect compensation for staff and operating costs associated with the administration of marketing services.

### **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 managing the type of program proposed

## **Program Area G: SF Shines Design Services**

**Anticipated Number of Awards:** Up to 2

**Amount:** Total amount of funding available under this program area is anticipated to be **\$150,000** over a 1-year grant term. Applicants may request up to \$150,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

**Target Population:** Small business owners with limited English proficiency, historically marginalized and/or underrepresented communities, women, and populations from low-income backgrounds.

### **Scope of Work:**

OEWD is seeking proposals from both **nonprofit and for-profit** organizations to administer a design services and technical assistance program for property owners, business owners, and other organizations.

The program will provide design assistance to improve small business storefronts through architectural services including compliance with City codes, ADA accessibility improvements, and other storefront improvement renovations that help small businesses thrive, increase quality of life, improve physical conditions, and build community capacity.

Activities under this section may include:

- Attend meetings with small business owners to discuss the proposed scope of work and establish the goals and parameters of the project.
- Review historic information, reports, previous building permits and planning requirements for each project. Conduct field measurements and photographing existing conditions.
- Work with small business owners to develop a conceptual design for the improvements.
- Create design development and construction documents drawings. Coordinate revisions with small business owner and permitting agencies.
- Obtain all required building permit approvals.
- Develop a scope of work for bidding; attend contractors' walk-through; provide assistance during the bidding phase including responding to questions from contractors.
- Review bids and provide recommendations on choosing lowest price qualified contractor.
- Provide construction administration as needed including site visits, field reports and review and approval of contractor invoices. Answer questions from contractors and small business owners.
- Conduct final walk-through with contractor and applicant upon project completion. Inspect the work for compliance with applicable City guidelines and signing the Certificate of Completion.

Because this program area is open to for-profit entities, contract awards to for-profit entities may be subject to Chapter 14B requirements. A Local Business Enterprise (LBE) rating bonus of 10% will be applied at each stage of the selection process and an LBE subcontracting participation requirement may also be applicable. All applicants are encouraged to review the terms and conditions related to the Local



Business Enterprise programs, accessible online at: <https://sfgov.org/cmd/14b-local-business-enterprise-ordinance>

### **Performance Measures**

- Number of small businesses supported
- Scope of work of projects
- Before and after photos of projects
- Value of design services per project

### **Minimum Qualifications**

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

The following Minimum Qualifications can be met by the lead applicant or a subcontractor:

- 3 years verifiable experience providing architectural services to small business and/or building owners
- Licensed architect with the State of California or Certified CAsp inspector
- Three (3) commercial façade and/or tenant improvement projects completed in the past 5 years.

### **Preferred Qualifications**

- Language capacity in Chinese (Cantonese or Mandarin), Spanish, Vietnamese, Arabic, Japanese, or Korean.

## **Program Area H: Shared Spaces Equity Grants Program Management Support**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$2,000,000** over a 1-year grant term. Applicants may request up to \$2,000,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

**Target Population:** Historically disinvested communities and those hardest hit by the COVID-19 pandemic.

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations for program management support of the Shared Spaces Equity Grants Program – a citywide grants initiative managed by the Planning Department associated with the now-permanent Shared Spaces program. The Shared Spaces Equity Grants Program is intended to benefit Shared Spaces operators across the City, while prioritizing vulnerable areas.

The goals of the Shared Spaces Equity Grants Program are to

- Help increase access to the benefits of the Shared Spaces program
- Provide financial support to small businesses and community organizations through the pandemic and throughout pandemic recovery
- Target funds to neighborhoods and individuals in greatest need, focusing on priority geographies, equity communities and those hardest hit by the pandemic, further defined below
- Create processes that are scalable and replicable improving systems with each grant round

Awards should be prioritized in the areas most vulnerable before the COVID-19 pandemic, referred to as “Priority Geographies” for the purposes of this program. “Priority Geographies” are defined as:

- Neighborhoods or communities hard-hit by the COVID-19 pandemic with high rates of COVID-19 cases and deaths.
- In priority geographies based on the Department of Public Health’s (DPH) Areas of Vulnerability. Click here to review the [Areas of Vulnerability](#)
- In established Cultural Districts

Applicants responding to this RFP should be able to demonstrate experience working in these Priority Geographies.

Proposals shall focus on building upon the initial phase of the Program (referred to as Round 1) implemented in FY 20-21, to implement Round 2 of the Program. Administration of Round 2 of the program shall include the following components:

- Compliance Grants – Management and distribution of up to \$1M in grants, made available to existing Shared Spaces permit holders to offset the costs of bringing Shared Space structures into compliance with new requirements for the permanent program.
- Technical Assistance Grants – Management and distribution of up to \$480,000 for technical assistance that supports businesses in obtaining permanent Shared Spaces permits and compliance grants, as well as planning and/or community ambassadors for roadway and vacant lot recurring activations. Awards may be distributed across multiple application/grant rounds.
- Arts Grants – Management and distribution of up to \$420,000 for arts and culture programs supporting Shared Spaces, particularly focused on hiring artists whose livelihood has been impacted by the pandemic. Awards may be distributed across multiple application/grant rounds.

Proposed activities shall include, but are not limited to the following:

- Refine the grants program approach;
- Support development of application materials;
- Promote application opportunities, monitoring responses and adjusting outreach strategies accordingly;
- Develop a proposed award methodology;
- Assist with ongoing communications with applicant pool, including notifying them of award status and answering frequently asked questions;
- Manage distribution of funds to awardees, including verification of application completeness and expenditure eligibility; and
- Provide detailed reporting on grant awards according to parameters required by the City to facilitate oversight.

The selected grantee will be expected to work closely with the City on each core scope area in order to build on lessons learned during the City's early work on the Shared Spaces Equity Grants Program in FY20-21.

#### **Minimum Qualifications**

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

## **Program Area I: Small Business and Commercial Property Owner Legal Support Services**

**Anticipated Number of Awards:** Up to 2

**Amount:** Total amount of funding available under this program area is anticipated to be **\$200,000** over a 1-year grant term. Applicants may request up to \$100,000. Final funding awards will be determined by the number of responsive proposals that meet departmental 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 legal and non-legal support to small business owners and commercial landowners on a Citywide basis to prevent conflict, mediate, and resolve lease and related disputes in various languages and in a culturally appropriate manner.

Activities under this section may include, but are not limited to supporting and/or implementing:

- **Mediation** – Provide triage and client consultation and situational analysis, individual conflict coaching, and conflict navigation, including but not limited to two-party or more negotiation through confidential mediated dialogue with a professional neutral party. Provide case management where matters require ongoing support.
- **Legal Consultation** – Provide holistic legal consultation with a licensed attorney, when appropriate, who focuses on pertinent business tenancy issues, situational review, and matters that may not require ongoing case management.
- **Lease and Contract Review** – Provide specialized lease contract review with a professional or a licensed attorney who focuses on legal issues relating to commercial leases.
- **Non-legal Consultation** – Provide non-legal triage, counseling, consultation, and education with experts in tenant-landlord matters.
- **Educational Seminars** – Provide educational workshops and materials for Small Business Owners/Managers. This may include, but is not limited to course design, preparation of online materials, outreach (including print mailers), marketing, coordination, and both online and in-person classes, if appropriate.
- **Proactive outreach and target outreach** to promote services especially those who have been part of historically disenfranchised communities
- Pending available funding, may support administration and disbursement of small business grants that would support lease negotiations including, but not limited to additional services beyond the scope the nonprofit or financial support to pay owed rent.

### **Performance Measures**

- Number of Classes/Group Trainings
- Number of Businesses supported
- Number of conflicts/issues resolved

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Experience and history in providing legal and non-legal lease support to small businesses in San Francisco
- Understanding of the San Francisco small business community
- Understanding of the pressing COVID-19 impacts on local small businesses
- If applicant proposes to provide legal consultation directly, the project team must include a licensed attorney in good standing with the California Bar Association

### **Preferred Qualifications**

- Located in San Francisco

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) How does your proposal consider and respond to the realities of COVID-19 and the urgent and evolving needs of small business and community stakeholders impacted by the pandemic?

## **Program Area J: Small Business Grant Program Administrative Support**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$200,000** over a 1-year grant term. Applicants may request up to \$200,000. Final funding awards will be determined by the number of responsive proposals that meet departmental 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 partner with OEWD in the administration of small business grant funds that support independently-owned and operated small businesses citywide across multiple programs. The goal of the fund is to provide financial awards to small businesses that meet an established criteria identified by OEWD.

The program shall provide grant application administrative support to increase access to grant funding by supporting communication, program application review and processing. Grant programs will make a conscious effort to reach business owners from historically marginalized or underrepresented communities. Grant applications to be processed across programs may reach more than 3,000 applications within a year.

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

- Manage communication and correspondence regarding OEWD's grant programs and status, including managing emails and having a phone number (hotline) that is supported by staff to answer questions and provide technical support to interested applicants
- Provide technical support to small businesses in multiple languages to support completion of applications over the phone
- Provide status updates and correspondence to the public and applicants regarding grant programs and applications
- Develop and manage a public-facing grant application portal
- Keep detailed demographic data on all program applicants and awardees
- Maintain communication with OEWD and other partners regarding status of payments

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- At least three years of experience conducting similar programs

## **Program Area K: Small Business Grants Payment Administrative Support**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$750,000** over a 1-year grant term. Applicants may request up to \$750,000. Final funding awards will be determined by the number of responsive proposals that meet departmental 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 partner with OEWD in the administration of small business grant funds that support independently-owned and operated small businesses citywide across multiple programs. The goal of the fund is to provide financial awards to small businesses that meet an established criteria identified by OEWD. The program shall provide financial management and administrative support to increase access to grant funding. Programs will make a conscious effort to reach business owners from historically marginalized or underrepresented communities. Funds administered under this program may reach more than \$10 million in fund disbursements.

As noted above, applicants may propose budgets up to \$750, 000 for 12 months. This amount is not guaranteed, and actual funding may be less or more. Funding for this program will be based on amount of funds administered. The budget shall reflect compensation for staff and operational costs associated with administration of the funds, and the award amount requested shall specify the amount of funds that can be administered. The award amount is not inclusive of funds to be disbursed.

Proposals for this program area may include, but are not limited to the following services:

- Financial Management and Administrative Support including check writing and fund distribution
- Budget shall include costs associated with printing and disbursing checks
- Keeping detailed records of invoices and disbursements
- Providing the appropriate tax documentation to the business owners
- Providing regular reports to OEWD on status of disbursements
- Following up with small businesses for distribution

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant must possess at least three years of experience conducting similar programs
- This grant will be cost reimbursement. Applicants should have the financial capacity to cover fund disbursements totaling up to \$1,000,000 per month for up to 60 days

**Program Area L: Small Business Technical Assistance for Spanish-speaking and Latino/a/x Businesses Citywide**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$300,000** over a 1-year grant term. Applicants may request up to \$300,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

**Target Population:** Spanish-speaking and Latino/a/x -owned businesses

**Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations to support collaborative efforts, coordination, engagement and implementation of technical assistance and outreach prioritizing Spanish-speaking and Latino/a/x -owned businesses citywide.

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 activities.

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

**Partnerships, Coordination and Engagement**

Collaborate to support coordination of activities between multiple parties including, but not limited to: business owners, property owners, public agencies, nonprofit organizations. Maintain relationships with City agencies and partners that support neighborhood efforts and can respond to needs.

**Business Outreach and Strengthening**

Provide services and referrals that will strengthen small businesses and increase their longevity in San Francisco particularly businesses that have been part of historically disenfranchised communities. Examples of activities include, but are not limited to:

- Conduct regular outreach, marketing and communication to San Francisco Spanish-speaking small businesses and connect them to programs and services
- Develop relationships with business owners, property owners and nonprofit partners to:
  - Follow up with businesses on progress of services and referrals
  - Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners
  - Programs to be promoted and delivered to businesses may include, but are not limited to:
  - ADA compliance and awareness



- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants
- Manage communication and correspondence regarding small businesses programs and services, including but not limited having a phone number (hotline) and email that is supported by staff to answer questions and provide technical support in Spanish and English
- Provide technical support to small businesses in Spanish and English in filling out applications via phone

### **Minimum Qualifications**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Must demonstrate at least 3 years experience, language capacity and leveraged resources to support spanish speaking small businesses

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Please explain (with specific examples) how you plan to leverage existing resources and services to support Spanish-speaking and Latino/a/x businesses citywide during this economic recovery period.

## **Program Area M: Castro Cares**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$415,000** over a 1-year grant term. Applicants may request up to \$415,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

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

OEWD is seeking proposals from **nonprofit** organizations with the capacity to partner with OEWD to enhance and support community planning, community safety, and crime prevention in the Castro/Upper Market commercial corridor. Applicants must be longtime established institutions within the Castro with experience in providing these services.

### **Scope of Work**

Castro Cares is a unique, collaborative, community-based initiative with an overall goal of building community capacity to develop long-term, sustainable solutions to improve the quality of life for those living on the street and for those who are housed, live, work, and play in the Castro/Upper Market commercial corridor. Castro Cares provides a range of safety and cleaning serving services particularly focused on engaging people and, where possible, connecting them to services.

In order to accomplish this, the selected grantee will need to collect and analyze data for this project, supervise the project, and keep stakeholders informed of the project's process by:

- Collecting, recording, and analyzing data
- Posting project data on an established website
- Staffing Castro Cares steering committee meetings
- Providing data and other information to the Castro Cares steering committee so decisions can be made on implementation of resources to maximize impact
- Assigning resources to locations as needed
- Sending regular e-newsletters to all interested parties
- Supervising the project, troubleshooting as needed and managing subgrantees
- Marketing to raise awareness about Castro Cares, which may include printing of Castro Cares brochures and/or window decals, banners and/or or print/social media advertisement
- Fundraising
- Coordinating with other citywide services and advocating for equitable resource allocation for the Castro/Upper Market commercial corridor

### **Performance Measures**

The program shall be evaluated based on data and anecdotal evidence from contracted service providers and stakeholders. The data collection for increased enforcement will particularly address quality of life issues which may include, but is not limited to the following:

- Public drunkenness
- Aggressive panhandling
- Late-night rowdy/violent behavior
- Bike riding and skateboarding on sidewalks
- Public urination
- Public open-container/substance use
- Trespassing

### **Minimum Requirements**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicant must operate a service location based in the Castro neighborhood
- Project must target the Castro/Upper Market neighborhoods
- Previous experience running a similar program

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) In addition to details about your organization’s specific experience with delivering the services described above, include a list of projects with the title of the project; nature of the project; neighborhood 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, and the 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 N: Jane Warner Stewardship**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$100,000** over a 1-year grant term. Applicants may request up to \$100,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

### **Eligible Neighborhood(s):** Castro/Upper Market

OEWD is seeking proposals from **nonprofit** organizations to partner with OEWD to enhance and activate Jane Warner Plaza in the Castro/Upper Market commercial corridor. Jane Warner Plaza was established in 2009 and sits at the entry to the Castro, making it the neighborhood's first impression for tourists from across the globe. The plaza is also the last stop for the historic MUNI F-Line streetcar, which runs from Fisherman's Wharf to the Castro, bringing hundreds of tourists each day to the neighborhood.

### **Scope of Work**

The goal of the project is to maintain and enhance the plaza as a destination and gateway into the Castro neighborhood. The project will require a partner to:

- Develop a plan to attract visitors to the plaza and to the greater Castro/Upper Market commercial corridor
- Purchasing furniture and other capital improvements that reflect the best practices in outdoor plaza design
- Address the cleanliness and potential quality of life issues at the plaza by hiring and overseeing plaza ambassadors to help direct tourists, monitor the space, and set up furniture
- Develop event programming to activate the plaza with a mix of live entertainment and events for 35 – 52 weeks per year including weekdays and weekends during a variety of times including morning and evening rush hours and lunchtime.
- Marketing and promoting the event programming developed by the organization.
- Coordinating and implementing the event programming developed by the organization.

### **Performance Measures**

The program shall be evaluated based on data and anecdotal evidence from contracted service providers and stakeholders. The provider will provide data and metrics related to cleaning activities. Additionally, they will provide data related to held events and provide testimonials about the program from nearby merchants and stakeholders.

### **Minimum Requirements**

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

- Applicant must operate a service location in the Castro neighborhood
- Applicant must have experience running a similar program
- 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.

## Supplementary Questions and Attachments

### *Supplementary Questions*

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Project proposal must clearly demonstrate that all project activities are focused on Jane Warner Plaza
- (b) How will your organization ensure project completion within 12 months? What potential obstacles do you see that could affect the project timelines and what specific steps would you take to mitigate delays?
- (c) What experience does your organization have working with various departments in the City and County of San Francisco and securing applicable permits? Include a list of projects with the neighborhood served, the department and/or individuals you worked with, applicable permits secured, the year(s) that the project spanned, and the funding source for the project.
- (d) What experience does your organization have in managing activities similar to those within this program area’s Scope of Work within the Castro/Upper Market commercial corridor? Include a list of projects with the department and/or individuals you worked with, the year(s) that the project spanned, and the funding source for the project.

### *Supplementary Attachments*

- Applicants are encouraged to submit at least one (1) and no more than four (4) letters of support from local property owners, merchants, residents, and/or community groups demonstrating success in running similar programs and/or collaboration with community stakeholders.

## **Program Area O: Castro District Historic Institution Visitor Attraction**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$100,000** over a 1-year grant term. Applicants may request up to \$100,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

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

OEWD is seeking proposals from **nonprofit** organizations that supports the attraction of visitors to the Castro by celebrating the history and culture of the LGBTQ community. Organizations to be considered must be long time established institutions open to the public within the Castro, that maintain San Francisco's LGBTQ culture and history, through curated exhibits, archives and programming.

### **Scope of Work**

A strong proposal shall demonstrate the ability to leverage additional resources and provide a supportive structure deeply rooted and reflective of the community with the capacity to compensate, supervise, support staff and report on grant deliverables. The budget shall reflect compensation for staff as well as operational and potential project budget for activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

- Programming and installation of exhibitions on LGBTQ history and culture in the San Francisco and bay area
- Marketing to attract visitors to exhibits and programming
- Operational costs of the facility
- Educational programming and social activities that celebrate San Francisco's LGBTQ culture and history

### **Performance Measures**

- Report on number of visitors within the grant period

### **Minimum Requirements**

- Applicants must be fully established nonprofit entities eligible to do business with the City and County of San Francisco
- Applicant and/or implementing partner must be an established organization within the Castro District
- Applicant must have experience in implementing LGBTQ exhibitions and maintaining historic archives

## Supplementary Questions and Attachments

### *Supplementary Questions*

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) What previous experience does your organization have in curating LGBTQ cultural and historic exhibits and maintaining historic archives and material? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood served; the dates for and number of year(s) that the projects spanned, and the funding source(s).

## **Program Area P: Storefront Vacancy Project**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$35,000** over a 1-year grant term. Applicants may request up to \$35,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** District 5

**Target Population:** San Francisco businesses, residents and landlords impacted by vacant storefronts.

### **Scope of Work:**

OEWD seeks a **nonprofit** organization to create and manage a survey to support a storefront activation and retention program within District 5 with a focus on Fillmore commercial corridors.

Activities under this section may include:

- Ability to lead the development of a survey that solicits top desired businesses and services that contribute to a vibrant commercial corridor including, but not limited to: bakery, cafes and restaurants, retail, package shipping services, shoe repair, etc.
  - Survey findings should be used as a basis for the future recruitment of entrepreneurs and pipeline of new businesses to open in vacant storefronts
- Work with OEWD and a merchant neighborhood group to collect and catalogue relevant data associated with vacant storefronts, including but not limited to the cost of rent, landlord contact information, etc.
- Working with a merchant neighborhood group to assist with capacity building on engaging with property owners and pipeline businesses

### **Minimum Qualifications**

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



## **Program Area Q: Japantown Economic Vitality**

**Anticipated Number of Awards:** Up to 2

**Amount:** Total amount of funding available under this program area is anticipated to be **\$500,000** over a 1-year grant term. Applicants may request up to \$500,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Japantown

**Target Population:** Japantown business owners, property owners and residents

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations to support collaborative efforts, coordination, engagement and implementation of Japantown economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 and operational costs as well as a potential project budget for activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Japantown Cultural District Cultural History, Housing and Economic Sustainability Strategies (CHHESS) and Community Benefit District goals.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of 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**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID-19
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Cultural Heritage and Marketing**

Collaborate to support the development and implementation of a district marketing campaign centering on unique history and culture of Japantown to promote neighborhood businesses and encourage customers to visit the business district. Activities may include, but are not limited to supporting and/or implementing:

- 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.
- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.

- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.
- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.
- Implement and promote public safety and public space cleaning programs, services and enhancements

### **Reporting requirements:**

- 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**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant and/or implementing partner must be an established organization located within Japantown

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within Japantown? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).

## **Program Area R: Calle 24 Latino Cultural District Economic Vitality Services**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$400,000** over a 1-year grant term. Applicants may request up to \$400,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Mission

**Target Population:** Calle 24 Latino Cultural District business owners, property owners and residents

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations to support collaborative efforts, coordination, engagement and implementation of Calle 24 Latino Cultural District economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Calle 24 Latino Cultural District Cultural History, Housing and Economic Sustainability Strategies (CHHESS).

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Calle 24 Latino Cultural District partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

## **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Cultural Heritage and Marketing**

Collaborate to support the development and implementation of a district marketing campaign centering on unique history and culture of the Calle 24 Latino Cultural District to promote neighborhood businesses and encourage customers to visit the business district. Activities may include, but are not limited to supporting and/or implementing:

- 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.
- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.

- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.
- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

### **Reporting requirements:**

- 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**

- Applicant must be a fully established nonprofit entity eligible to do business with the City and County of San Francisco.
- Applicant and/or implementing partner must be an established organization located within the Mission District with demonstrated experience supporting small businesses, economic development programs and neighborhood marketing.

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).

## **Program Area S: Valencia Street Commercial Corridor Economic Vitality- Business Liaison**

**Anticipated Number of Awards:** 1

**Amount:** Total amount of funding available under this program area is anticipated to be **\$175,000** over a 1-year grant term. Applicants may request up to \$175,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Mission-Valencia Street Corridor

**Target Population:** Small business owners, property owners and residents.

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations that will hire a small business liaison to support collaborative efforts, coordination, engagement and implementation of Valencia Street commercial corridor economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Valencia Street small business priorities. Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Valencia Street partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

### **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Economic Development Programming and Marketing**

Conduct and coordinate activities and launch projects that complement and enhance existing efforts that support activities that celebrate the areas unique offerings while spurring economic activity.

Activities may include, but are not limited to supporting and/or implementing:

- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.



- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

#### **Reporting requirements:**

- 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**

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

#### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).

#### *Supplementary Requirements*

- Submit two (2) letters of support from local community partners that support economic activities reflective of the proposal

## **Program Area T: Portola Economic Vitality Services**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$115,000** over a 1-year grant term. Applicants may request up to \$115,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Portola

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations that will support collaborative efforts, coordination, engagement and implementation of Portola economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership. Proposals shall include potential projects focused on greening and or beautifying the commercial corridor.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with Portola small business priorities. Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Valencia Street partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

#### **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Economic Development Programming and Marketing**

Conduct and coordinate activities and launch projects that complement and enhance existing efforts that support activities that celebrate the areas unique offerings while spurring economic activity.

Activities may include, but are not limited to supporting and/or implementing:

- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.

- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

#### **Reporting requirements:**

- 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**

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

#### **Preferred Qualifications**

- Support existing neighborhood commercial district strategies
- Spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District
- Supported by local residents, merchants and property owners
- Anticipate completion within 6 to 12 months
- Leverage private resources, including financial commitments, in kind donations, volunteer time, etc.
- Previous experience building community support and implementing neighborhood improvement projects

#### **Supplementary Questions and Attachments**

##### *Supplementary Questions*

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about the experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).

*Supplementary Requirements*

- Letters of support from District 6 and District 9 Supervisors are encouraged but not required.

## **Program Area U: Richmond Commercial Corridors Economic Vitality**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$125,000** over a 1-year grant term. Applicants may request up to \$125,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Richmond

**Target Population:** Small businesses, property owners and residents.

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations liaison to support collaborative efforts, coordination, engagement and implementation of Richmond commercial corridors economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Outer Richmond small business priorities. Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Outer Richmond partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

### **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Economic Development Programming and Marketing**

Conduct and coordinate activities and launch projects that complement and enhance existing efforts that support activities that celebrate the areas unique offerings while spurring economic activity.

Activities may include, but are not limited to supporting and/or implementing:

- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.

- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

#### **Reporting requirements:**

- 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**

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

#### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).



## **Program Area V: Sunset Commercial Corridors Economic Vitality**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$30,000** over a 1-year grant term. Applicants may request up to \$30,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Sunset

**Target Population:** Small business owners, property owners and residents

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations liaison to support collaborative efforts, coordination, engagement and implementation of Sunset commercial corridors economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Sunset small business priorities. Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Sunset partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

### **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Economic Development Programming and Marketing**

Conduct and coordinate activities and launch projects that complement and enhance existing efforts that support activities that celebrate the areas unique offerings while spurring economic activity.

Activities may include, but are not limited to supporting and/or implementing:

- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.

- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

#### **Reporting requirements:**

- 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**

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

#### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).

## **Program Area W: Tenderloin and Mid-Market Economic Vitality Services**

**Anticipated Number of Awards:** Up to 2

**Amount:** Total amount of funding available under this program area is anticipated to be **\$300,000** over a 1-year grant term. Applicants may request up to \$150,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Tenderloin, Mid-Market

**Target Population:** Small business owners, property owners and residents

### **Scope of Work:**

OEWD is seeking proposals from **nonprofit** organizations that will support collaborative efforts, coordination, engagement and implementation of Tenderloin and Mid-Market economic vitality projects that will contribute to neighborhood vitality, increase economic activity and build upon existing efforts led by local leadership.

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 activities.

Projects and activities proposed under this program area are not limited to the following and may include some or all of the following:

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

Engage community and partners in providing input on projects that align with the Valencia Street small business priorities. Collaborate and support activities that spur economic development, support existing businesses, improve physical conditions, increase quality of life, or build community capacity.

- Report, 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: business owners, property owners, public agencies, nonprofit organizations
- Maintain of relationships with City agencies and partners that support neighborhood efforts and can respond to needs
- Connect resources to Valencia Street partners and projects
- Conduct activities that leverage private resources, including financial commitments, in kind donations, volunteer time, etc.

### **Business Outreach and Strengthening**

**Business Attraction and Retention:** Support attraction and retention of neighborhood serving businesses that promote the history and strengthen the character of the neighborhood and specially those who have been part of historically disenfranchised communities

**Outreach:** 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 to:

- Follow up with businesses on progress of services and referrals
- Support troubleshooting issues between small businesses and city
- Promote and provide information of City services and programs to business owners

**Referrals:** Provide services and referrals that will strengthen small businesses and increase their longevity in the corridor

Programs to be promoted and delivered to businesses in corridor may include, but are not limited to:

- Shared Spaces
- ADA compliance and awareness
- Reopening Support
- Workplace Safety Best Public Health Practices for COVID
- Lease Negotiations
- Marketing assistance
- Permitting resources
- Legacy business registry
- Small business grants

**Grant Programs:** Develop and implement grant programs that support economic development goals or disbursement of funds to small businesses

### **Economic Development Programming and Marketing**

Conduct and coordinate activities and launch projects that complement and enhance existing efforts that support activities that celebrate the areas unique offerings while spurring economic activity.

Activities may include, but are not limited to supporting and/or implementing:

- Enhancements of public space. e.g., public art installations, neighborhood landmarks, outdoor furniture and amenities, lighting installations
- Outdoor space activation. e.g., performances, physical exercise activities, public marketplace, or other activities, occurring in a public plaza or other public space.
- Neighborhood beautification projects. e.g., awning/window sign improvements, sidewalk cleaning, graffiti and vandalism abatement program.
- Branding or marketing campaigns. e.g., shop local campaign, banners.
- Events. e.g., neighborhood street fair or festival, art walk, local event series.

- Economic development planning. e.g., merchant and community surveys, retail strategy development.
- Minor Storefront Improvements support. e.g., awning replacements, minor painting, graffiti removal, window film placement.

#### **Reporting requirements:**

- 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**

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

#### **Preferred Qualifications**

- Support existing neighborhood commercial district strategies
- Spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District
- Supported by local residents, merchants and property owners
- Anticipate completion within 6 to 12 months
- Leverage private resources, including financial commitments, in kind donations, volunteer time, etc.
- Provide detailed information on any previous experience the organization has in building community support and implementing neighborhood improvement projects

#### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Does the proposed project support existing Neighborhood Commercial District strategies? If so, provide details on the existing strategy that is being supported.
- (b) How will the proposed project spur economic activities, support existing businesses, improve physical conditions, improve quality of life, or build community capacity within the Commercial District? Is the proposed project supported by local residents, merchants and property owners? Within how many months is the proposed project anticipated to be complete?
- (c) What previous experience does your organization have in building community support and implementing neighborhood improvement projects? In addition to any other details about experience, include a list of relevant projects with the title of the project; nature of the project;

neighborhood 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, and the funding source(s).

## **Program Area X: Tenderloin and Mid-Market Marketing Campaign**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$80,000** over a 1-year grant term. Applicants may request up to \$80,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Tenderloin and Mid-Market

### **Scope of Work:**

OEWD is seeking a **nonprofit** partner to implement a small business neighborhood marketing program. The neighborhood marketing program shall aim to stabilize small businesses, increase customer traffic, and elevate the profile of neighborhood commercial areas.

Activities under this section may include crafting marketing and commercial corridor promotions; developing campaigns and branding efforts and working closely with neighborhood merchant associations and related economic development entities.

The majority of the budget shall be dedicated to program costs. Proposed activities may include, but are not limited to:

- Developing marketing and branding campaigns related to the Tenderloin/Mid-Market community
- Providing branding, logo, and collateral creation services
- Implementing community building campaigns, social media promotions, event support and other related activities
- Increasing outreach and engagement with neighborhood business groups and small businesses to develop marketing and branding campaigns
- Helping to increase viability and the profile of the neighborhood to increase foot traffic and patrons to the commercial corridor
- Executing and implementing commercial district and small business marketing and related efforts
- Leading neighborhood branding and promotions

### **Minimum Qualifications**

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

### **Preferred Qualifications**

- Neighborhood marketing
- Stakeholder engagement, brand creation, survey and brand development
- Communications and public relations



### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) In addition to details about your organization’s specific experience with delivering the services described above, include a list of relevant projects with the title of the project; nature of the project; neighborhood 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, and the funding source(s).
- (b) What experience does your organization have with the Tenderloin and Mid-Market community?

## **Program Area Y: Civic Center Public Spaces Programming**

**Amount:** Total amount of funding available under this program area is projected to be up to **\$2,000,000** over a 12-month term. Applicants may propose budgets up to \$2,000,000. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Anticipated number of awards:** 1 or more

**Eligible Neighborhood(s):** Tenderloin, Civic Center, Mid-Market

**Scope of Work:** As part of the effort to improve public spaces in Civic Center, Mid-Market and the Tenderloin, OEWD seeks a nonprofit organization to assist with the implementation of a multi-faceted public space activation and stewardship effort for the three public spaces linking Market Street to City Hall: United Nations Plaza, Fulton Street between the Main Library and Asian Art Museum, and Civic Center Plaza. Proposals should articulate plans for all three areas.

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

- Develop and implement regular event programming and activation for the three spaces, in conjunction with a cross-sector committee of institutions currently programming one or more spaces. Programming can be regular (i.e. weekly or monthly) or seasonal.
- Develop and implement small-scale temporary amenities that facilitate activation and beautification, such as a roller rink; temporary art installations; vendor kiosks; landscaping improvements; and a sound system. For any new amenity proposed, proposals should include ongoing operations for the term of the project as well as installation.
- Manage a robust stewardship program that supports daily use, activation and beautification of the three public spaces, with a particular focus on ensuring the safety and quality of experience of the activities proposed in the grant.

For all program components, engagement of communities of color in the surrounding neighborhood and from across the city, as well as low-income people and artists, is strongly encouraged. Proposals for each program component should include equity plans that may include outreach, free or reduced cost programming, economic opportunities, or job creation with named partners.

Selected grantee will need to coordinate as-needed with any City or Federal department with jurisdiction over the activation space (e.g. Recreation and Park Department, Department of Public Works, Municipal Transportation Agency) and comply with all related contracting requirements.

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.

### **Minimum Qualifications:**

Applicant must:

- Be a fully established nonprofit entity eligible to do business with the City and County of San Francisco
- Have experience implementing event programming and activation in Civic Center, Mid-Market and the Tenderloin
- Have strong familiarity with Civic Center, including existing populations that use the public spaces, City agency jurisdictions, fronting properties and institutions, and community stakeholders
- Propose a feasible and efficient budget that leverages non-City funds while ensuring project completion
- Have a track record in working with multiple jurisdictions and agencies in San Francisco
- Have a track record managing project budgets in excess of \$1 million

Preferred Qualifications:

- Track record of participation in partnerships, including those with organizations representing low-income people, artists, and communities of color
- Track record in fundraising from private businesses for similar programs
- Knowledge of prevailing wages and competitive bidding processes.
- Have familiarity with construction management

### **Supplementary Questions and Attachments**

In addition to completing the general application questions, please make sure that you address all of the following questions in your proposal narrative **under Section 2, “Approach, Activities and Outcomes”**:

- (a) Please describe the applicant’s experience activating Civic Center’s public spaces
- (b) Please provide detail about the team, including subcontractors, that will be developing and (if appropriate) operating each program or project applicant is proposing
- (c) Please provide an equity plan for each program component
- (d) Please describe the applicant’s experience fundraising for Civic Center activation
- (e) Please describe how non-City funding will be leveraged and/or raised as match funding
- (f) Please describe a project with a budget over \$1 million that the applicant completed

# Office of Small Business Program

## **Program Area Z: Office of Small Business Check Printing Services**

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

**Amount:** Total amount of funding available under this program area is anticipated to be **\$50,000** over a 1-year grant term. Applicants may request up to \$50,000 to cover administrative costs related to the services described below. Final funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives, and actual funding may be less or more.

**Eligible Neighborhood(s):** Citywide

### **Scope of Work:**

The San Francisco Office of Small Business is seeking proposals from **nonprofit** organizations for check printing services for several programs that will enable the secure and accurate printing and delivery of checks to grantees.

Circumstances in which check printing services would be required include, but are not limited to, instances in which grantees are unable to get established as official Suppliers (vendors) with the City and County of San Francisco in a timely manner, or unforeseen events such as hardware failure, software failure, power failure or natural disaster. Contractors must be able to print and deliver checks at a third-party Contractor-run facility or service (hosted).

Following are details about the three Office of Small Business programs for which check printing services are needed. Proposals for this program area may include different billing proposals for the three programs.

#### **Legacy Business Program**

<https://www.legacybusiness.org>

The Office of Small Business received \$400,000 in the 2021-22 budget for grants to Legacy Businesses listed on the Legacy Business Registry. There are currently approximately 280 active businesses on the Registry. All 280 businesses will be eligible to apply for and receive a grant through this fund, and most or all will be paid through the selected check printing contractor.

#### **San Francisco Music and Entertainment Venue Recovery Fund**

<https://sfosb.org/venuefund>

The Office of Small Business received \$3 million in 2020-21 for grants to SF music and entertainment venues in fiscal years 2020-21 and 2021-22. Additional monies may be added to the fund by the City or through fundraising. Grantees are expected to get set up as Suppliers with the City in order to receive funds, but some grantees may not be able to do so. The number of grantees requiring third-party check printing services could vary from as few as one to as many as three. Grant amounts for those businesses may range from a total of \$7,000 to \$130,000.

#### **Disability Access and Education Fund**

The Disability Access and Education Fund was created by [SB 1186](#) and amended by [AB 1379](#). From 2018 to 2023, applicants for local business registrations or renewals shall pay an additional fee of four dollars (\$4). The City and County of San Francisco shall retain 90% of the fees collected. Starting 2024, the

business registration fee reverts back to one dollar (\$1), and 70% of the fees collected shall be retained by the City. The Office of Small Business intends to use the Disability Access and Education Fund for increased certified access specialist (CASP) training and certification within the local jurisdiction and to facilitate compliance with construction-related accessibility requirements. The current fund amount is a minimum of \$500,000. It is presently unknown how many grantees will require third-party check printing services.

#### **Minimum Qualifications**

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

#### **Preferred Qualifications**

- Applicants should develop a flexible budget for the proposed project despite the many unknowns.
- A strong proposal should demonstrate proper resources and a competitive fee structure to perform the services.
- The resulting agreement with the selected contractor will be cost reimbursement. The contractor must have the financial capacity to cover pass-through grant disbursements totaling up to \$100,000 per month while awaiting reimbursement from the City for the pass-through grants plus payment of administrative costs.

### III. Application Process

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#### A. How to Apply

Complete applications shall include all of the items listed in the Proposal Package Checklist, below. Instructions and tips on completing all Proposal Package documents are included following the Checklist and all templates noted can be downloaded from <http://oewd.org/bid-opportunities/RFP-219>.

#### **Proposal Package Checklist -**

##### **Templates provided as Appendices to RFP 219:**

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

##### **Additional required attachments:**

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

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

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

#### **Additional Reference Materials, Requirements and Guidelines**

The following documents are for reference only.

**Appendix A, Application Questions** – This template is for reference only. It includes the question set that all applicants must respond to. This document should only be used to draft your proposal content. All proposals must be entered into the online application found at <http://oewd.org/bid-opportunities/RFP-219>.

**Appendix C, City Grant Terms (Form G-100)**, contains the standard requirements that apply to all nonprofit organizations doing business with the City.

## **Appendix D, Applicant Requirements and Guidelines**

Appendix D is a reference document which outlines additional details related to the following topics:

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

**Appendix E, Supplier Registration Instructions**, provides registration instructions to Applicants who are not current City Suppliers (vendors).

## **B. Proposal Package Submission**

When all items are complete, submit the entire Proposal Package by **5:00 p.m. on Thursday, January 6, 2022**. Complete proposal packages must be submitted online by 5:00 p.m.

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



If you discover an error in your submission and need to submit a revised proposal, compile all items on the Proposal Package Checklist, follow the same steps as outlined above, and ensure that the revised submission is submitted before the deadline. Please also contact [oe wd.procurement@sfgov.org](mailto:oe wd.procurement@sfgov.org) and confirm when that you are replacing your prior submission so that OEWD is able to identify the correct proposal that the Review Committee receives.

Again, all submissions, including all appendices, must be received in the online system by 5:00 p.m. on Thursday, January 6, 2022 to be considered as part of the Proposal Review Process.

**Early submission is highly encouraged.**

If you have any challenges with the application process or forms, please contact the Contracts and Grants Division at [oe wd.procurement@sfgov.org](mailto:oe wd.procurement@sfgov.org). The team will assist with technical issues until the submission deadline.

### **C. Best Practice Tips**

- Use the Proposal Package Checklist to ensure your proposal is complete.
- Carefully review the minimum qualifications in the program area(s) you are interested in. Note that you may be eligible for some programs and not others.
- Write as clearly and succinctly as possible and respond directly to the questions as asked. Do not submit extra materials not requested.
- No links to outside materials should be included in proposals, as the Review Committee will not review any websites, articles, videos, or documents during the review process.
- Include all requested files as attachments with your proposal prior to submission; these attachments will not be accepted after the deadline.

## **IV. Proposal Review Process**

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First, OEWD will review all proposals to determine if they are complete and eligible. Incomplete, late or otherwise ineligible proposals will not be considered and applicants will be notified if their proposals have been disqualified.

Next, a Review Committee will read and score all complete and eligible proposals. The Review Committee may consist of City and non-City staff and other individuals who have experience in the Program Areas in this RFP. If applicants are current OEWD grantees or contractors, OEWD may consider prior performance in our review.

For Invest In Neighborhoods programs, the Review Committee consists of both “Tier 1” and “Tier 2” panels.

- Tier 1 Review - the primary review committee will review and score all responsive proposals on a 100-point scoring system as described in this RFP.
- Tier 2 Review – an additional review committee will review and score all proposals on a 50 point scale of how well each meets the district or neighborhood need, project feasibility, and fulfillment of key department priorities, as applicable. Proposals will then be ranked and awarded on the total points received from both reviews.

Business Development and Office of Small Business programs will be scored at the Tier 1 level only. At the discretion of the City, the review process may require applicants to make an oral presentation before the panel and/or require the panel to conduct a site visit of the applicant’s facility or proposed project area.

### **Selection Criteria**

Applications 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 awarded 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 review 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)**

- The applicant’s professional qualifications and the experience of proposed partners, subcontractors and staff
- Experience and track record implementing similar projects or proposed activities

- Clarity and feasibility of proposed staffing assignments, taking into consideration accessibility, availability and workload
- The application demonstrates a thorough understanding of the economic, social, financial, institutional or other issues that require a solution.
- Demonstration of community support

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

- The proposed project will contribute to achieving the goals and objectives stated in the RFP.
- The application presents a clear description of the proposed project, including a clear statement of goals and objectives
- The application presents a plan of action with details on the specific scope of services applicant(s) propose and how the proposed work will be accomplished.
- 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.
- The design of the project reflects current knowledge on effective practices supported by applicants' experience and/or research and literature.
- The proposed project would involve the collaboration of partner organizations, 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.
- The proposed project reflects performance targets appropriate for the program.
- 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)

- Applicant addresses how data on project activities, outputs and outcomes will be collected and reported.
- Applicant demonstrates they have or will develop the capacity to collect and manage data.
- 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)

- Applicant provides a detailed budget narrative presenting reasonable costs that relate to activities proposed.
- The proposed budget is submitted on the required template and applicant's overall budget is of a size to reasonably expect successful delivery of the program.
- Applicant maintains strong fiscal controls and would ensure the prudent use, proper and timely disbursement and accurate accounting of funds awarded under this RFP.

- Additional resources are available to ensure implementation and sustainability of programming.

### **Clarifications**

The City may contact 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. 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.

### **Selection**

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. The tentative awardees whose proposal(s) are determined to meet the needs of the City will be recommended to negotiate a grant. If an applicant submits multiple proposals, the organization's overall capacity in relation to the number of projects proposed will also be considered when proposals are recommended for funding. All applicants will be notified of the results of the evaluation.

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. 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. Final award of the grant may be subject to approval by the Civil Service Commission, Board of Supervisors, Mayor, or other governing body.

Applicants who do not receive an award may appeal the decision. Applicants who receive a grant will be contacted to begin the grant negotiation process.

## **V. Protest Process**

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### **A. Protest of Non-Responsiveness Determination**

If your proposal is deemed non-responsive, you will receive notice from the City explaining the reason for removing it from consideration. 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. The protest must be received by the City on or before the fifth business 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 applicant, 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 business days of the City's issuance of a notice of intent to award the grant, any applicant 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. The notice of protest must be received by the City on or before the fifth business 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 applicant, 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. OEWD highly recommends submitting the protest via email. If a protest is mailed in hard copy, 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 protest 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 protesting organization.

**Protests must be addressed to:**

Contracts and Grants Director  
Office of Economic and Workforce Development  
One South Van Ness Avenue, 5<sup>th</sup> Floor  
San Francisco, CA 94103

Following the City's receipt of a timely protest, the City may decide to schedule a meeting to review and attempt to resolve the protest. The meeting will be scheduled within ten (10) calendar days of the receipt of the protest, in a format that follows public health and accessibility guidelines. If the City determines a meeting is not necessary to address the protest, the protestor can anticipate a written response from the City within 10 calendar days of submission of the letter of protest. **All protest determinations made by the Director of OEWD are final.**