

OEWD REQUEST FOR PROPOSALS #224
Question and Answer Log (final posting)

Date of Submission	Forum Submitted (emailed to oewd.procurement@sfgov.org, asked at TA Conference, asked at Drop-in Session)	Submitted by (Name)	Question	Program Area or Administrative Question?	Response
8/11/2022	Procurement Email Account	Benafsha Irani	Is RFP 224 only for non-profits?	Administrative question	<i>Yes, for this RFP, all grants are available to nonprofits. If you want to partner with a local nonprofit firm to deliver these services, you can serve as part of their project team. The lead entity does need to be a nonprofit, though.</i>
8/12/2022	Procurement Email Account	Ridwana Bentley	Could you tell me if this is a advance or reimbursement type grant?	Administrative question	<i>All OEWD grants are cost reimbursement. Some may be negotiated as deliverable-based grants, meaning that we would come to agreement on the value of a deliverable (e.g. an event, or report) and pay in lump sum amounts through the term of the grant. We also may offer advances for some of them, as appropriate. But technically, all of our grants are set up with the expectation that work is performed before we compensate for services. Let me know if you have additional questions.</i>
8/12/2022	Procurement Email Account	Roger Fahr	Is an organization allowed to submit applications for more than one program?	Administrative question	<i>Yes, organizations may submit multiple applications to more than one program (or multiple applications for the same program, if you want to). The proposals will be evaluated by different panels, so please make sure you do not cross-reference information between proposals (e.g. "Please see the answer to this question in my proposal under Area B").</i>
8/16/2022	Technical Assistance Conference	Alyssandra Wu	Do nonprofit arts organizations qualify to apply for this RFP	Administrative question	<i>Yes; arts organizations are welcome to apply, as long as you meet all other qualifications in the program area(s). Note, all organizations applying to this RFP must be nonprofits.</i>
8/16/2022	Technical Assistance Conference	Alyssandra Wu	If our small business is located in the Mission is it uncompetitive for a grant?	Administrative question	<i>There are no geographic restrictions for where applicants are located. You will not need to be located in the target neighborhoods in order to provide services. You will need to have a track record working within, and the ability to access target stakeholders in, the target neighborhoods in this RFP to be competitive.</i>

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8/16/2022	Technical Assistance Conference	Alyssandra Wu	Do we ask for a specific funding amount in the app? If so, is there a cap on how much we can ask for? If not, what's the typical amount awarded?	Administrative question	<i>Please look to each program area for the limits for each. Please also pay attention to the criteria within areas A and C; for example, Area C includes a table with all of the activities that you may propose, and expected budget limits to each activity is included. Please also note that OEWD may negotiate different grant amounts (above or below your ask) contingent on the quality and breadth of proposals received.</i>
8/16/2022	Technical Assistance Conference	Eva Schouten	Can one organization apply for several areas?	Administrative question	<i>Yes. Please file distinct applications for each area, and please do not cross-reference between proposals as different panels will be reviewing proposals.</i>
8/16/2022	Technical Assistance Conference	Misty Youmans	The timetable from RFP to proposal due date is very short. Can this period be made longer in order to adequately prepare these proposals?	Administrative question	<i>Unfortunately, in order to meet the timeline of getting funds out in November, we need to keep this timeline.</i>
8/16/2022	Technical Assistance Conference	Terri Le	Are you looking for one lead or are preferring collaborative projects?	Administrative question	<i>We encourage collaboration for Area A, as we are expecting that a lot of interest will come from each of the economic core neighborhoods and we want to ensure we can distribute the funding across all neighborhoods. To reduce competition between natural allies, a collaborative proposal is suggested but not required. All other areas may include collaborative proposals, but we have only encouraged it for Area A. OEWD reserves the right to negotiate with the project team and segregate out areas of the proposal that best align with the strategic priorities of this RFP. Anyone interested in understanding the responsibilities of a fiscal lead can contact us at oewd.procurement@sfgov.org for support.</i>
8/16/2022	Technical Assistance Conference	Terri Le	Are these slides already available on the website or will that be shared later with the recording from today's webinar?	Administrative question	<i>They will be posted after the TA Conference.</i>

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8/17/2022	Procurement Email Account	Alyssandra Wu	What is the grant period for the programs? We know the project needs to start by November 2022, but is there an end/finish date?	Administrative question	<i>You will note that each program area notes an expected 12 month term for the funding allocated, however, OEWD may negotiate different grant terms and adjust funding commensurate with the length of the grant. While grants will start on or after November, it's possible that some will also start later (as this also depends on how quickly the selected applicant/s can get into compliance with City requirements and come to agreement on terms).</i>
8/19/2022	Email to Kat Daniel	Desi Danganan	Would (requesting funding for activation programming) preclude (us) from applying for a grant thru the current RFP process?	Administrative question	<i>No this doesn't preclude you from responding to RFP 224.</i>
8/19/2022	Procurement Email Account	Lynn Bruni-Perkins	Can a 501-C6 solely apply for Program Area D or does it need to be in collaboration with a 501-C3?	Administrative question	<i>501(c)(6) entities are eligible to apply (see page 4 of the RFP, "Eligible Applicants"</i>
8/19/2022	Procurement Email Account	Lynn Bruni-Perkins	On the provided budget template to submit, our requests will be specifically for marketing funding. Do we need to include staff time and overhead expenses if we are not intending to be reimbursed or count staff time/expenses as leveraged funds?	Administrative question	<i>Your budget should include all reasonable and necessary expenses necessary to execute your project, for which you are requesting funds from OEWD. The yellow leverage column on the template is intended for you to list any other sources of funding that will support the proposed activities.</i>
8/19/2022	Procurement Email Account	Marisa Rodriguez	If applying as a consortium of groups for subsection C, is the department expecting a separate joint proposal for this work, or should each group include a parallel request in its own proposal?	Administrative question	<i>If applying to lead a consortium of groups where one organization will serve as the lead, applicants should submit one collaborative proposal including all partner organizations/individuals as subs. If applicants submit distinct proposals, they will be evaluated in competition with each other.</i>

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8/16/2022	Technical Assistance Conference	Fay Darmawi	For Program Area A, are applicants expected to coordinate access with building owners and property management companies for the storefront activations?	Program Area A	<i>Any applicant proposing to do ground floor activation should work with property owners and building owners to identify a space. We hope that, through Program Area C, we will also have one or more entities that will help reach out to property owners and help with technical assistance. If you apply to Area A and demonstrate the existing ability to work with a property owner (or detail a process you will employ to access a specific space), your proposal will be more competitive.</i>
8/19/2022	Procurement Email Account	Jenny Slattery	We are currently consulting with knowledgeable organizations about the meaningful activation of vacant spaces and storefronts. How much detail should we be prepared with about the logistics and budget of that activation and use of vacant properties by the time we submit the proposal?	Program Area A	<i>The more developed, specific and feasible a proposal is, the more competitive it will be. OEWD recognizes that there may be unknowns at the point that you submit your proposal, and encourages applicants to include detail in the proposal about issues that may speed or hinder implementation to your proposed project.</i>
8/19/2022	Procurement Email Account	Jenny Slattery	Can a portion of the budget be allocated to a fund for beautification, lighting, security, safety, and infrastructure, which we and our community partners could utilize to successfully engage the public through our activations? Would that be an eligible expense?	Program Area A	<i>You may use grant funds to pay for costs related to events, beautification, lighting, etc. To be competitive, the proposal should explain how the programming will be successful in driving interest and foot traffic to the economic core.</i>

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8/19/2022	Procurement Email Account	Karen Thompson	<p>Our nonprofit organization, LightHouse for the Blind and Visually Impaired, is located at the 1155 Market Street building and we occupy several floors (Floors 9-12) within the building. I was wondering if the following activities/events we propose to hold at 1155 Market Street would be eligible for grant funding under Program Area A (Activation for Economic Core Recovery)?</p> <ul style="list-style-type: none"> - Community blood drive (partnering with Red Cross) - Community covid vaccine clinic - Panel discussion focusing on disability & LGBTQ+ issues prior to SF PRIDE parade as well as a celebration event on the day of the SF PRIDE parade - Serving as a midterm election polling site in November - Hosting a concert in which blind and sighted singers would be performing - Arts and craft programs - Night and weekend classes and events - Yoga, meditation, qi gong and other exercise opportunities 	Program Area A	<p><i>Through Program Area A, we are prioritizing activations in public spaces and vacant ground floors. While you may propose any/all of the activities you described, you should make a clear and compelling case about how programming is going to be continuous (not one-time) and how it will drive a critical mass of people to the economic core neighborhood(s) you are targeting.</i></p>
8/19/2022	Procurement Email Account	Karen Thompson	<p>At LightHouse for the Blind, we have a store located on the 10th floor of 1155 Market Street called Adaptations. Adaptations is the only place/store in Northern California with a comprehensive offering of tools, technology, and other solutions for blind and visually impaired people. In this store, we have items such as white canes, large print calendars/address books, games, gifts, assistive technology equipment/devices, talking/braille watches as well as clocks, and more.</p> <p>We were thinking of promoting foot traffic to the store for blind/low vision individuals throughout San Francisco and beyond by providing transportation vouchers and/or covering their transportation costs since blind/low vision people don't drive and need to rely on public transportation/rideshares (Lyft, Uber, etc.). I was wondering if transportation costs/vouchers would be eligible for grant funding?</p>	Program Area A	<p><i>Transportation vouchers are not an eligible expense under Program Area A. You MAY use grant funds to pay for costs related to events, beautification, lighting, etc. To be competitive, the proposal should explain how the programming will be successful in driving interest and foot traffic to the economic core.</i></p>

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8/19/2022	Procurement Email Account	Paula Arrigoni	For program area A, can you please elaborate on how the city may assist arts and cultural organizations to engage with vacant properties to program pop-ups, etc.	Program Area A	<i>The City aims to provide support with permitting (as well as the support services described in Program Area C). Once that grant is in place, services will include support in connecting to property owners, technical assistance in permitting and negotiations, etc. The more developed and "shovel ready" the Area A idea is, the more competitive the proposal will be.</i>
8/16/2022	Technical Assistance Conference	Alyssandra Wu	Looking back at program C, Marissa you mentioned \$100,000 for smaller activations and \$500,000 for larger activations, but Area C says we can request up to \$600,000? What is the max an organization can request for this program area? \$500,000 or \$600,000?	Program Area A and Program Area C	<i>Area A is where we set limits (\$100k for shorter duration, \$500k for larger). Area C includes a table that breaks the \$600k funding limit into activities. If applying to do the full scale of services in Area C, you can apply for the full amount. If proposing one limited element of the proposed scope, please stick to the limits in the table.</i>
8/16/2022	Technical Assistance Conference	Rene Durazzo	To what extent is the Mission District considered part of the economic core for this RFP particularly related to Part A: Activation and Part C: Pop Up ?	Program Area A and Program Area C	<i>The Mission neighborhood is not part of the Economic Core. The Mission receives other OEWD investments.</i>
8/18/2022	Procurement Email Account	Terri Le	For Program Area D -- the target population is Citywide. Does this mean that the campaign/project needs to address a citywide effort or can it focus on one area in the city such as the Mission	Program Area D	<i>Program Area D asks applicants to propose an approach to a citywide marketing campaign, which aims to increase foot traffic and improve economic conditions throughout the city. A sound approach will include a variety of marketing strategies (see details on p23 of the RFP) and demonstrate the ability to achieve performance outcomes detailed in the RFP (see page 24). An approach that solely focuses on one neighborhood will not be competitive.</i>

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8/19/2022	Procurement Email Account	Karene Conlin	<p>Our project's objective is to revitalize the dying culture and heritage of local fishermen. We will present the local fishery culture at the forefront while being spearheaded by a legacy business on Pier 47.</p> <p>Renovating an old Fish Market on Pier 47, Al Scoma Alley, aims to attract tourists and locals to a scene where San Franciso fishery/aquaculture is severely underrepresented. Creating the infrastructure to continue promoting and preserving the SF Fishing heritage, will inevitably gravitate traction, not only to the neighborhood but to the localcommunity of SF.</p> <p>Partnering with the San Francisco Crab Boat Owners, Fisherman's Union, and local restaurants & businesses, will bring the community back to supporting our local fisherman and our San Francisco Seaport.</p>	Program Area D	<p><i>Program Area D focuses on a citywide marketing campaign, which aims to increase foot traffic and improve economic conditions throughout the city. While your proposed approach does not sound like a fit for Program Area D, the approach you are describing sounds like it may be a fit for Program Area A, as long as you are focusing on activation of the area, rather than solely marketing activities.</i></p>
8/16/2022	Technical Assistance Conference	Alex Aquino	<p>Hello I'm Alex Aquino - Sounds Bazaar & Ankh Marketing - POC Event and Festival Producer - Marketing Company in SF - Retailer experience in SF for 10+ -Ex merchant board member in the Haight Ashbury - willing to collaborate to help fill anyones gaps etc Alexaquino@ankhmarketing.com or Mr.alexquino@gmail.com</p>	Programmatic Question	<p><i>Thank you for sharing your information!</i></p>
8/16/2022	Technical Assistance Conference	Misty Youmans	<p>Will this RFP be offered again, or is this a one-time opportunity?</p>	Programmatic Question	<p><i>OEWD does not intend to put these services out to bid, unless we get limited to no proposals. We may also solicit additional proposals to fill gaps, e.g. to meet neighborhood coverage needs.</i></p>
8/16/2022	Technical Assistance Conference	Roger Fahr	<p>The target economic core map includes other neighborhoods (.e.g the Fillmore), which are not listed in the RFP (Financial District, Union Square, East Cut, Yerba Buena, South of Market Area (SOMA), Embarcadero, Mission Bay, and Market Street). Can we apply for a project in the Fillmore?</p>	Programmatic Question	<p><i>No; this funding is focused specifically on the economic core neighborhoods detailed in the RFP. The Fillmore receives other OEWD investments.</i></p>
8/17/2022	Procurement Email Account	Alyssandra Wu	<p>Are these areas: 3333 California St, San Francisco, CA 94118 or 1401 Howard St, San Francisco, CA 94103 close enough to the Financial District, Union Square, East Cut, Yerba Buena, South of Market Area (SOMA), Embarcadero, Mission Bay, or Market Street to be a targeted area? I know 3333 California St., is probably not because it is in Laurel Heights, but 1401 Howard St. is very close to Union Square and Mission Bay.</p>	Programmatic Question	<p><i>3333 California Street is not an eligible location, however, 1401 Howard does fall within the eligible project area.</i></p>

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8/17/2022	Email to Kat Daniel	Amy Cleary	<p>I am confused about the RFP, which we were about to share with members. My understanding was that there were four categories, as listed in the press release.</p> <p>The RFP seems to require those submitting to be nonprofits, whereas I had thought that was only necessary for 1/4 of the categories.</p> <p>Is it the case that only non-profits can submit? Could a business owner submit a proposal for some sort of activation for their neighborhood park, block, etc.?</p>	Programmatic Question	<p><i>There are four program areas in the RFP and the lead respondent for all of them is required to be a non-profit organization. Private businesses, individuals, and other entities wouldn't qualify to submit as lead, but they could partner with a non-profit organization if they had an idea that corresponded to any of the program areas.</i></p>