

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
Re'Optima Family Resource Center	Maternal and Infant Health	59	16	The response is lacking and uncomfortably injects language to forcefully demonstrate connection to the African American community, including "Among these families are Black families that are being pushed out of San Francisco. Often, it is believed that Black families are only found in District 10. However, data shows Black families are scattered." Application does not explain how the organization ensures that leadership reflects the voices and needs of the communities served. throughout San Francisco."	7
Re'Optima Family Resource Center	Maternal and Infant Health	70	26		11
Re'Optima Family Resource Center	Maternal and Infant Health	80	27	Re'Optima clearly articulated their organizational history and demonstrated a strong track record of serving families with children ages 0–12 in marginalized communities across San Francisco, Alameda, and Solano counties. Their participant base primarily includes African American, Latinx, and Asian families, reflecting a strong alignment with equity-focused service delivery. The organization offers critical support services such as housing assistance, job readiness, and basic essentials. Two notable programs currently operated by Re'Optima are the Community Baby Shower Event, which provides newborn essentials to families from underserved communities, and the African American/Black Families Support Group, a monthly virtual gathering that offers resources and a culturally affirming shared space. Re'Optima uses listening sessions and culturally specific group formats to collect meaningful community feedback. Their approach to shared decision-making through community forums and co-creation of service plans demonstrates a commitment to uplifting community voices in both design and implementation. Additionally, key personnel were thoroughly described, with relevant backgrounds and roles clearly connected to	14

	C: Deliverab		D: Detailed		E: Outreach
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score
Applicant describes maternal and infant health disparities in San Francisco but does not describe how this program proposal would address the named outcomes for the DKJ target populations.	13		5	Budget proposal is complete and reflects a high emphasis on staff/administrative costs and unreasonable spending including \$92,000 on "unexpected expenses."	5
Re'Optima did a great job thoroughly explaining the objectives and intended impact of their program. They presented a clear and structured plan along with a realistic timeline for implementation, demonstrating thoughtful planning and readiness to execute. The proposal also outlined how the program is designed to foster long-term community impact through a range of supportive resources tailored to the needs of their target population. Their efforts to provide materials and host community groups in multiple languages enhance accessibility and allow them to effectively reach a broader segment of underserved and marginalized communities.	12		5		5
	11	Re'Optima identified several key deliverables that align with the anticipated outcomes outlined in the RFP. These include prenatal and postnatal support sessions, parenting education groups, and home visits. These services are well-suited to support the developmental needs of families and promote long-term well-being in the communities they serve. The proposal outlines partnerships with various organizations based in Chinatown, with partner roles clearly defined in relation to service coordination and program implementation. The staffing plan was provided and included relevant personnel aligned with program delivery. However, the proposal could have been strengthened by offering more detail on how staffing reflects community-rooted leadership and cultural responsiveness, especially in leadership or decision-making roles. While a risk mitigation strategy was included, it would have benefited from the addition of a plan focused on securing alternative funding sources to ensure program sustainability.	8	The budget submitted by Re'Optima is clear and provides sufficient justification for the proposed cost allocations. All expenses appear to be allowable under the funding guidelines and are aligned with the goals of the program. However, the proposal did not include an explanation of how the organization plans to leverage additional resources, such as in-kind contributions or external funding.	8

F: Evaluatio			G: Letters of	
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale
Applicant does not provide a description of outreach plans in a manner that is tailored to engage target communities.	10		3 Points	
	6		5 Points	
Re'Optima engages the community through meetings, tabling events, and strong partnerships with organizations such as Black Infant Health, Head Start Home-Based Programs, local high schools, and the Black Doula Project. These partnerships help ensure culturally relevant and community-driven outreach. The use of multilingual recruitment materials increases accessibility and allows them to reach a wider audience within their target population. While accessibility for individuals with disabilities was not addressed, their overall approach is inclusive and responsive to community needs. By providing essential items to expectant and new mothers, Re'Optima aims to reduce stress and build trust. Their outreach strategy supports long-term relationships and promotes lasting community impact.	7	Re'Optima has a clear plan for tracking and measuring program performance using both quantitative and qualitative data. They utilize pre-surveys, ACEs self-assessment questionnaires, stress-related assessments, and other tools to gather relevant data. All information is tracked through Salesforce, allowing for organized and consistent data management. To assess engagement and program effectiveness, they will implement weekly surveys and form an advisory board made up of 4–6 current or former participants. This board will help ensure ongoing community input. Their continuous feedback loop involves collecting data, reviewing findings, developing improvement plans, and implementing changes. Feedback is also shared with participants via email and WhatsApp, improving accessibility. While their internal evaluation and feedback processes are strong, the proposal lacks detail on how they will ensure transparency and accountability specifically in reporting outcomes to the City.	5 Points	The letters of recommendation submitted were strong and conveyed clear support for Re'Optima. Both letters emphasized the organization's commitment not only to their participants but also to the broader communities they serve.