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REQUEST FOR INFORMATION OUR415 DATA VERIFICATION & UPDATING

ISSUED BY:	San Francisco Department of Children, Youth and Their Families
ISSUE DATE:	June 25, 2026
RESPONSES DUE:	July 17, 2026 at 5pm

PURPOSE

The San Francisco Department of Children, Youth and Their Families (DCYF) is issuing this Request for Information (RFI) to gather information from organizations and individuals with relevant experience regarding potential approaches to designing and implementing a data verification and update system for Our415.org.

This RFI is intended to:

- Assess market capacity and capability to perform ongoing data verification
- Inform the design of a future procurement
- Refine DCYF's understanding of appropriate scope, workflows, tools, and cost structures

This RFI **will not result in a contract award.**

DCYF welcomes responses from organizations, consultants, technology vendors, community-based organizations, and other entities with relevant experience in data management, directory services, verification, outreach, or related fields.

BACKGROUND

Our415, San Francisco's public directory of programs, services, and opportunities for children, youth, young adults and families is designed to:

- Help youth and families find programs, services, and events
- Improve understanding of available resources and how to access them
- Serve as a trusted, go-to source for City-supported opportunities

DCYF has recently:

- Established data independence and ownership of platform data
- Built a publishing workflow through the Open Data Portal
- Integrated with City data infrastructure, including Snowflake
- Strengthened taxonomy and internal data management capacity

As the platform grows, data quality and accuracy are critical to maintaining user trust and engagement.

PROBLEM STATEMENT

DCYF is exploring how to establish a sustainable, repeatable system to ensure that information on Our415 remains:

- Accurate
- Trustworthy
- Up-to-date
- Consistent and user-friendly

At present, key questions include:

- What is the most effective model for ongoing verification?
- What workflows, tools, and systems are needed?
- What level of capacity and staffing is appropriate?
- How should verification connect to data transformation and publishing processes?
- How should responsibilities be structured between DCYF and a potential vendor?

SCOPE OF INTEREST

DCYF is seeking information on approaches to designing and operating a **data verification and update system** for Our415. This system is expected to go beyond one-time review and instead function as an ongoing operational process. The elements below are intended to illustrate the types of functions DCYF is considering. Respondents are encouraged to suggest alternative approaches, identify additional components, or challenge assumptions described in this document where appropriate. The system could include the following elements:

ELEMENT	DETAILS
Recurring Verification Cycles	<ul style="list-style-type: none"> • Regular review of program and service data (quarterly or semi-annual) • Identification of records requiring verification • Establishment of cadence and prioritization logic
Outreach-Based Verification	<ul style="list-style-type: none"> • Contacting service providers to confirm and update information • Multi-step outreach workflows (e.g., email, follow-up, phone outreach) • Identification and maintenance of appropriate points of contact • Escalation protocols for non-response
Data Quality & Standardization	<ul style="list-style-type: none"> • Ensuring consistency across key data fields, including: <ul style="list-style-type: none"> ◦ Organization and service names ◦ Contact information ◦ Program descriptions ◦ Schedules and availability ◦ Eligibility and application processes • Applying defined style or formatting standards
Data Update & Integration Workflow	<ul style="list-style-type: none"> • Documenting and delivering verified updates • Integrating updates into City systems (e.g., Open Data Portal, Snowflake) • Coordinating with internal publishing workflows
Data Management & Record Integrity	<ul style="list-style-type: none"> • Preventing duplicate records • Managing updates to existing records • Maintaining clear tracking of verification status and changes
Responsive & Risk-Based Verification	<ul style="list-style-type: none"> • Incorporating user feedback into verification processes • Triggering verification based on signals such as: <ul style="list-style-type: none"> ◦ Data conflicts ◦ Failed outreach (e.g., bounced emails) • Prioritizing high-impact or frequently accessed services
Data Transformation (Potential)	<ul style="list-style-type: none"> • Reviewing and refining longer-form text (e.g., program descriptions) • Applying standardized transformation processes to improve clarity, accessibility, and consistency

DATA CONTEXT

The Our415 platform includes multiple types of data, which may require different verification approaches. These data types include:

- DCYF-Funded Services: includes grantee programs directly funded by DCYF. Data on these programs comes from DCYF’s Contract Management System. DCYF maintains regular communication with these programs and has the ability to put in place new requirements related to program information for Our415.
- Submitted Services: includes services that have been submitted to DCYF using the Our415 intake form used to collect program listing information. These services are not funded by DCYF but could include programs implemented by the same agencies that run DCYF funded programs. DCYF usually is in contact with these programs because the Our415 intake form is not publicly available organizations must contact DCYF to request access.
- City Department Services: includes services and programs implemented by other City departments and the San Francisco Unified School District (SFUSD). This data includes a mix of City implemented programs as well as those implemented by community-based organizations through grant funding. While DCYF has direct contact with these departments we often do not have contact with grant funded programs.

DCYF is interested in understanding whether and how verification approaches should differ across these categories.

RESPONSE FORMAT

DCYF encourages respondents to organize their responses in a way that best reflects their experience and recommendations. The questions included in the Requested Information section are intended as prompts to guide responses. Respondents do not need to address every question and are encouraged to provide any additional information they believe would help DCYF better understand potential approaches.

REQUESTED INFORMATION

The questions below are intended to guide responses and identify areas of interest to DCYF. Respondents are encouraged to address the topics most relevant to their experience and expertise.

ELEMENT	QUESTIONS/PROMPTS
Organizational Experience	<ul style="list-style-type: none">• What is your organization’s experience working with public sector systems to support platforms, directories, or service inventories?• What is your organization’s experience with data verification, quality assurance, or content validation?
System Design & Approach	<ul style="list-style-type: none">• How would you design a repeatable verification system for a platform like Our415? What are the key components of an effective verification workflow? What level of automation vs. manual work would you recommend?
Outreach & Engagement Model	<ul style="list-style-type: none">• How would you structure outreach to service providers?• What methods have you found most effective for obtaining accurate updates?• How do you manage non-responsive organizations?
Verification Cadence & Triggers	<ul style="list-style-type: none">• What verification frequency would you recommend and why? In your response describe how you would incorporate:<ul style="list-style-type: none">○ Event-based triggers (e.g., user feedback, data conflicts)?○ Risk-based prioritization?

ELEMENT	QUESTIONS/PROMPTS
Data Governance & Workflow	<ul style="list-style-type: none"> • How should responsibilities be structured between DCYF and a vendor? • What service level expectations are typical for this type of work? • How should updates be tracked, validated, and approved?
Data Standardization & Transformation	<ul style="list-style-type: none"> • How would you ensure consistency and clarity across text fields? • What is your organization's experience applying structured formatting or transformation processes to user-submitted content?
Data Types & Complexity	<ul style="list-style-type: none"> • How would your approach differ across these Our415 data types? <ul style="list-style-type: none"> ○ DCYF-funded services ○ Submitted services ○ City departmental services
Data Management & Integrity	<ul style="list-style-type: none"> • How do you ensure accuracy when multiple data sources or contacts provide conflicting information? How do you prevent duplicate records?
Risks & Challenges	<ul style="list-style-type: none"> • What are the most common failure points in verification systems like this? What should DCYF be most careful about when designing this function?
Cost Considerations	<ul style="list-style-type: none"> • What would a high level pricing model be for your organization for this work (e.g., per record, per cycle, hourly, subscription)? • What are the primary cost drivers associated with this type of work?

RELEVANT EXPERIENCE

DCYF hopes to receive information from potential respondents that demonstrate the following relevant experience:

- General computer and data management competency
- Familiarity with internet-based research and verification
- Experience working with structured datasets
- Ability to follow defined workflows and quality standards

DISCLAIMER

This RFI is issued for **information and planning purposes only** and does not constitute a solicitation.

- DCYF will not award a contract based on this RFI
- Respondents will not receive any preference in a future procurement
- DCYF is not responsible for any costs incurred in responding

SUBMISSION INSTRUCTIONS

- There is no page limit for responses.
- Submit responses online using this link: <https://dcyf.jotform.com/261196945847069>
- **Deadline: July 17, 2026 at 5pm**

NEXT STEPS

Information gathered through this RFI will inform DCYF's approach to a potential future solicitation related to Our415 data verification and management.