



Monday, September 8, 2025 3:00PM

Technical Assistance Conference Request for Proposals #233

RFP Issued: Friday, August 29, 2025

Proposals Due: Tuesday, September 16, 2025, by 5:00 P.M. PST

San Francisco Office of Economic and Workforce Development



Presentation Overview

- Welcome and Overview
- Program Area Details
- RFP Timeline and Application Process
- City Supplier and Compliance Requirements
- Q&A



About OEWD

OEWD's Mission is to advance equity and shared prosperity for all San Franciscans by:

- growing sustainable jobs,
- supporting businesses of all sizes,
- creating great places to live and work, and
- helping everyone achieve economic self-sufficiency.



About RFP #233

In August 2025, the Office of Economic and Workforce Development (OEWD) issued RFP 233 to solicit proposals across three of its divisions: Business Development, Impact, Policy & Communications (IPC), and Workforce Development. The purpose of this solicitation is to deliver critical programs and initiatives that strengthen San Francisco's economy.

Program Areas Covered by RFP 233

Applicants may propose under four areas:

- Accelerate Manufacturing Support for San Francisco's manufacturing sector through outreach, real estate assistance, business connections, and marketing.
- 2. Downtown Economic Development Activation projects to boost recovery and attract workers, residents, and visitors to the Financial District.
- 3. General Marketing Services Citywide marketing, communications, media, and PR to enhance visibility and engagement.
- 4. Employment Training Panel Technical assistance and management for State ETP grants, including data collection, compliance, and employer support.

https://www.sf.gov/resource--2025--request-proposals-rfp-233



QUESTIONS?

- Please submit your questions in the chat.
 Our team will answer as many questions as possible at this session; all questions will be logged, answered, and posted to the RFP 233 website.
- You may still submit questions until 5:00 P.M. on Wednesday, September 10, 2025, by email (oewd.procurement@sfgov.org)

https://www.sf.gov/resource--2025--request-proposals-rfp-233



About OEWD'S Business Development Division

The Business Development Division of the Office of Economic and Workforce Development (OEWD) provides specialized support to address the unique needs of San Francisco businesses. The division strengthens the City's economy by helping local companies start, stay, and grow—promoting job creation, tourism, and local investment.

Business Development acts as a centralized clearinghouse of resources and services, ensuring San Francisco remains a hub for innovative industries such as life sciences, information technology, clean technology, manufacturing, nonprofits, fashion, nightlife, and international commerce.

The Business Development Division focuses on:

- 1. Sector Support: Delivering targeted assistance for key industries to retain and expand business presence in the City.
- 2. Outreach & Real Estate: Providing technical assistance and helping businesses navigate San Francisco's real estate market.
- 3. Information & Resources: Serving as a connector to financial, legal, marketing, and government programs.
- 4. Neighborhood & Corridor Investment: Supporting vibrant commercial corridors and small business recovery citywide.
- 5. Business Development ensures San Francisco remains competitive, inclusive, and supportive of entrepreneurs and industries driving the City's future.

Learn more about OEWD and its divisions at:

https://oewd.org



Program Area A: Accelerate Manufacturing

Maximum Budget Request: \$75,000 (1 year; extendable up to 6 years)

Anticipated # of Awards: 1

Total Funding: OEWD expects to allocate \$75,000 per year, with an option to extend for a total six (6) years.

Eligible Neighborhoods: City-wide

Priority Population(s): Manufacturing businesses of all types

Services Requested:

- Conduct proactive outreach to manufacturing businesses (identify risks, expansion opportunities, succession planning).
- Provide real estate assistance (site searches, market data, tenant info).
- Act as clearinghouse for resources and policy updates.
- Connect businesses with workforce candidates and training.
- Link firms to City/State/Federal programs (tax incentives, financing, workforce).
- Develop local purchasing campaigns and sector-wide networking.
- Create marketing opportunities for "Made in SF" products.
- Collect data and report on industry health (leases, jobs, sales, growth).



Program Area B: Downtown Economic Development

Maximum Budget Request: \$400,000 (per year) Anticipated # of Awards: 1

Total Funding: OEWD expects to allocate \$400,000 per year, with an option to extend for a total six (6) years.

Eligible Neighborhoods: San Francisco's Financial District

Priority Population(s): San Francisco's downtown businesses, property owners, residents

Services Requested:

- Lead activations to increase foot traffic and stimulate recovery.
- Execute recurring, scalable events/strategies to attract workers, residents, visitors.
- Improve perception of Downtown as dynamic, engaging, and safe.
- Develop marketing campaigns to highlight the district's assets.
- Foster collaborations with local stakeholders and small businesses.
- Secure private sector partnerships/funding to sustain efforts.
- Track economic impact through participation and survey data.



About OEWD'S Impact, Policy, and Communications (IPC) Division – Data & Performance Division

The Impact, Policy, and Communications (IPC) Division at the San Francisco Office of Economic and Workforce Development (OEWD) serves as a strategic shared service that supports all OEWD divisions. IPC strengthens program effectiveness, transparency, and community responsiveness by integrating data analysis, research, policy development, and communications into departmental operations. Through this work, IPC ensures that OEWD's programs are guided by community voices, rooted in racial equity, and grounded in evidence-based practices.

The IPC Division focuses on:

- 1. Shared Services & Accountability Provides centralized support across OEWD, aligning programs with community priorities and ensuring transparency.
- 2. Communications & Engagement Leads outreach, public information, and stakeholder engagement to build awareness and strengthen community partnerships.
- 3. Data & Systems Manages platforms, dashboards, and governance frameworks to ensure secure, reliable data for decision-making.
- 4. Policy, Equity & Evaluation Develops evidence-based policies, embeds racial equity and community voices, and conducts evaluations and training to drive continuous improvement.

The IPC team ensure that OEWD's initiatives—from neighborhood revitalization to workforce development—are measurable, equitable, and aligned with the needs of San Francisco's diverse communities.

Learn more about OEWD and its divisions at:

https://oewd.org



Program Area C: General Marketing Services

Maximum Budget Request: \$300,000 (2 years; Anticipated # of Awards: 1 extendable up to 6 years)

Total Funding: OEWD expects to allocate \$300,000 per year, with an option to extend for a total six (6) years.

Eligible Neighborhoods: City-wide

Priority Population(s): San Francisco's residents, workers, tourists

Services Requested:

- Develop and execute citywide marketing and PR campaigns.
- Provide brand strategy, content creation, and ad management.
- Place media across digital, print, radio, TV, and streaming.
- Produce creative assets (graphic design, video, photography).
- Engage audiences via social media and influencer partnerships.
- Conduct market research, surveys, and performance analytics.
- Report on ROI, reach, engagement, and campaign effectiveness.



About OEWD'S Workforce Development Division

The Workforce Development Division of OEWD trains and connects San Franciscans to sustainable jobs with career growth opportunities. The division promotes economic prosperity for all residents, including unemployed, underemployed, and those facing barriers to employment.

The Workforce Division partners with employers, training providers, and community organizations to create equitable pipelines into San Francisco's key industries—construction, health care, hospitality, technology, etc.

The Workforce Development Division focuses on:

- · Training Pipelines: Preparing residents for in-demand careers through targeted training and skill development.
- Employer Partnerships: Connecting businesses with qualified job seekers.
- Supportive Services: Addressing barriers to employment with wraparound supports such as job readiness and case management.
- Equity & Access: Ensuring historically underserved populations gain entry to sustainable, living-wage careers.

Through these efforts, Workforce Development helps residents achieve long-term self-sufficiency while meeting the evolving labor needs of San Francisco's economy.

Learn more about OEWD and its divisions at:

https://oewd.org



Program Area D: Employment Training Panel (ETP) TA & Management

Maximum Budget Request: \$75,000 (4 years) Anticipated # of Awards: 1

Total Funding: OEWD expects to allocate \$75,000 per year, totaling \$300,000 for four years of services.

Eligible Neighborhoods: City-wide

Priority Population(s): Nonprofits and For-profits

Services Requested:

- Manage OEWD's State ETP grants.
- Collect and submit training and demographic data.
- Establish systems for enrollment, documentation, and quality control.
- Liaise with employers and maintain info database.
- Prepare monthly reports, cash flow plans, and invoices.
- Represent OEWD at ETP monitoring meetings.
- Assist with ETP grant applications and amendments.
- Provide outreach and TA workshops to local businesses.



Timeline

- Friday, August 29, 2025: RFP 233 published on OEWD website
- Monday, September 8, 2025: Technical Assistance Conference
- Wednesday, September 10, 2025: Deadline to submit substantive questions (5:00pm PST)
- Friday, September 12, 2025: Final Q&A posted to RFP website by (11:59pm PST)
- Tuesday, September 16, 2025: Proposals due by 5:00pm PST Deadline

https://www.sf.gov/resource--2025--request-proposals-rfp-233



HOW TO APPLY

Applications will be accepted online only.

Visit: https://www.sf.gov/information--bid-opportunities

Current OEWD bid opportunities

Request for Qualifications (RFQ) #227 (Reissued Fall 2025) *NEW*

Request for Proposals (RFP) #233 *NEW*

Need help with the online application? Email us for support at oewd.procurement@sfgov.org



Supplier Instructions

For general questions regarding the Supplier registration process, contact the User Support Desk 415-944-2442 or email sfcitypartnersupport@sfgov.org

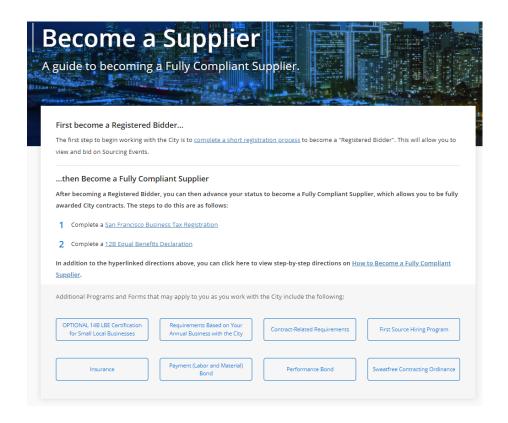


Supplier Compliance Requirement Instructions

- City Supplier Registration
- Secretary of State (SoS)
- Office of Attorney General (OAG)
- First Source Hiring Program
- Business Tax Compliance (TTX)
- Equal Benefits (formerly 12B) Compliance (CMD)
- Minimum Compensation Ordinance, Health Care Accountability
 Ordinance and Health Care Security Ordinance (OLSE)



Register to become a City Supplier https://sfcitypartner.sfgov.org/pages/become-a-supplier.aspx





Supplier Instructions - sfcitypartner.sfgov.org

First become a Registered Bidder...

The first step to begin working with the City is to <u>complete a short registration process</u> to become a "Registered Bidder". This will allow you to view and bid on Sourcing Events.

...then Become an Approved Supplier

After becoming a Registered Bidder, you can then advance your status to become an Approved Supplier, which allows you to be fully awarded City contracts. The steps to do this are as follows:

- 1 Complete a San Francisco Business Tax Registration
- 2 Complete a 12B Equal Benefits Declaration

In addition to the hyperlinked directions above, you can click here to view step-by-step directions on <u>How to Become an Approved Supplier</u>.

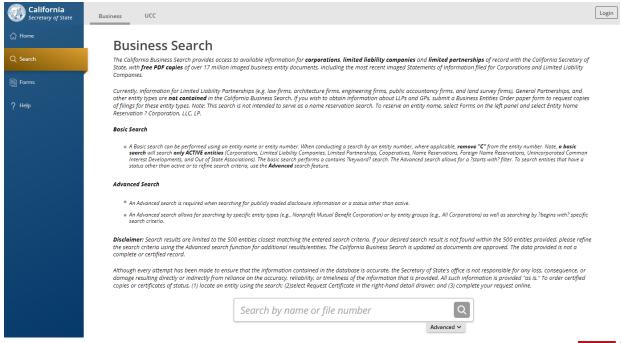
Additional Programs and Forms that may apply to you as you work with the City include the following:

OPTIONAL 14B LBE Certification for Small Local Businesses Requirements Based on Your Annual Business with the City

Contract-Related Requirements

First Source Hiring Program

California Secretary of State (SoS) https://bizfileonline.sos.ca.gov/search/business





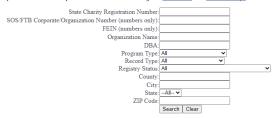
California Office of the Attorney General (OAG) https://rct.doj.ca.gov/Verification/Web/Search.aspx?facility=Y



Search the Files of the Registry of Charitable Trusts

The Registry Search Tool allows you to query the Registry's database and verify whether a charitable organization or fundraiser has complied with the Attorney General's registration and reporting requirements. You may also review and download records and public filings that a charitable organization or fundraiser has submitted to the Attorney General's Registry of Charitable trusts. This includes copies of annual registration renewal forms (Form RFF-1), IRS Forms 990, raffle reports and fundraising reports that are in the Registry's database. Information is retrieved from the database in real-time but data and statuses may change intraday as filings are processed.

Potential donors are enoughed to research organizations using this query local of at ose available true the telegratery of State, Franchise Tax Board and IRS to determine an organization's fax exempt status and compliance status with all appropriate state and federal agencies. Each agency maintains their own databases and independently determines the disposition of organizations relative to their statutory oversight. Each solution be considered for carefully and collectively to gain the most complete assessment possibile. Don's how some possibile. Don's may also begin the most or may also begin the most or may also begin the most or may also be most organizations.



Note: On the organization details page, under Filings & Correspondence, if incorrect documents seem to open when you try to download or view them, try clearing your browser's cache and then also refreshing that page. The order of the documents may change, but those two steps should clear up most issues with the links

Registry Status Definitions & Search Tips Downloadable Lists of Charities Home Page

For more information on how to cure your delinquent status, visit: https://oag.ca.gov/charities/delinquency







FIRST SOURCE HIRING PROGRAM

September 8, 2025

https://sf.gov/comply-first-source-hiring-program



WHAT IS THE FIRST SOURCE HIRING PROGRAM?

- The First Source Hiring Program was enacted into law in 1998 as Chapter 83 of the SF Administrative Code and amended in 2009
- Requires covered employers to make good faith efforts toward employing economically disadvantaged San Francisco residents for entry level positions on applicable projects
- The San Francisco Workforce Development system provides supply of qualified workers to employers with hiring needs, and gives economically disadvantaged individuals the opportunity to apply for entry-level jobs in San Francisco





WHAT IS THE FIRST SOURCE HIRING PROGRAM?

COVERED EMPLOYERS

- All businesses with City contracts for goods, services, grants or loans in excess of \$50,000 (or in excess of \$350,000 for construction contracts)
- Employers engaged in commercial activity in over 25,000 square feet space that involved new construction, an addition, or alteration after April 2001 and resulted in the expansion of entry level positions
- Businesses who have leases on City property





HOW DOES FIRST SOURCE HIRING WORK?

- First Source applies to entry level positions that require less than two years of experience
- Covered employers submit entry level job descriptions to OEWD's First Source Hiring Program team by submitting a <u>First Source Workforce</u> <u>Projection Form</u> for every applicable contract
- First Source positions are promoted across OEWD's network of community and educational partners
- OEWD and partners pre-screen applicants to refer qualified candidates to employers
- Employers make a good faith effort to hire First Source candidates



5 STEP PROCESS

- Complete/submit a <u>First Source Workforce Projection Form</u> of entry-level positions
- 2. Register as a First Source Employer with WorkforceLinkSF
- 3. Create and submit a job order which includes basic qualifications, wage rate, benefits etc.
- 4. Make a "good faith effort" to interview and hire referrals from the City's workforce development system.
- 5. Submit verification of any hires made with your designated First Source Hiring Specialist.

Questions? Email or call our Employer Services Team:

Employer.Services@sfgov.org

(415)701-4848 (ask for Employer Services)



Supplier Instructions

- Treasurer and Tax Collector's Office ("TTX")
- Contract Monitoring Division ("CMD") Equal Benefits (formerly 12B) Compliance
- Office of Labor Standards Enforcement ("OLSE") Minimum Compensation Ordinance, and Health Care Ordinances



- Bidder / Supplier ID
- Connect your Business Account Number to Bidder/Supplier ID

https://newbusiness.sfgov.org/vendor

Are you already registered?

Are you a registered business with a Business Account Number (or Business Registration Certificate)? If so, use the link provided to link your Bidder/Supplier ID Number to your Business Account Number Click here to enter your BAN and Bidder/Supplier ID Number



If you do not have a
Business Account Number,
complete the
questionnaire.

If you are not registered as a business: Please answer "Yes" or "No" to the questions below to determine if you are required to register as a business with the Office of the Treasurer & Tax Collector Does this business: Oyes No Receive a grant, stipend or honoraria from the SF Arts Commission, as an individual artist or panelist and otherwise does not do business in San Francisco? O Yes No Maintain a fixed place of business within San Francisco? ○ Yes ● No Perform work or render services within San Francisco for all or part of any seven days during one tax year? ® No Solicit business within San Francisco for all or part of any seven days during one tax year? O Yes ● No Exercise corporate or franchise powers within San Francisco? O Yes ● No Own or lease real or personal property within San Francisco for business purposes? Oyes No Regularly maintain a stock of tangible personal property in San Francisco for sale in the ordinary course of business? ■ No Employ or loan capital on property within San Francisco? ® No Liquidate businesses when the liquidators hold themselves out to the public as conducting such business? O Yes ■ No Have more than \$500,000 in total gross receipts allocated to the City during the tax year?



CCSF Supplier - Application Form

In-Lieu of Business Registration

I declare that my business does not need to register with the City and County of San Francisco's Office of the Treasurer & Tax Collector because it does not meet any of the following:

- . Maintain a fixed place of business within San Francisco.
- . Perform work or render services within San Francisco for all or part of any seven days during one tax year
- . Solicit business within San Francisco for all or part of any seven days during one tax year.
- Exercise corporate or franchise powers within San Francisco.
- . Own or lease real or personal property within San Francisco for business purposes.
- . Regularly maintain a stock of tangible personal property in San Francisco for sale in the ordinary course of business.
- . Employ or loan capital on property within San Francisco.
- . Liquidate businesses when the liquidators hold themselves out to the public as conducting such business.
- Use streets in San Francisco for business purposes for any part of seven (7) days during the tax year.
- . Have more than \$500,000 in total gross receipts allocated to the City during the tax year.

If the Office of The Treasurer & Tax Collector determines that I am conducting business in San Francisco, the City may either cancel the contract or withhold payment ten days after written notification by the Tax Collector. I declare (or certify) under penalty of perjury under the laws of the State of California that the foregoing is true and correct, and that I am authorized to bind this entity contractually.

Name of Person Signing:	Email Address:
Name of Entity / Individual	Business Name/Disregarded Entity Name:
Tax ID Number	Bidder/Supplier ID Number
Mailing Address	City, State, ZIP

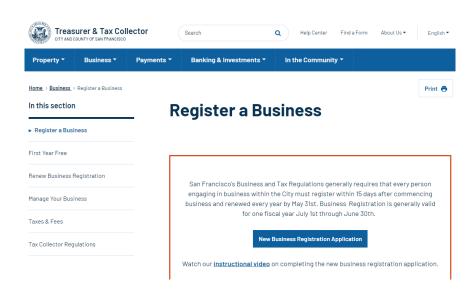
Continue

If you are not required to have a Business Account Number, you will see this form.

For assistance: TTX.VendorAccounts@sfgov.org



- Registration is required within 30 days after commencing business and renewed annually by end of February.
- To register your business, visit <u>https://sftreasurer.org/busi</u> ness/register-business
 - For additional support, visit the Help Center at the above link.





Selecting "yes" enables our office to ask the Supplier Management Team to link your bidder/supplier ID# with your business account#.



For Assistance:

Email to: TTX.VendorAccounts@sfgov.org



Requirement Before Contracting: Equal Benefits Compliance

Labor and Employment Code Article 131 & 132

Equal Benefits Unit, Contract Monitoring Division (CMD)

- **▲** 415-581-2310 8:00 a.m. to 5:00 p.m.
- cmd.equalbenefits@sfgov.org
- Equal Benefits Program | SF.gov

What is the Equal Benefits Ordinance, Articles 131 & 132 Labor and Employment Code? (Formerly known as 12B)

Equal Benefits is a social policy that requires City contractors to provide equal treatment for employer sponsored health and well-being benefits.

City requires Equal Benefits compliance for contracts.

What Are The Employer Requirements?

If benefits are provided then:

- Employees who are in a domestic partnership are treated the same as married employees in/or related to employee benefits.
- Employees are given the option to add a spouse or domestic partner to employer sponsored benefits when available.
- Proof of relationship/waiting period requirements are applied the same for employees that are married or in a domestic partnership.

How do I complete Equal Benefits compliance?



1. Start at link Comply with the Equal Benefits Program | SF.gov



- 2) Gather and submit the 3 compliance documents
 - The total number of employees in U.S.
 - Proof of employee count (IRS 941 or W-3)
 - Provide a Memorandum that summarizes employee benefits.



3) Complete online declaration

What if - I do not provide benefits, have zero-employees, or my employees have no partner/spouse – what do I do?

Compliance is required of all firms. However, documenting compliance for a firm in this situation is simpler. For example: if you:

Do not provide benefits:

On Declaration respond to question 2A and 2B with "No"

Have zero employees, provide:

- IRS Form 1040 Schedule SE- Individuals
 or
- Self Certification more information contact CMD at cmd.equalbenefits@sfqov.org

Have employees with no partner or spouse:

 Document that if employee marital/partnership status changes, they are still Equal Benefits compliant. This will be declared in the Memorandum to Employees.

Want more information? Helpful links



More info on the Equal Benefits Program –

Equal Benefits Program | SF.gov



Step-by-step job aid for Equal Benefits online declaration –

Managing Your Equal Benefits
Declaration v2.9 (2)

Live Help One-on-One Labs

Call User Support: Mondays (Except Holidays)

Monday - Friday 8:30 AM - 5:00 PM

415-944-2442 Please make a reservation by emailing sfcitypartnersupport@sfgov.org

Email User Support: Video conferencing is available by appointment.

Help from San Francisco City Partner Portal

<u>helpdesk</u>

Contact us with any and all questions!

Equal Benefits Unit

- **415-581-2310**
- cmd.equalbenefits@sfgov.org
- Equal Benefits Program | SF.gov





Office of Labor Standards Enforcement

PREVAILING WAGE

San Francisco's prevailing wage laws create wage and benefit requirements for certain types of work – typically construction related tasks. However, certain limited types of non-construction work are also covered by the City's prevailing wage requirements.

OLSE's website thoroughly explains San Francisco's prevailing wage requirements for contractors.

An explanation of prevailing wage for construction related work can be found at: https://sf.gov/information/understanding-prevailing-wage

An explanation of prevailing wage for non-construction related work can be found at: https://sf.gov/information/understanding-prevailing-wage-non-construction-

workers

Our office is available as a resource to answer any questions you may have. We can be reached via email at: prevailingwage@sfgov.org or via phone at (415) 554-OLSE (6573)



Minimum Compensation Ordinance (MCO) Health Care Accountability Ordinance (HCAO)

Jade San Diego, Compliance Officer

Beverly Popek, Supervising Compliance Officer



Office of Labor Standards Enforcement

Minimum Compensation Ordinance (MCO)

Covered Employer

- For-profit and nonprofit 5+ workers (permanent, temporary, etc.) anywhere in the world
- with a City contract
- subcontractors and subtenants need to comply

Covered Employee/Worker

- Anyone working for a covered employer on a City contract
- Working in the US

Compensation = Wages + Time Off







Wage Rates Effective: 7/1/2025-6/30/2026

For Profit Rate: \$21.54*

**Non-Profit Rate: \$21.55*

Paid Time Off (PTO)

- 12 days (Accrual rate is 0.04615 hours)
- PTO is the property of the worker

Unpaid Time Off (UTO)

- 10 days (Accrual rate is 0.03846 hours)
- For use as unpaid sick time



Office of Labor Standards Enforcement

^{*}Annual increases occur every July 1

^{**}Rates are contingent on the City's Budget.



Health Care Accountability Ordinance (HCAO)

Covered Employer:

- For Profits have 20 or more workers in the world
- Non-Profits have 50 or more workers in the world (if it's a grant then exempt)
- Has a City Contract
- Subcontractors and subtenants need to comply

Covered Employee:

• Anyone in the US who works at least 20 hours a week or more on a City Contract for services or on the leased property.





Health Care Security Ordinance (HCSO)

Non-Profits

Grants to **NON-PROFITS** are **exempt** from <u>HCAO</u> but company may need to comply with <u>HCSO</u> -CCSF citywide labor law

For-Profits

Grants to FOR-PROFITS need to comply with HCAO and maybe HCSO

Health Care Security Ordinance (HCSO): hcso@sfgov.org or (415) 554-7892



MCO and HCAO Declaration Forms

- To contract with the City and County of San Francisco, both the MCO and HCAO Declaration Forms are required for contracts that are \$25,000 or more.
- By completing the Declaration Forms, you are agreeing to comply with the ordinances when the ordinances apply to your firm
- A Department can not request a waiver or exemption for the Declaration requirement

Compliance Reminders and Resources

OLSE Website: www.sf.gov/olse

MCO Webpage: https://sf.gov/mco
HCAO Webpage: https://sf.gov/hcao

- Provide employees MCO & HCAO
 Notices/Posters/Know Your Rights Forms
- MCO and HCAO Webinars, Rules and Regulations, FAQs, etc.
- All posters, forms, more information





Office of Labor Standard Enforcement (OLSE)
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place, Room 430
San Francisco, CA 94102

Phone: (415) 554-7903

Email: MCO@sfgov.org

HCAO@sfgov.org



QUESTIONS?

- Please submit your questions in the chat.
 Our team will answer as many questions as possible at this session; all questions will be logged, answered, and posted to the RFP 233 website.
- You may still submit substantive questions until Wednesday, September 10, 2025, by 5:00 P.M. PST by email (oewd.procurement@sfgov.org)

https://www.sf.gov/resource--2025--request-proposals-rfp-233





https://www.sf.gov/resource--2025--request-proposals-rfp-233

Email our team: oewd.procurement@sfgov.org

Subscribe for updates at: https://www.sf.gov/departments--
office-economic-and-workforce-development

