

City and County of San Francisco
Sourcing Event ID 0000011002 | Dept Contract ID: OEWD RFP 233

Formal Request for Proposals for:
Business Development; Impact, Policy, and Communications; and
Workforce Development Divisions
Office of Economic and Workforce Development

This RFP can be viewed at <https://www.sf.gov/information--bid-opportunities>
and on the City's Supplier Portal at: <https://sfcitypartner.sfgov.org/pages/index.aspx>



Proposal Phase	Tentative Date
Request for Proposals Issued	Friday, August 29, 2025
Optional Virtual Technical Assistance (TA) Conference	<p>Monday, September 8, 2025 03:00 PM Pacific Time (US and Canada)</p> <p>Enter location details Location: Zoom Meeting</p> <p>Zoom Webinar Link: Register here</p> <p>Zoom Meeting ID: 838 2714 0894</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 RFP 233 website following the event. For accommodation due to a disability, contact 628-652-8400 or TDD 800-735-2929 (CRS), or email owd.procurement@sfgov.org at least 3 business days prior to the meeting to ensure availability.</p>
Written Questions Due Date	<p>Wednesday, September 10, 2025 by 5:00 P.M. PST</p> <p>Email Written Questions to: owd.procurement@sfgov.org</p> <p>Answers to questions will be posted online to the RFP 233 website: https://www.sf.gov/information--bid-opportunities</p> <p>Initial Posting of Answers: Monday, September 8, 2025, by 11:59 P.M. PST</p> <p>Final Posting of Answers: Friday, September 12, 2025, by 11:59 P.M. PST</p>
Proposal Due Date	Tuesday, September 16, 2025, by 5:00 P.M PST

	Proposal submissions will be accepted online only. A link to the online application is published to the RFP 233 website: <u>https://www.sf.gov/information--bid-opportunities</u>
Notice of Intent to Award	Thursday, September 25, 2025
Period for Protesting Notice of Intent to Award	Within three (3) business days of the City's issuance of a Notice of Intent to Award.
Questions about this RFP?	Technical assistance will be provided by phone or email in accordance with public health and accessibility guidelines. Need the RFP or application materials in alternative formats for people with disabilities? Please email: <u>oe wd.procurement@sfgov.org</u>

Attachments

Attachment A: Proposal Questions – for reference only
Attachment B: Proposed Budget Template– required document
Attachment C: City’s Grant Agreement Terms – for reference only
Attachment D: City’s Contract Terms – for reference only
Attachment E: Supplier Registration Instructions – for reference only
Attachment F: HCAO and MCO Declaration Forms
Attachment G: First Source Hiring Form

SUBMISSION REQUIREMENT CHECKLIST	Proposers must submit the following items with their online Proposal. A Proposal that fails to provide the following Submission Requirements (SR) will not be eligible for further consideration.
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SR #	Description
SR 1	Completed proposal submitted via online system by the deadline.
SR 2	Completed Attachment B, Proposed Budget template in Excel file format.
SR 3	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).
SR 4	Organizational Chart for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided).
SR 5	Supplementary Questions and Attachments – Supplementary Questions and Minimum Qualification requirements stated under each Program Area are completed in the online narrative application, while attachments must be uploaded using the upload buttons in the online application.

I. INTRODUCTION AND SOLICITATION SCHEDULE

A. Introduction

1. General

This Request for Proposals (hereinafter “RFP” or “Solicitation”) is being issued by Office of Economic and Workforce Development (hereinafter, “OEWD” or “City”). OEWD’s mission is to advance equitable and shared prosperity for San Franciscans. We support businesses of all sizes, create great places to live and work, and help everyone achieve economic self-sufficiency. Learn more about our work at the following website: <https://sf.gov/departments/office-economic-and-workforce-development>.

OEWD is seeking qualified suppliers (“Proposers”) to provide proposals (“Proposal”) in various program areas. Some programs that are in furtherance of the public purpose of providing critical economic and workforce development resources to support San Francisco’s residents, businesses and visitors, will be administered as **grants**, while other services provided for the City’s benefit will be administered as **professional services contracts**. The anticipated total amount of funding anticipated for initial contract awards is **\$1,075,000**. Additional details regarding the funding limits for each program area, the expected term of initial agreements, and whether the program is a grant or professional service contract, are summarized below and detailed in Section II of this document. The funding intends to deliver critical programs and initiatives citywide, with particular emphasis on economic corridors, communities and business sectors that have been most adversely impacted by the COVID-19 pandemic. These programs will be administered through OEWD’s **Business Development; Impact, Policy, and Communications (IPC); and Workforce Development Divisions**.

When applicable and practical, Proposers are encouraged to reflect the diversity of the City and include participation of businesses and residents from the City’s most disadvantaged communities including, but not limited to the Bayview/Hunters Point, Chinatown, Mission, South of Market, Tenderloin, Visitacion Valley and Western Addition neighborhoods. While encouraged to reflect the diversity of San Francisco, the City will not consider the race, ethnicity, gender, sexual orientation, or national origin of Proposer’s staff, leadership, and/or board of directors when making funding decisions.

About 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 life sciences, information technology, clean technology, manufacturing, nonprofits, fashion, nightlife and entertainment, 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. For more information, visit: <https://sf.gov/information/get-specialized-help-key-business-industries>

About Impact, Policy, and Communications (IPC)

The Impact, Policy, and Communications (IPC) Division at 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. Learn more about OEWD and its Divisions at <https://oewd.org>

About Workforce Development

The Workforce Development Division of OEWD trains and connects San Franciscans to sustainable jobs with career growth opportunities and promotes prosperity for all residents, including the unemployed, underemployed, and hard-to-employ residents. Our workforce system supports training and development pipelines for qualified candidates toward some of San Francisco's core industries, including construction, health care, hospitality and tech. For more information, visit: <https://sf.gov/departments/office-economic-and-workforce-development/workforce-development-division>

2. Selection Overview

You are eligible to apply if you:

- Are a nonprofit (501(c)(3), 501(c)(4), 501(c)(6)) or for-profit organization (as specified in the relevant Program Area), registered with the Internal Revenue Service (IRS) and in good standing with the California Secretary of State (SOS), the Franchise Tax Board, the State of California's Registry of Charities and Fundraisers, and eligible to do business with the City and County of San Francisco. This includes Community Benefit Districts (CBDs) and Business Improvement Districts (BIDs).
- Are not debarred or suspended from participation in local, State or Federal programs;
- Meet all submission requirements as described in Section V below. Failure to satisfy the submission requirements will eliminate the applicant from further consideration.
- Can comply with all local, state or federal laws and regulations if funded. Please see **Attachment C** if you are applying for a grant, and **Attachment D**, City's Contract Terms, if you are applying for a professional services contract, for more information about general terms and conditions of City funding opportunities.

As noted above, to be considered for funding under this Solicitation, Proposer must be in good standing with the California Secretary of State, the Franchise Tax Board and the Internal Revenue Service. If Proposer is a **nonprofit organization**, it must also be in good standing with the California Attorney General's Registry of Charities and Fundraisers. Proposer cannot be suspended or debarred by the City or any other governmental agency. Proposer must comply with all applicable legal requirements by the time of contract execution and must remain in good standing with these requirements during the term of the agreement. Upon request, Proposer must provide documentation to the City demonstrating its good standing with applicable legal requirements. If Proposer will use any subcontractors/subgrantees/subrecipients to perform the agreement, Proposer will be responsible for ensuring they are also in compliance with all applicable legal requirements at the time of contract execution and for the duration of the agreement.

Fiscal Sponsor for Contracts

If you are a **fiscal sponsor** to another organization (or group of organizations), and you are applying for a contract, you must serve as the lead applicant and meet all criteria described above. While your subcontractors/ subgrantees/ subrecipients do not need to become City Suppliers, they must meet all other applicable compliance requirements.

Should a fiscal sponsorship relationship terminate during the course of the agreement, OEWD will require documentation that proves that the new lead entity (which may be an approved subcontractor or a new fiscal sponsor) can meet all of the initial award criteria and can accept the terms of the remaining agreement. In the event that a new qualified fiscal sponsor cannot be identified, OEWD reserves the right to cancel the award and terminate the agreement.

Please note: The City reserves the right to decline to enter into a contract due to the failure of a nonprofit organization to be eligible to do business as a result of its non-compliance with the requirements of a governmental agency having jurisdiction, including, but not limited to, the organization's failure to be in good standing with the California Registry of Charities and Fundraisers. The City shall award a contract to the Proposer(s) that meet the Submission Requirements of this Solicitation and obtain the highest-ranking score(s) on their Proposal(s). Responsive Proposals will be evaluated by a panel ("Evaluation Panel") consisting of one or more parties with expertise related to the services being procured through this Solicitation. The Evaluation Panel may include staff from various City departments. Proposals will be evaluated based on the criteria outlined herein. If applicable, a Contract Monitoring Division (CMD) Contract Compliance Officer will assess Proposal compliance with Local Business Enterprise (LBE) requirements and assign a rating bonus to Proposal scores. The CMD-adjusted scores (if applicable) will then be tabulated, and Proposers will be ranked starting with the Proposer receiving the highest score, then continuing with the Proposer receiving the second highest score, and so on. The City does not guarantee that any number of contracts will be awarded.

B. Anticipated Contract Term

Contracts awarded pursuant to this Solicitation are expected to begin in **October 2025 or later** and shall be non-exclusive with an original term of up to two years. OEWD and the City, at its sole, absolute discretion, shall have the option to extend the term for four additional years for a total of six years, concluding no later than June 2031. Contracts may be negotiated for shorter or longer terms, and funding awards will be adjusted commensurate with the adjusted service period. In some cases, the City may offer initial contract terms that align with the eligible term of this RFP, through fiscal year 2030-2031.

All decisions regarding the size, length, and scope of future funding awards are subject to OEWD approval and budget availability. Some of the service areas may not be funded initially, but OEWD may award unfunded proposals within the term of this RFP if funds become available that align with the services proposed. Future funding is not guaranteed, and funding amounts and terms will depend upon the performance of the grantee or contractor ("Contractor") 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.

C. Anticipated Contract Not to Exceed Amount

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's 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, contract terms, and project goals before finalizing awards. This amount is based on the City’s estimated spend over the advertised initial contract term. Should City’s actual spend exceed its estimated spend for the initial term, City may in its sole discretion increase the NTE for the initial term. **The amount of any initial funding award may be as much as 400% of the proposed budget amount listed under the limits in this RFP.** Should City exercise its options to extend the beyond the initial term, City may also elect to increase the NTE proportionally. Should additional funding become available, award amounts may be increased significantly beyond the originally anticipated amount at a level commensurate to the cost-per-deliverable or cost-per-client for the Program Area.

Unless otherwise noted, the initial round of funding included in this RFP is expected to be local City funds (“General Fund”). OEWD may also award a variety of federal, state or local funding to support the program in future program years, including, but not limited to:

- Department of Labor - Workforce Innovation and Opportunity Act (WIOA), National Dislocated Worker Grant, 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

Should any additional funding be identified to support the program in future program years, OEWD will disclose the terms and conditions related to those awards to the chosen Contractor, and such Contractor will be required to demonstrate the ability to comply with any additional terms and conditions prior to entering into or renewing a contract. Additional funding may become available through OEWD or other City departments, to be used for specific, targeted services. If there is an alignment between the targeted services and services provided in the program within the RFP, such additional funding may be used to fund the program in this RFP. Another City department other than OEWD may decide to award funding based on alignment of services requested. OEWD, or other City agencies, will disclose any additional regulations or requirements during the negotiation process for contracts that are awarded through this RFP and funded by other local, state, federal or non-city sources.

D. Reserved.

E. Cooperative Agreement

Any other City department, public entity or non-profit made up of multiple public entities, may use the results of this Solicitation to obtain some or all of the services to be provided by Proposer under the same terms and conditions of any contract awarded pursuant to this Solicitation.

F. Solicitation Schedule

The anticipated schedule for this Solicitation is set forth below. These dates are tentative and subject to change. It is the responsibility of the Proposer to check for any Addenda to this Solicitation or other published pertinent information.

Proposal Phase	Tentative Date
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<p style="text-align: center;">Technical Assistance Conference Details</p> <p>The optional virtual Technical Assistance Conference will begin at the specified time. Proposers' representatives are urged to arrive on time. Topics already covered will not be repeated for the benefit of late arrivals. Failure to attend the Technical Assistance Conference shall not excuse the awarded Proposer from any obligations of a contract awarded pursuant to this Solicitation. Any change or addition to the requirements contained in this Solicitation as a result of the Technical Assistance Conference will be executed by a written Addendum to this Solicitation posted on the RFP website. It is the responsibility of the Proposer to check for any Addendum to this Solicitation or other published pertinent information.</p>	

Each date is subject to change. For the latest schedule, check the RFP 233 website at <https://www.sf.gov/information--bid-opportunities>.

*Note: Substantive questions regarding the program area under this RFP – such as clarifying questions regarding the eligibility of proposed projects – must be submitted by the above deadline. Purely technical questions regarding how to complete or submit the online RFP application will be answered until the proposal submission deadline. Send an email to oezd.procurement@sfgov.org with substantive questions regarding the program area, or technical assistance needs. Applicants are responsible for reviewing all portions of this RFP, including the attached Addenda and seeking clarification of any ambiguity, discrepancy, omission, or error in the RFP, prior to submitting their proposal.

G. Contract Terms and Negotiations

The successful Proposer will be required to enter into a contract substantially in the form attached hereto. For Proposers applying to grants, see Attachment C, City’s Grant Agreement Terms; for Proposers applying to Professional Services Contracts, see Attachment D, City’s Contract Terms. If a satisfactory contract(s) cannot be negotiated within a reasonable time, the City, in its sole discretion, may terminate negotiations. Upon termination of negotiations, City may begin negotiation with the Proposer that meets the Submission Requirements of this Solicitation whose Proposal receives the next highest-ranking score.

II. SERVICES REQUESTED

A. Services Requested

This Solicitation is being issued by OEWD. OEWD is seeking qualified Proposers to provide Proposals for four distinct programs under three OEWD Divisions.

Business Development Programs

#	Program Area Name	Total Funding Available	Anticipated Number of Awards	Maximum Funding Per Applicant	Target Neighborhoods	Eligible Applicants
A	<u>Accelerate Manufacturing</u>	\$75,000.00	1	\$75,000	Citywide	Nonprofit
B	<u>Downtown Economic Development</u>	\$400,000.00	1	\$400,000	Financial District	Nonprofit

IPC Division – Data & Performance Team

#	Program Area Name	Total Funding Available	Anticipated Number of Awards	Maximum Funding Per Applicant	Target Neighborhoods	Eligible Applicants
C.	<u>General Marketing Services</u>	\$300,000.00	1	\$300,000	Citywide	For-profit

Workforce Development Division

#	Program Area Name	Total Funding Available	Anticipated Number of Awards	Maximum Funding Per Applicant	Target Neighborhoods	Eligible Applicants
D.	<u>Employment Training Panel (ETP) Technical Assistance and Management</u>	\$300,000.00	1	\$300,000	None specified	Both nonprofit and for-profit

Program Area A: Accelerate Manufacturing (Grant)

Division: Business Development

Total Funding Available: \$75,000

Anticipated Number of Grant Awards: 1

Maximum Funding per Applicant: \$75,000 to cover 12 months of service.

Funding Source: General Fund

Term of Service: One (1) year with options to extend, not to exceed a total of six (6) years

Expected Start Date: October 1, 2025

Eligible Applicants: Nonprofit

Eligible Neighborhoods: Citywide

Physical Location: Must have an office in San Francisco.

Target Population(s): Manufacturing businesses of all types.

Program Summary: Business sector support targeting the manufacturing industry.

Scope of Work:

The goal of OEWD's sector strategies is to attract, retain, and support the start and growth of businesses in targeted industries, driving job creation and retention, in addition to promoting tourism, local exports and investment. We are seeking an organization to provide assistance to help strengthen San Francisco's production sector and encourage businesses to start, stay, and grow in San Francisco.

Manufacturing has a great history in San Francisco and is in the midst of a resurgence. The City wants to do whatever it can to support manufacturers of all types and sees this body of work as a key component of that support.

The selected organization will work closely with OEWD on the following activities:

- Outreach: Conduct direct, proactive, iterative business outreach to businesses in target sector. Identify businesses at risk of leaving San Francisco, business expansion opportunities, businesses that would benefit succession planning resources and businesses looking to move to San Francisco. Assist small businesses in developing and maintaining a coordinated communication system across small businesses and with government.
- Real Estate Assistance: Provide real estate assistance by helping businesses understand the local real estate market; support businesses searching for space in the City and connect businesses to real estate professionals. Provide OEWD with real estate data such as development pipeline information, tenants in the market, and aggregate demand.
- Information Clearinghouse: Serve as an information clearinghouse on resources for businesses. Coordinate efforts to connect businesses to identified local service providers

(i.e. legal, finance, marketing, potential partners, etc.). Serve as an information clearinghouse regarding local policy development that may impact businesses.

- **Workforce:** Connect businesses that are in need of additional staff or sub-contractors with appropriate candidates or organizations. Create opportunities for workforce skills development.
- **Connect to Assistance Programs:** Educate and connect organizations to relevant City, State, Federal and other assistance programs including tax incentives, financing programs, and workforce development services.
- **Local Purchasing Campaigns:** Develop, support and execute outreach campaigns and events to encourage and facilitate local shopping by customers as well as business to business (B2B) purchasing relationships.
- **Information Resources:** Provide information through print, web and social content which supports business outreach, assistance, attraction and retention. This could include case studies, fact sheets, presentations, and multi-media.
- **Sector-wide Efforts:** Support sector-wide efforts that benefit manufacturers of all types. Activities could include supporting networking activities (i.e. focus groups, etc.); addressing sector-wide challenges (i.e. need for early stage incubator space, etc.); and pursuing other catalytic opportunities (i.e. grants, etc.).
- **Marketing:** Identify opportunities for made in San Francisco production businesses to be highlighted in different media outlets, social, print, television, etc.
- **Refer to the City:** Refer business issues to OEWD or relevant City departments.
- **Reporting:** Conduct a comprehensive annual survey of companies including data on revenue, new sales, hires and feedback on programming provided. Track, measure and regularly report on outcomes.

Eligible Activities: Business sector support targeting the manufacturing industry, including but not limited to technical support, outreach and event planning, and serving as a primary source of information for manufacturing businesses.

Performance Measures:

- Number of businesses provided with real estate assistance
- Number of signed leases
- Number of businesses supported with permitting assistance
- Number of job referrals and placements made
- Number of businesses provided with intensive business counseling
- Number of business connections to new customers facilitated
- Data collection on the status of the industry and local businesses

Minimum Qualifications:

Applicant must be a fully established **nonprofit** entity, duly formed, validly existing and in good standing with the IRS, California Secretary of State, California Office of the Attorney General, and eligible to do business with the City and County of San Francisco.

Preferred Qualifications:

- Organization has existed for at least two years and has a minimum of two years of experience in the type of program/project proposed.

- Experience managing the type of program/projects proposed in a city of similar or greater size than San Francisco. Key personnel with experience working with a broad array of manufacturing businesses.

Supplementary Questions: None.

Supplementary Materials: 3 letters of support

Supplementary Materials Criteria: Please provide three letters of support from manufacturing businesses of different disciplines (e.g. apparel, food & beverage, CNC machining, etc.) located in San Francisco.

Program Area B: Downtown Economic Development (Grant)

Division: Business Development

Total Funding Available: \$400,000

Anticipated Number of Grant Awards: 1

Maximum Funding per Applicant: \$400,000 to cover 12 months of service

Funding Source: General Fund

Term of Service: One (1) year with options to extend, not to exceed a total of six (6) years

Expected Start Date: October 1, 2025

Eligible Applicants: Nonprofit organizations

Eligible Neighborhoods: Applicants must demonstrate experience providing services to the City's downtown, specifically the Financial District.

Physical Location: Organization must have a physical office space located in the Financial District.

Target Population(s): Businesses, residents and property owners in San Francisco's Financial District experiencing disproportionate and sustained economic impact.

Program Area Summary: Lead and implement activations that enhance the economic well-being and quality of life in San Francisco's Financial District.

Scope of Work:

The Office of Economic and Workforce Development (OEWD) is seeking proposals from nonprofit organizations to lead activation efforts to stimulate economic activity and support business recovery in San Francisco's Financial District. Solutions should involve creative and scalable activations and interventions to attract new business, workers, residents, employers, and visitors, while also fostering collaboration among community stakeholders, brick and mortar businesses, and the City. Grantees should improve the neighborhoods economic well-being and quality of life through their scope of work.

Grantees will provide services that contribute to the economic stimulation of the neighborhood. Services may include, but are not limited to, the following:

- Organize activations to help increase foot traffic to storefronts, restaurants, and retail corridors.
- Work collaboratively with the City and stakeholders to develop new approaches to support both new and existing businesses and community organizations.
- Develop and execute attraction strategies and campaigns to market the neighborhood to existing and potential businesses, workers, visitors.
- Create and execute a plan for ongoing, re-occurring, or seasonal activations with a daily, weekly or monthly cadence, rather than a single event.

- Improve the perception and desirability of Downtown as a dynamic, engaging, and safe place for commerce, culture, and entertainment.
- Develop and execute strategies to encourage office workers, residents, and visitors to patronize brick-and-mortar businesses.
- Secure funding from private businesses to support the longevity and impact of the work.
- Awardee will be required to participate in a strategic planning process with OEWD to ensure specific plan are coordinated and build upon similar or complementary initiatives that are planned or underway as well as to facilitate collective permitting and marketing among neighborhood.

Eligible Activities: Eligible activities include, but are not limited to, organizing free activations to boost foot traffic, developing marketing campaigns, and partnering with local brick-and-mortar businesses for activations.

Performance Measures:

Performance measures will be specific to the services proposed and could include measures such as the following:

- Number of activations
- Number of days activated for each of the activations proposed
- Estimated number of attendees for each of the activation proposed
- Estimated economic impact of outdoor activations and other data metrics
- Number of local and/or underrepresented arts, entertainment, culture and small business entities participating in activations
- Dollars fundraised from private partners
- Participant Survey Data

Minimum Qualifications:

- Applicant must be a fully established nonprofit organizations , duly formed, validly existing and in good standing with the IRS, California Secretary of State, California Office of the Attorney General, and eligible to do business with the City and County of San Francisco.
- Applicant must have at least two years previous experience in facilitating in type of program/project proposed in the financial district.
- Existing relationships and/or past projects with property owners, real estate brokers, and small businesses operating in San Francisco’s downtown.
- Proven experience fundraising in public-private partnerships.
- Applicant must have a track record managing project budgets of the amount proposed in this application, at minimum.
- The proposed budget for this Program Area includes some leveraged, private resources (e.g. financial commitments, in-kind donations, staff time, etc.).

Preferred Qualifications: Existing relationships and/or past projects with San Francisco based entrepreneurs and small business incubators, funders, TA providers, and brand and public relations firms and/or arts and culture organizations, collectives, coalitions, funders and/or other representative groups.

Supplementary Questions:

1. Please explain how the planned activations outlined in your scope will have a direct positive impact on businesses in the neighborhood.

2. Please describe past projects that involved partnerships with local small businesses, artists, cultural organizations, large employers or area residents and the plan for engaging local and neighborhood-based partners for the proposed project(s).
3. Please identify additional strategic partners in this effort and how they have been/will be engaged.
4. Please describe how non-City funding will be leveraged and/or raised as match funding and detail previous experiences fundraising from private businesses.
5. Please describe a project with a budget the size of the one proposed in this application that your organization has completed previously.

Supplementary Materials: Four (4) letters of support

Supplementary Materials Criteria:

All applicants must include the following with the application submission:

- Please submit 1 letter of support from community stakeholders that can speak to your organization's ability to deliver activation projects.
- Please submit 2 letters from business owners, brokers, or property owners your organization has previously collaborated with in San Francisco's Financial District. The letters should highlight your organization's capability to support business and economic development.
- Please submit 1 letter of support that can attest to your ability to fundraise from the private sector.

Program Area C: General Marketing Services (Professional Services Contract)

Division: Impact, Policy, & Communications

Total Funding Available: \$300,000

Anticipated Number of Professional Services Contract Awards: 1

Maximum Funding per Applicant: \$300,000 to cover 24 months of service.

Funding Source: General Fund

Term of Service: Two (2) years with options to extend, not to exceed a total of six (6) years

Expected Start Date: October 1, 2025

Eligible Applicants: For-profit

Eligible Neighborhoods: Citywide

Physical Location: None specified

Target Population(s): Residents, workers and tourists

Program Area Summary: Comprehensive marketing, publicity, social media content development, and advertising services include brand strategy, campaign management, content creation, digital and traditional media promotion, audience engagement, and performance analytics to maximize visibility and impact.

Scope of Work: Comprehensive marketing services include developing and executing campaigns to attract and retain users, crafting strategic messaging for diverse audiences, optimizing media placement across digital and traditional channels, managing advertising budgets, providing copywriting and graphic design, securing co-marketing partnerships, conducting market research, analyzing performance metrics, and executing data-driven campaign optimizations through polling, surveys, and effectiveness studies.

Media planning and execution services include strategic media negotiation for maximum impact, coordinating and purchasing offline and online media across diverse platforms, integrating in-house and external creative assets, optimizing campaigns based on real-time analytics, and providing detailed reporting on performance, segmentation, and ROI. Additionally, services encompass full creative and graphic design support, including print, digital, video production, photography, and stock media procurement.

Performance Measures:

Advertising & Media Performance

- Return on Ad Spend (ROAS) – Revenue generated per dollar spent on advertising.
- Cost Per Acquisition (CPA) – Cost to acquire a new customer or user through advertising.
- Click-Through Rate (CTR) – Percentage of users who click on an ad after seeing it.

- Impressions & Reach – Number of times an ad is displayed and unique users who see it.
- Engagement Rate – Interaction level with ads (likes, shares, comments).
- Cost Per Mille (CPM) – Cost per 1,000 ad impressions.
- Conversion Rate – Percentage of users who complete a desired action after clicking an ad.

Social Media & Digital Engagement

- Follower Growth Rate – Percentage increase in followers over time.
- Social Media Engagement Rate – Likes, comments, shares, and saves per post.
- Video Completion Rate – Percentage of viewers who watch a video ad fully.
- Organic vs. Paid Reach – Comparison of unpaid vs. paid social media audience growth.
- Share of Voice (SOV) – Brand presence in digital conversations compared to competitors.
- Influencer Campaign ROI – Engagement and conversions generated from influencer partnerships.

Market Research & Audience Insights

- Brand Awareness Lift – Change in brand recognition before and after a campaign.
- Customer Sentiment Analysis – Evaluation of audience feedback and sentiment.
- Audience Demographics & Segmentation – Data on key target groups reached.
- Campaign Effectiveness Studies – Pre-, post-, and ongoing analysis of campaign impact.
- Focus Group & Survey Results – Insights from direct audience feedback.

Creative & Content Performance

- Ad Engagement Rate – Interactions with promotional content.
- Content Share Rate – Frequency of shared marketing materials.
- Creative A/B Testing Results – Performance comparison of different ad creatives.
- Website Traffic & Bounce Rate – Visitors driven by marketing efforts and time spent on-site.

Partnership & Outreach Metrics

- Number of Partnerships Secured – Co-marketing deals established.
- Partner Campaign Performance – Engagement and conversions from joint promotions.
- Earned Media Value (EMV) – Value of free media coverage generated.

Overall Performance & Optimization

- Marketing ROI – Overall return on investment for all campaigns.
- Customer Retention Rate – Percentage of users retained post-campaign.
- Lead Generation Rate – Number of new potential customers captured.
- Cross-Channel Performance – Effectiveness of marketing across various platforms.
- Data-Driven Adjustments – Improvements made based on campaign analytics.

Minimum Qualifications: To successfully execute the outlined marketing, publicity, social media, and advertising services, a firm should meet the following minimum qualifications:

1. Industry Experience & Expertise Minimum of 5+ years of experience in marketing, advertising, media planning, and campaign execution.

- Proven track record of managing multi-platform marketing campaigns across digital, social, print, radio, and TV.
 - Demonstrated expertise in diverse and multilingual marketing strategies.
2. Digital & Social Media Marketing Proficiency
 - Ability to develop and execute cross-platform campaigns, including mobile, OTT, CTV, and streaming services.
 - Experience with social media engagement strategies, content creation, and influencer collaborations.
 - Strong understanding of SEO, SEM, PPC, social media advertising, and programmatic buying.
 3. Creative & Content Development Expertise
 - Ability to provide high-quality graphic design, video production, copywriting, and photography.
 - Experience in developing compelling advertising copy, scripts, taglines, and promotional materials.
 - Proficiency in creative tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro).
 - Experience in branding, storytelling, and audience engagement strategies.
 4. Project Management & Reporting
 - Ability to develop, execute, and track comprehensive marketing plans with clear timelines and deliverables.
 - Strong organizational and communication skills to coordinate with internal and external stakeholders.
 - Ability to provide detailed campaign reports, including performance metrics, ROI, and optimization recommendations.
 - Experience working in fast-paced environments with tight deadlines.
 5. Public Relations
 - Strong relationships with local and national media outlets.
 - Expertise in developing and executing PR strategies that align with brand goals.
 - Ability to craft compelling press releases, media pitches, op-eds, and speeches.
 - Strong knowledge of earned media strategies, influencer outreach, and thought leadership development.

Preferred Qualifications:

1. Media Planning & Buying Capabilities
 - Experience in media planning, negotiation, and placement for both traditional and digital platforms.
 - Ability to secure added value and negotiate discounts to maximize media impact.
 - Expertise in managing and optimizing media budgets for the highest ROI.
 - Proficiency in data-driven decision-making using analytics and performance metrics.
2. Market Research & Analytics
 - Proven ability to conduct market research, audience segmentation, and trend forecasting.
 - Ability to analyze key marketing metrics and provide actionable insights.
 - Experience in conducting surveys, focus groups, and campaign effectiveness studies.
 - Proficiency in using Google Analytics, social media insights, and third-party data platforms.
3. Partnership & Outreach Capabilities

- Experience securing and managing co-marketing and outreach partnerships with businesses and nonprofits.
- Ability to build strategic alliances to enhance campaign reach and effectiveness.
- Proven success in community engagement and outreach initiatives.

Supplementary Questions:

1. Provide two examples of successful social media campaigns, along with key performance metrics demonstrating their impact and effectiveness.
2. Provide two examples of successful advertising campaigns in a variety of media (social media, radio, TV, streaming services), include key performance metrics demonstrating their impact and return on investment.
3. Provide detailed case studies showcasing past PR campaigns, including challenges, strategies, execution, and results, highlighting before-and-after comparisons to show measurable impact, earned media placements and other high-profile coverage.

Supplementary Materials: Two letters of support

Supplementary Materials Criteria:

All applicants must include the following with the application submission:

Two letters of support from a previous business and/or City-agency client that should include specific examples of projects, the strategies the firm employed and the tangible results achieved.
 Demonstration of Expertise: Highlight the marketing firm's specific skills and expertise. Describe their ability to understand a business's unique needs and deliver tailored solutions.
 Professionalism and Communication: Comment on the firm's work ethic, professionalism, and communication skills.

Program Area D: Employment Training Panel (ETP) Technical Assistance and Management (Professional Services Contract)

Division: Workforce Development

Total Funding Available: \$300,000

Anticipated Number of Professional Service Contract Awards: 1

Maximum Funding per Applicant: \$300,000 to cover 48 months of service.

Funding Source: General Fund

Term of Service: 4 Years

Expected Start Date: October 1, 2025

Eligible Applicants: Both nonprofit and for-profit

Eligible Neighborhoods: None specified

Physical Location: None specified

Target Population(s): None specified

Program Area Summary: OEWD is seeking consultants to assist the department with the administration of existing and future California State Employment Training Panel (ETP) grants.

Scope of Work: Activities under this section may include:

- Collecting and submitting training data to ETP via its online system, on a monthly basis.
- Establishing a system and procedures for ensuring the documentation of training. This may be done by way of electronic or paper training records.
- Establishing a system and procedures for the collection of enrollment information, including required trainee demographic data.
- Acting as a liaison between OEWD and participating employers when necessary.
- Establishing and maintaining the management of an information database to report on the status of ETP training
- Creating monthly summary reports on the overall progress of the contract.
- Preparing a cash flow plan.
- Enrolling trainees through the ETP on-line system.
- Uploading documentation of training hours to the ETP online system.
- Conducting quality control review of records to ensure they meet ETP standards for completeness and consistency with ETP contract and regulatory requirements.
- Assisting and advising OEWD in documenting employment retention.
- Attending ETP monitoring meetings and to the extent permitted by ETP and agreed to by OEWD, represent OEWD at said meetings.
- Preparing requests for contract amendments and modification when necessary.
- Preparing invoices for review and approval by OEWD.
- Assisting OEWD with assessing training programs fit for ETP funding, writing applications, and speaking to the panel on the merits of the programs and applications.

- Providing technical assistance workshops and ETP information sessions as needed by OEWD
- Assisting OEWD with outreach and providing technical assistance to local businesses interested in obtaining ETP funding for skill advancement opportunities within their business.

Performance Measures:

- Completed ETP Applications
- Successful ETP Applications

Minimum Qualifications:

- 5 years verifiable experience in providing similar services as those noted in the scope of work above.

Preferred Qualifications:

- Specific workforce development-related experience is highly desired.

Supplementary Questions: No supplemental information or questions are required.

Supplementary Materials: at least 1 letter of support

Supplementary Materials Criteria:

All applicants must include the following with the application submission:

Please include at least one letter of support from a previous or current client(s) outlining the types of ETP support that were provided and any success measures.

B. Regulatory and Compliance Requirements Specific to the Services Solicited

Prior to submitting a Proposal in response to this Solicitation, Proposers must ensure they have fully read and understood the terms of the agreement. If you are applying for a Grant, please review Attachment C, City's Grant Agreement Terms, and if you are applying for a Professional Service Contract, please review Attachment D, City's Contract Terms.

C. Reserved.

D. Reserved.

E. Reserved.

III. LOCAL BUSINESS ENTERPRISE (LBE) PROGRAM REQUIREMENTS (PROFESSIONAL SERVICES CONTRACTS ONLY)

A. CMD Compliance Officer

The CMD Compliance Officer (CCO) for this Solicitation and any Contract awarded pursuant to this Solicitation is:

Seth Benkle
Contract Monitoring Division
City and County of San Francisco
Tel: 650.821.1457
Email: michelle.kassatly@sfgov.org
Website: www.sfgov.org/cmd.

B. Application of LBE Rating Bonuses

LBE Rating Bonuses shall be applicable at each phase of the Solicitation evaluation and selection process, in accordance with the values shown below.

1. **Reserved.**

2. **General and Professional Services**

Estimated Contract Value	Small/Micro LBEs Rating Bonus	SBA LBEs Rating Bonus
Greater than \$10,000 but less than or equal to \$400,000.	10%	0%
Greater than \$400,000 but less than or equal to \$10,000,000.	10%	5% <i>So long as it does not adversely affect a Small or Micro-LBE Proposer's participation or, for Professional Services, a JV Proposer's participation.</i>

3. **Professional Services by Joint Ventures**

Estimated Contract Value	Small/Micro LBE Subcontracting Level	Rating Bonus
Greater than \$10,000 but less than or equal to \$10,000,000.	Equals or exceeds 35%, but less than 40%	5%

	Equals or exceeds 40%, but less than 100%	7.5%
	100%	10%
If applying for an LBE rating discount as a Joint Venture (JV), the Micro and /or Small-LBE must be an active partner in the JV and perform work, manage the job and take financial risks in proportion to the required level of participation stated in the Proposal, and must be responsible for a clearly defined portion of the work to be performed and share in the ownership, control, management responsibilities, risks, and profits of the JV. The portion of the Micro and/or Small-LBE JV's work shall be set forth in detail separately from the work to be performed by the non-LBE JV. The Micro and/or Small-LBE JV's portion of the contract must be assigned a commercially useful function.		

C. LBE Subcontracting Participation Requirements

There shall be no LBE Subcontracting Requirement in this Solicitation because the LBE Subcontracting Requirements were waived by the Contract Monitoring Division.

D. Reserved.

E. Reserved.

IV. PROPOSAL EVALUATION CRITERIA

Evaluation Phase	Maximum Points
Written Proposal	100 Points
TOTAL	100 Points

V. SUBMISSION REQUIREMENTS DOCUMENTATION REQUIRED WITH PROPOSAL (PASS/FAIL)

Proposers must submit documentation for each Submission Requirement (SR) listed below. Each Proposal will be reviewed for initial determination on whether Proposer meets the SRs referenced in this section. **A Proposal that fails to meet the Submission Requirements will not be eligible for further consideration in the evaluation process.** The City reserves the right to request clarifications from Proposers prior to rejecting a Proposal for failure to meet the Submission Requirements.

SR #	Description
SR 1	Completed proposal submitted via online system by the deadline.
SR 2	Completed Attachment B, Proposed Budget template in Excel file format.
SR 3	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).
SR 4	Organizational Chart for the Primary Applicant, the entity that will hold the contractual obligation if awarded (no template provided).

SR 5	Supplementary Questions and Attachments – Supplementary Questions and Minimum Qualification requirements stated under certain Program Areas are completed in the online narrative application, while attachments must be uploaded using the upload buttons in the online application.
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VI. WRITTEN PROPOSAL (100 POINTS)

In addition to submitting documents supporting each Submission Requirement as required by this Solicitation, Proposers shall also submit a complete Proposal consisting of each item set forth **below or in Attachment A, Proposal Questions (for reference only)**.

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. Disqualified proposals may not be resubmitted for further consideration.

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 Area in this RFP.

The City will not reimburse applicants for any costs incurred in traveling to or from the interview location or site visit, or other costs associated with preparing for and submitting the proposal.

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.

Review of proposals will be evaluated on a **100-point scale**, broken down as follows:

Applicant Qualifications and Staff Assignments (30 points)

- The applicant's professional qualifications and the experience of proposed partners, subcontractors/subgrantees, 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.

Approach, Activities, and Outcomes (50 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.
- The application demonstrates community support for the proposed project or program.

Performance Measurement and Reporting (10 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 (10 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 (preferred)

Additional Considerations

Depending on the number and quality of proposals, applicants may be invited to be interviewed by the review committee to make a final selection in case of a tie.

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 City official, representative, or employee, including a member of the Review Committee, from the time the RFP is issued until the date the RFP is completed (either by cancelation or final award), other than submitting clarification questions to the OEWD team in charge of this RFP or responding to any City-initiated contact regarding the RFP) 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 Executive Director of OEWD. The tentative awardee(s) whose proposal(s) are determined to meet the needs of the City will be authorized to negotiate an agreement, and an intent to award notice will be sent to the top-ranked applicant(s).

Applicants acknowledge that OEWD reserves the right to reject all proposals or cancel this RFP in whole or in part at any time prior to entering into any agreement and may republish the RFP.

The tentative award may be conditioned on inclusion of changes/additional terms. 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 descending order of their ranking in the evaluation process. This process may be repeated until a satisfactory contract agreement has been reached. Final award of the contract may be subject to approval by the Board of Supervisors, Mayor, or other governing body. Applicants who do not receive an award may appeal the decision by filing a protest (described below).

Negotiation Process

Following the conclusion of the protest process (described below), OEWD will contact all awardees to begin scope and budget negotiations. During the negotiation period, OEWD will provide additional details to include an offer of funding, the expected start date of the contract, a proposed scope of work and budget, and disclose any fund source-specific criteria that the Contractor will need to adhere to. OEWD will also request the necessary compliance documentation that is required for City contracts.

VII. PRICE PROPOSAL

A. Price Proposal Format and Allocation of Points

In addition to submitting documents supporting each Submission Requirement as required by this Solicitation, Proposers shall also submit a complete Price Proposal within the online submission consisting of each item set forth **in Attachment B, the Proposed Budget Template**. Price proposals will be evaluated as explained above in Section VI, under Financial Management and Budget (10 points).

B. Price Proposal Evaluation Period

The City will attempt to evaluate Price Proposals within one-hundred eighty (180) days after receipt of Proposals. If City requires additional evaluation time, all Proposers will be notified in writing of the new expected award date.

C. Reserved.

D. Reserved.

E. Reserved.

VIII. RESERVED

IX. SUPPORTING DOCUMENTATION REQUIRED PRIOR TO CONTRACT EXECUTION

Proposers must provide each Required Supporting Documentation (“RSD”) identified below prior to contract execution. Failure to do so may result in the City, at its option, determining that the Proposer has abandoned its Proposal, and will not enter into contract negotiations with such Proposer.

RSD 1	Approved City Supplier status.
RSD 2	Current City Business Tax Registration.
RSD 3	Evidence that Proposer is compliant with San Francisco Labor and Employment Code Articles 131 (Nondiscrimination in Contracts, formerly known as Chapter 12B).
RSD 4	Attachment F: HCAO and MCO Declaration Forms, as applicable
RSD 5	Attachment G: First Source Hiring Form
RSD 6	Proof of Insurance in accordance with Attachment C, City’s Grant Agreement Terms, or Attachment D, City’s Contract Terms, as applicable.
RSD 7	Active registration with the California Secretary of State, as applicable.
RSD 8	Current status with California Office of the Attorney General’s Registry of Charities and Fundraisers, as applicable.

X. FAILURE TO PROVIDE INSURANCE

Unless otherwise stated, within ten business days of the receipt of a notice of award of a Contract, the Proposer to whom the contract is awarded shall deliver the specified insurance certificates and policy endorsements to City. If the Proposer fails or refuses to furnish the required insurance within ten days after receiving notice to award a Contract, City may, at its option, determine that the Proposer has abandoned its Proposal.

XI. CITY’S SOCIAL AND ECONOMIC POLICY REQUIREMENTS

The San Francisco Municipal Code establishes a number of requirements for people seeking to do business with the City (“Social and Economic Policy Requirements”). These Social and Economic Policy Requirements can be found in Attachment C, City’s Grant Agreement Terms, and in Attachment D, City’s Contract Terms, as applicable, which Proposers are encouraged to carefully review. The Social and Economic Policy Requirements set forth below are not intended to be a complete list of all Social Policy Requirements applicable to this Solicitation and any contracts awarded from it.

A. Nondiscrimination Requirements

A Proposer selected pursuant to this Solicitation may not, during the term of the Contract, in any of its operations in San Francisco, on real property owned by San Francisco, or where work is being performed for the City elsewhere in the United States, discriminate in the provision of bereavement leave, family medical leave, health benefits, membership or membership discounts, moving expenses, pension and retirement benefits or travel benefits, as well as any benefits other than the benefits specified above, between employees with domestic partners and employees with

spouses, and/or between the domestic partners and spouses of such employees, where the domestic partnership has been registered with a governmental entity pursuant to state or local law authorizing such registration, subject to the conditions set forth in San Francisco Labor and Employment Code Articles 131 and 132. *Refer to Attachment C, City's Grant Agreement Terms, and Attachment D, City's Contract Terms, as applicable, for additional details related to the application of this Ordinance to a contract awarded pursuant to this Solicitation.*

B. Reserved

C. Health Care Accountability Ordinance (HCAO)

A Proposer selected pursuant to this Solicitation shall comply with Labor and Employment Code Article 121. For each Covered Employee, the awarded Contractor shall provide the appropriate health benefit set forth in Article 121.3. If the awarded Contractor chooses to offer the health plan option, such health plan shall meet the minimum standards set forth by the San Francisco Health Commission. Information about and the text of Article 121, as well as the Health Commission's minimum standards, is available on the web at <http://sfgov.org/olse/hcao>. An awarded Contractor is subject to the enforcement and penalty provisions in Article 121. Any Subcontract entered into by the awarded Contractor shall require any Subcontractor with 20 or more employees to comply with the requirements of the HCAO and shall contain contractual obligations substantially the same as those set forth in this Section. *Refer to Attachment C, City's Grant Agreement Terms, and Attachment D, City's Contract Terms, as applicable for additional details related to the application of this Policy to a contract awarded pursuant to this Solicitation.*

D. Minimum Compensation Ordinance (MCO)

A Proposer selected pursuant to this Solicitation shall comply with Labor and Employment Code Article 111. For each Covered Employee, the awarded Contractor shall pay no less than the minimum compensation required by San Francisco Labor and Employment Code Article 111, including a minimum hourly gross compensation, compensated time off, and uncompensated time off. An awarded Contractor is subject to the enforcement and penalty provisions in Article 111. Information about and the text of Article 111 is available on the web at <http://sfgov.org/olse/mco>. An awarded Contractor is required to comply with all of the applicable provisions of Article 111, irrespective of the listing of obligations in this Section. *Refer to Attachment C, City's Grant Agreement Terms, and Attachment D, City's Contract Terms, for additional details related to the application of this Policy to a contract awarded pursuant to this Solicitation.*

E. First Source Hiring Program

A Proposer selected pursuant to this Solicitation shall comply with all of the applicable provisions of the First Source Hiring Program, Chapter 83 of the San Francisco Administrative Code. *Refer to Attachment C, City's Grant Agreement Terms, and Attachment D, City's Contract Terms, for additional details related to the application of this Policy to a contract awarded pursuant to this Solicitation.*

F. Reserved.

G. Non-Profit Entities

To receive a contract under this Solicitation, any nonprofit Proposer must be in good standing with the California Attorney General's Registry of Charitable Trusts by the time of contract execution and must remain in good standing during the term of the agreement. Upon request, Proposer must provide documentation to the City demonstrating its good standing with applicable legal requirements. If Proposer will use any nonprofit subcontractors to perform the

agreement, Proposer will be responsible for ensuring they are also in compliance with all requirements of the Attorney General's Registry of Charitable Trusts at the time of Contract execution and for the duration of the agreement.

H. Other Social Policy Provisions

Attachment C, City's Grant Agreement Terms, and Attachment D, City's Contract Terms, identify the City's applicable social policy provisions related to a contract awarded pursuant to this Solicitation. Proposers are encouraged to carefully review these terms and ensure they are able to comply with them.

XII. TERMS AND CONDITIONS FOR RECEIPT OF PROPOSALS

A. How to Register as a City Supplier

The following requirements pertain only to Proposers not currently registered with the City as a Supplier.

Step 1: Register as a BIDDER at City's Supplier Portal:

<https://sfcitypartner.sfgov.org/pages/index.aspx>

Step 2: Follow instructions for converting your BIDDER ID to a SUPPLIER ID. This will require you to register with the City Tax Collector's Office and submit the online 12B Declaration for Article 131 (Equal Benefits Program) compliance through the Supplier portal. Once these forms have been completed, submitted, and processed, you will be notified via email with your organization's new Supplier ID. That email will also provide instructions for completing your Supplier registration.

- **City Business Tax Registration Inquiries:** For questions regarding business tax registration procedures and requirements, contact the Tax Collector's Office at (415) 554-4400 or, if calling from within the City and County of San Francisco, 311.
- **Equal Benefits Program Inquiries:** For questions concerning the San Francisco Labor and Employment Code Articles 131 and 132, go to: www.sfgov.org/cmd.

B. Proposal Questions and Submissions

1. Proposer Questions and Requests for Clarification

Proposers shall address any questions regarding this Solicitation to owwd.procurement@sfgov.org. Proposers who fail to submit questions concerning this Solicitation and its requirements will waive all further rights to protest based on the specifications and conditions herein. Questions must be submitted by email to owwd.procurement@sfgov.org no later than Written Questions Due Date. A written Addendum will be issued, addressing each question and answer and posted publicly. It is the responsibility of the Proposer to check for any Addenda and other updates that will be posted on the RFP website at <https://www.sf.gov/information--bid-opportunities>.

2. Proposal Format

Proposals must be submitted online. Information must be provided at a level of detail that enables effective evaluation and comparison between Proposals. Failure to follow submission or content requirements may negatively impact the evaluation of your Proposal.

Best Practice Tips

- Use the Submission Requirement Checklist to ensure a complete proposal.
- Carefully review the minimum qualifications.

- Write as clearly and succinctly as possible and respond directly to the questions as asked. Do not submit extra materials not requested.
- If submitting multiple proposals, do not cross-reference content between proposals. For example, do not respond to questions with statements such as “Please see this answer in my other proposal”.
- 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 uploaded within the online proposal prior to submission; these attachments will not be accepted after the deadline.

3. Time and Place for Submission of Proposals

Prior to the Proposal submission deadline, Proposers must submit their complete Proposals through the online system. Late submissions will not be considered. Partial or complete omission of any required content may disqualify Proposals from further consideration. Late Proposal submissions will not be considered and failure to adhere to the above requirements may result in the complete rejection of your Proposal.

Proposers are encouraged to upload their Proposals to the online system as early as possible to address any technical issues that may arise during the submission process. Assistance with technical application issues is available until the submission deadline by contacting oezd.procurement@sfgov.org.

C. RFP Addenda

The City may modify this Solicitation, prior to the Proposal Due Date, by issuing an Addendum to the Solicitation, which will be posted on the RFP website. **The Proposer shall be responsible for ensuring that its Proposal reflects any and all Addenda issued by the City prior to the Proposal Due Date regardless of when the Proposal is submitted.** Therefore, the City recommends that the Proposer consult the website frequently, including shortly before the Proposal Due Date, to determine if the Proposer has downloaded all Solicitation Addenda. It is the responsibility of the Proposer to check for any Addenda, Questions and Answers documents, and updates, which may be posted to the subject Solicitation.

THE SUBMITTAL OF A RESPONSE TO THIS SOLICITATION SHALL EXPLICITLY STIPULATE ACCEPTANCE BY PROPOSERS OF THE TERMS FOUND IN THIS SOLICITATION, ANY AND ALL ADDENDA ISSUED TO THIS SOLICITATION, AND THE PROPOSED AGREEMENT TERMS IN ATTACHMENT C OR D, AS APPLICABLE.

D. Public Disclosure

All documents under this solicitation process are subject to public disclosure per the California Public Records Act (California Government Code Section §6250 et. Seq) and the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67). Contracts, Proposals, responses, and all other records of communications (“RFP Materials”) between the City and Proposers shall be open to inspection immediately after a contract has been awarded. Nothing in the Administrative Code requires the disclosure of a private person’s or organization’s net worth or other proprietary financial data submitted for qualification for a contract or other benefit until and unless that person or organization is awarded the contract or benefit.

E. Limitation on Communications During Solicitation

From the date this Solicitation is issued until the date the competitive process of this Solicitation is completed (either by cancelation or final Award), Proposers and their

subcontractors, vendors, representatives and/or other parties under Proposer's control, shall communicate solely via email to owd.procurement@sfgov.org. Any attempt to communicate with any party other than the designated email address, owd.procurement@sfgov.org – including any City official, representative or employee – is strictly prohibited. Failure to comply with this communications protocol may, at the sole discretion of City, result in the disqualification of the Proposer or potential Proposer from the competitive process. This protocol does not apply to communications with the City regarding business not related to this Solicitation.

F. Proposal Selection Shall not Imply Acceptance

The acceptance and/or selection of any Proposal(s) shall not imply acceptance by the City of all terms of the Proposal(s), which may be subject to further approvals before the City may be legally bound thereby.

G. Cybersecurity Risk Assessment

As part of City's evaluation process, City may engage in Cybersecurity Risk Assessment (CRA). CRA may be performed for each entity manufacturing the product, performing technical functions related to the product's performance, and/or accessing City's networks and systems. Where a prime contractor or reseller plays an active role in each of these activities, CRA may also be required for the prime contractor or reseller.

To conduct a CRA, City may collect as part of this Solicitation process one of the following two reports:

- **SOC-2 Type 2 Report:** Report on Controls at a Service Organization Relevant to Security, Availability, Processing Integrity, Confidentiality or Privacy; or
- **City's Cyber Risk Assessment Questionnaire:** Proposer's responses to a City's Cyber Risk Assessment Questionnaire.

The above reports may be requested at such time City has selected or is considering a potential Proposer. The reports will be evaluated by the soliciting Department and the City's Department of Technology to identify existing or potential cyber risks to City. Should such risks be identified, City may afford a potential Proposer an opportunity to cure such risk within a period of time deemed reasonable to City. Such remediation and continuing compliance shall be subject to City's on-going review and audit through industry-standard methodologies, including but not limited to: on-site visits, review of the entities' cybersecurity program, penetration testing, and/or code reviews.

H. Solicitation Errors and Omissions

Proposers are responsible for reviewing all portions of this Solicitation. Proposers are to promptly notify the City, in writing and to the Solicitation contact person via email to owd.procurement@sfgov.org if the Proposer discovers any ambiguity, discrepancy, omission, or other error in the Solicitation. Any such notification should be directed to the City promptly after discovery, but in no event later than the deadline for questions. Modifications and clarifications will be made by Addenda as provided below.

I. Objections to Solicitation Terms

Should a Proposer object on any ground to any provision or legal requirement set forth in this Solicitation, the Proposer must, no later than the deadline for questions, provide written notice to the City setting forth with specificity the grounds for the objection. The failure of a Proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

J. Protest Procedures

1. Protest of Non-Responsiveness Determination

Within three (3) business days of the City's issuance of a Notice of Non-Responsiveness, a Proposer may submit a written Notice of Protest 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 Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest.

2. Protest of Non-Responsible Determination

Within three (3) business days of the City's issuance of a Notice of Non-Responsibility, a Proposer may submit a written Notice of Protest of Non-Responsibility. The Notice of Protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest.

3. Protest of Contract Award

Within three (3) business days of the City's issuance of a Notice of Intent to Award, a Proposer may submit a written Notice of Protest of Contract 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 Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest.

4. Delivery of Protests

A Notice of Protest must be written. Protests made orally (e.g., by telephone) will not be considered. A Notice of Protest must be delivered by email to owd.procurement@sfgov.org and received by the due dates stated above. A Notice of Protest shall be transmitted by a means that will objectively establish the date the City received the Notice of Protest. Scanned and signed protest 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.

K. Proposal Term

Submission of a Proposal signifies that the proposed products, services and prices are valid for 180 calendar days from the Proposal Due Date and that the quoted prices are genuine and not the result of collusion or any other anti-competitive activity. At Proposer's election, the Proposal may remain valid beyond the 180-day period in the circumstance of extended negotiations.

L. Revision to Proposal

A Proposer may revise a Proposal on the Proposer's own initiative at any time before the deadline for submission of Proposals. The Proposer must submit the revised Proposal in the same manner as the original. A revised Proposal must be received on or before, but no later than the Proposal Due Date and time. Notify owd.procurement@sfgov.org that the prior version is being replaced in order to prevent review of the wrong version. In no case will a statement of intent to submit a revised Proposal, or commencement of a revision process, extend the Proposal Due Date

for any Proposer. At any time during the Proposal evaluation process, the City may require a Proposer to provide oral or written clarification of its Proposal. The City reserves the right to make an award without further clarifications of Proposals received.

M. Proposal Errors and Omissions

Failure by the City to object to an error, omission, or deviation in the Proposal will in no way modify the Solicitation or excuse the Proposer from full compliance with the specifications of this Solicitation or any contract awarded pursuant to this Solicitation.

N. Financial Responsibility

The City accepts no financial responsibility for any costs incurred by a Proposer in responding to this Solicitation. Proposers acknowledge and agree that their submissions in response to this Solicitation will become the property of the City and may be used by the City in any way deemed appropriate.

O. Proposer's Obligations under the Campaign Reform Ordinance

If a contract awarded pursuant to this Solicitation has (A) a value of \$100,000 or more in a fiscal year and (B) requires the approval of an elected City official, Proposers are hereby advised:

1. Submission of a Proposal in response to this Solicitation may subject the Proposers to restrictions under Campaign and Governmental Conduct Code Section 1.126, which prohibits City contractors, Proposers, and their affiliates from making political contributions to certain City elective officers and candidates; and
2. Before submitting a Proposal in response to this Solicitation, Proposers are required to notify their affiliates and subcontractors listed in the awarded contract or Proposal of the political contribution restrictions set forth in Campaign and Governmental Conduct Code section 1.126.

This restriction applies to the party seeking the contract, the party's board of directors, chairperson, chief executive officer, chief financial officer, chief operating officer, any person with an ownership interest greater than ten percent, and any political committees controlled or sponsored by the party, as well as any subcontractors listed in the awarded contract or Proposal. The law both prohibits the donor from giving contributions and prohibits the elected official from soliciting or accepting them.

The people and entities listed in the preceding paragraph may not make a campaign contribution to the elected official at any time from the submission of a Proposal for a contract until either: (1) negotiations are terminated and no contract is awarded; or (2) twelve months have elapsed since the award of the contract.

A violation of Section 1.126 may result in criminal, civil, or administrative penalties. For further information, Proposers should contact the San Francisco Ethics Commission at (415) 252-3100 or go to <https://sfethics.org/compliance/city-officers/city-contracts/city-departments/notifying-bidders-and-potential-bidders>.

P. Reservations of Rights by the City

The issuance of this Solicitation does not constitute a guarantee by the City that a contract will be awarded or executed by the City. The City expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, Proposal, or Proposal procedure;
2. Reject any or all Proposals;
3. Reissue the Solicitation;
4. Prior to submission deadline for Proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this Solicitation, or the requirements for contents or format of the Proposals;
5. Procure any materials, equipment or services specified in this Solicitation by any other means; or
6. Determine that the subject goods or services are no longer necessary.

Q. No Waiver

No waiver by the City of any provision of this Solicitation shall be implied from the City's failure to recognize or take action on account of a Proposer's failure to comply with this Solicitation.

R. Other

1. The City may make such investigation, as it deems necessary, prior to the award of any contract to determine the conditions under which the work is to be performed. Factors considered by the City shall include, but not be limited to:
 - a. Any condition set forth in this Solicitation;
 - b. Adequacy of Proposer's plant facilities and/or equipment, location and personnel location to properly perform all services called for under the Purchase Order; and
 - c. Delivery time(s).
2. City reserves the right to inspect an awarded Proposer's place of business prior to award of and/or at any time during the contract term (or any extension thereof) to aid City in determining an awarded Proposer's capabilities and qualifications.
3. Failure to timely execute a contract, or to furnish any and all insurance certificates and policy endorsements, surety bonds or other materials required in the contract, shall be deemed an abandonment of a contract offer. The City, in its sole discretion, may select another Proposer and may proceed against the original selectee for damages.
4. City reserves the right to reject any Proposal on which the information submitted by Proposer fails to satisfy City and/or if Proposer is unable to supply the information and documentation required by this Solicitation within the period of time requested.
5. Any false statements made by a Proposer or any related communication/clarification may result in the disqualification of its Proposal from receiving further evaluation and a contract award.