

**SAN FRANCISCO  
CHILDREN AND FAMILIES COMMISSION**



CITY AND COUNTY OF  
SAN FRANCISCO

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**REQUEST FOR PROPOSALS  
PARENT AMBASSADOR PROGRAM**

**Number 11**

December 12, 2002

*Applications limited to agencies attending the May 13, 2002  
Solicitation of Interest Orientation Meeting*

**Prepared by:**

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FIRST 5 SAN FRANCISCO  
Parent Ambassador Program  
Request for Proposal 11

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**FIRST 5 SAN FRANCISCO  
Parent Ambassador Program  
Request for Proposal 11**

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**SCHEDULE OF EVENTS**

1.	Mandatory SOI Meeting	May 13, 2002
2.	RFP is advertised and issued	December 12, 2002
3.	Pre-proposal conference	January 3, 2003 @ 10:00 a.m.
4.	Mandatory Letter of Intent	January 10, 2003 @ 5:00 p.m.
5.	Proposal Submission Deadline	February 3, 2003 @ 5:00 p.m.

## **I. General Information**

### **Introduction**

In November 1998, the voters of California passed Proposition 10, the California Children and Families Act of 1998, the "Act." Funded from additional excise taxes imposed on tobacco products, the Act is directed at promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. The Act facilitates the creation and implementation of comprehensive and collaborative systems and services to enhance optimal early childhood development. It emphasizes local decision making to provide for greater flexibility and access to services.

The Proposition 10 funds are administered at the state level by the California Children and Families Commission and at the county level by county children and families commissions appointed by local boards of supervisors. Before county commissions can allocate these funds, they must adopt comprehensive strategic plans consistent with the intent of the Act.

### **The San Francisco Children and Families Commission**

In accordance with provisions of the Act, the San Francisco Board of Supervisors appointed the nine Commissioners on the San Francisco Children and Families Commission in May 1999. They reflect San Francisco's diverse population, its well-developed child health and development sector, and its commitment to public-private partnership in planning and implementation of complex public policy.

The San Francisco Children and Families Commission established two committees to develop the Strategic Plan. The Strategic Planning Advisory Committee has 15 members, primarily child health, family support, and early care and education experts. The Civic Engagement Advisory Committee has 15 members and is chaired by a Commissioner. The San Francisco Children and Families Commission developed this Strategic Plan in collaboration with pre-existing county and private agencies.

The mission of the San Francisco Children and Families Commission is to instill an enduring obligation in San Francisco residents and government to ensure the opportunity for optimal health and development for every child born and raised in this county. This means a commitment to support young children and their families from prenatal to five years of age through abundant opportunities to be healthy, learn, and grow. Children will reach their full potential. Families will be empowered and engaged civic partners in the work of the Commission.

Copies of the Strategic Plan can be located on the Commission's website [www.sfkids.org](http://www.sfkids.org), or by calling (415) 934-4849.

## Scope of Funding and Grant Term

**This Request for Proposal (hereafter referred to as the “RFP”) addresses needs related to Focus Area 3 Family Support and Parent Education, one of the four Focus Areas in the San Francisco Children and Families Commission’s Strategic Plan.**

Within this focus area the Parent Ambassador program works to meet the following objective of the Commission’s 2002 Strategic Plan: *All parents and caregivers with children 0-5 have easy access to information that will help them raise their children.*

To achieve this objective the Commission will partner with an organization or collaborative to implement the Parent Ambassadors program. Parent Ambassadors are parents and others who will be available where parents of young children (ages 0-5) already gather, and help parents learn about children’s health and development issues and connect families with available resources and neighborhood services.

The Parent Ambassador program will be governed by a Program Oversight Team that will work with the successful applicant to oversee the deployment and training of the Parent Ambassadors, the development of materials for the Ambassadors’ use and the public education/awareness campaign.

The Commission has allocated a maximum of \$3,000,000 for three years for this project. The Commission may reserve a portion of these funds for its own activities in conjunction with the Parent Ambassador project. The maximum allocation for the first year of this grant is \$350,000. Collaborative efforts are allowed and encouraged. Applicants are encouraged to identify partners and subcontracts within their proposal, to ensure adequate capacity in all Program Requirements as listed on page 6. No more than one grant will be awarded under this RFP.

Included in this first year award will be a start up period of up to 6 months. There is no set amount of funding dedicated for this phase, but proposals will be ranked, in part, on their cost effectiveness.

The Commission has joined with a statewide First 5 Initiative to apply for Americorp funds. If granted, the funds would be used to support the Parent Ambassador Program, the successful applicant would manage the program and the total grant award may be adjusted.

Continued funding in years two and three will be subject to Commission approval and contingent upon successes, lessons learned, and project performance towards Commission objectives in the prior year. The program should be designed to have some measurable impact during the first year and in each subsequent year.

The Commission will require annual submission of revised and updated work plans and budgets for review and approval prior to the award of funds for the second and third years of the grant. Since the program is designed to start at 4 sites and expand in each subsequent year, renewal of the grant will also be contingent upon submission of the expansion plan.

#### Allowable and Not Allowable Costs

- Requested funding must be used to implement the types of activities described in the “Scope of Work.”
- Funds cannot be used for activities outside of the “Scope of Work.”
- **This grant shall be used only to supplement existing levels of service and not fund existing services. No grant funds shall be used to supplant state or local general fund money for any purpose.** In other words, this funding cannot replace other state or local funds currently used or already planned and committed for expansion activities, nor may grant funds be used to replace existing program revenues.
- The funds shall only be used for services to children 0 – 5 years old, their families or caregivers, or expectant parents.
- Indirect costs may not exceed an amount equal to 15% of the funds requested for personnel costs.

## **II. Program Overview for the Parent Ambassador Program**

### **Objective**

The Parent Ambassador program is part of the Commission’s overall vision to help San Francisco become a place where parents and families of young children feel connected to each other, are linked to the services and opportunities available in their neighborhoods, and are an active part of a larger community that strengthens them and supports their success.

The program seeks to ensure that every parent and caregiver of a child 0-5 in the targeted neighborhoods will have regular encounters with a friendly, knowledgeable Parent Ambassador wherever that parent already goes; be it at childcare, the supermarket, the park, the Laundromat, etc.

In that encounter, the Parent Ambassador becomes a link to resources and services across the city. The primary goal of each Ambassador is to make San Francisco a more family friendly city. Each Ambassador will be available and able to engage the parents of young children and discuss what needs the parent might have, the resources and services available to them, and the various neighborhood and citywide organizations and agencies that serve young children and their families. The Ambassador should be able to talk about issues affecting the lives of young children and provide information to help parents support their child’s optimal development.

Therefore, the activities associated with the Parent Ambassador program will achieve these Commission indicators:

- Increased percentage of parents who feel they have adequate information or sources of information about child rearing
- Increased percentage of parents who feel they know where to go for family support in their neighborhood or community
- Increased percentage of parents who say they have someone to turn to with a problem

It is the Commission's expectation that, through this initiative, families with children 0-5 will feel less isolated and more families will have improved access to information about the services and resources available to their families and will feel connected to the services and supports available to them.

The Commission will require evaluation activities that demonstrate progress on each of these indicators.

### **Program Principles**

The following principles must be displayed throughout all phases of the Parent Ambassador program.

Neighborhood Connections and Buy-In: In order for the Ambassadors to be their most effective strong neighborhood ties are important. The Ambassadors are not just outreach workers for one organization; instead they are outposts for all organizations serving children 0-5 and their families in San Francisco. In order for Ambassadors to be truly effective, they must be seen as connected to all of the various organizations in a particular neighborhood. Strong connections to these organizations are needed to exchange information about services and supports, to support Ambassadors while they are in the field, to identify particular sites for Ambassadors, and to help modify the program to fit the neighborhood's needs.

Collaborative Design: Parent Ambassadors represents a different model for addressing access to information issues for families of young children in San Francisco. This model is based on the abilities of peer paraprofessionals to provide outreach and links to **all** organizations serving families with children 0-5 across the broad spectrum of issues or content areas. This is different from the traditional model of outreach workers who provide information about a specific agency or topic (such as environmental health.) Collaboration, between and among citywide service providers, neighborhood community organizations, parents and others is necessary to develop and ensure the success of the Parent Ambassador model.

Cultural Competence: Since Ambassadors will be in the various neighborhoods of San Francisco it is very important that all aspects of the Parent Ambassador Program reflect the cultural and linguistic diversity of the city. Individual Ambassadors, specific neighborhood sites and overall program policies should

exhibit the capacity and competence to be responsive to the needs of all parents in San Francisco.

### **Statement of Need**

Despite the abundance of resources for families of children 0-5 in San Francisco, parents in the Commission's focus groups and community meetings consistently reported difficulty in finding out about available resources and in getting honest and accurate information about services and programs.

These testimonies from parents highlighted certain problems in how parents access information. These problems included parents not knowing where to go to get information, not being able to get an appropriate referral or calling multiple agencies and organizations to get connected to the right person or group, getting inaccurate or outdated information or getting different, contradictory information about the same issue from different sources. Sources of information parents use include traditional resource and referral (R&Rs) and information and referral (I&Rs) agencies as well as all the places that parents contact to get information, including but not limited to, receptionists at city departments, community based and advocacy organizations, child-care centers, schools, and doctor's offices.

These problems in accessing information and resources mean that many families may not access needed supports and services and the job of raising young children in San Francisco becomes much harder.

### **III. Scope of Work**

The successful applicant will be responsible for implementing the Parent Ambassador program with the components described below.

#### **Program Governance**

##### Program Oversight Team

The Parent Ambassador Program Oversight Team will be responsible for the overall development, governance, and guidance for the Parent Ambassador program. Members will include Commission staff, staff from the successful applicant, key members from Commission's Civic Engagement Committee, key neighborhood organizations, staff from the School Readiness program and other critical stakeholders. The successful applicant will staff the Program Oversight Team and a Commission representative will preside as co-chair.

The Program Oversight Team will monitor the progress and performance of the program and provide support and guidance for ensuring the long-term success of the initiative.

After the grant has been awarded the successful applicant will convene the Program Oversight Team to refine the overall implementation plan.

## **Program Requirements**

### Parent Ambassadors

The cadre of Ambassadors serving a neighborhood should be reflective of the neighborhood, linguistically and culturally competent, with knowledge of their community and neighborhood. Multiple ambassadors per neighborhood allows each neighborhood to have Ambassadors that represent the cultural and linguistic diversity of the neighborhood. This also allows for Ambassadors to be in more than one location at the same time.

Individual Ambassadors should be:

- Knowledgeable about local neighborhood events, organizations, offerings for young children and their families.
- Able to answer parents' questions or research the answers to their questions.
- Able to connect parents to resources in the city.
- Project a welcoming presence and demeanor and able to engage caregivers in conversation about their children.
- Provide information useful to parents in each encounter, either about resources available or about ways to support the optimal development of their child.

### Training

Training should prepare Parent Ambassadors to (1) have an understanding of the different systems/ services affecting children 0-5 and their families and the organizations that address them, (2) work effectively with and engage parents, (3) inform parents on practices that support the development of their children and the important role they play in their children's development, (4) carry out their work in accordance with Family Support principles and (5) refine and update their knowledge and skills as needed.

The training should be ongoing, open to and utilized by other neighborhood organizations serving families of young children. This is a method to connect different organizations and to build and maintain a strong neighborhood connection.

Note: This work may be implemented as a subcontract, but must be fully described in the proposal.

### Material Development and Public Awareness

A public awareness campaign will be planned and implemented to raise awareness of this initiative and the Ambassadors and their work. This component of the program should provide Ambassadors with the necessary public awareness and materials to support their work in the field. A public

awareness campaign and rollout strategy and public awareness materials will be developed and implemented. These materials may include printed documents, tabletop or ironing board displays, handouts and other promotional items, reference/ resource documents, and Ambassador identifiers like t-shirts, jackets, hats, badges, etc.

Note: This work may be implemented as a subcontract, but must be fully described in the proposal.

### Neighborhoods Served

By the beginning of the third year, neighborhoods with significant populations of underserved children should have Parent Ambassadors. The specific neighborhoods to be served will be identified in consultation with the Program Oversight Team, but will likely include most of the following:

*Bayview/ Hunter's Point*  
*Visitacion Valley*  
*OMI*  
*Excelsior*  
*Mission/ Bernal*  
*Potrero Hill*

*Tenderloin/ SOMA*  
*Western Addition / Haight*  
*Chinatown*  
*Sunset*  
*Richmond*  
*Portola*

These neighborhoods were chosen because the majority of children 0-5 live in these areas. The Commission has not specified the number of Ambassadors for each of these areas. It is expected that the grantee will work with the Program Oversight Team to plan expansion.

It is important that the Parent Ambassador Project have legitimacy in each of these neighborhoods. The agency/collaborative will need to demonstrate how they have built trust and working relationships with organizations or will plan to do this. The Commission, Program Oversight Team and the successful applicant will partner in the formation of neighborhood partnerships and collaborative working relationships.

### First-Year Program Activities

In the first year, Parent Ambassadors will be deployed in four neighborhoods. The grantee may propose neighborhoods in the proposal. However, final decisions regarding the selection of the four neighborhoods will be made in consultation with the entire Program Oversight Team during the planning period. The Commission strongly encourages consideration of the following neighborhoods as sites for first-year activities: Excelsior, Tenderloin, South of Market, and one other neighborhood that demonstrates broad and diverse coverage.

The Commission has not specified the number of Ambassadors for each neighborhood, but would expect that the number will allow for adequate coverage of the area – both geographically and culturally. Therefore, the proposal should make clear the reasoning behind the specified number of Ambassadors in the first year.

#### Linkages to existing efforts

Because Parent Ambassadors are quite literally “on the ground”, they are in an excellent position to help connect parents not just to neighborhood organizations but also to ongoing efforts, such as the Commission’s School Readiness Initiative, the family support grantees, the Parent ACTION grantees, and the Healthy Kids initiative. It is important that this program stay connected to other initiatives and agencies that focus on children 0-5 and their families.

#### Implementation Plan Development

The Commission will support a 4-6 month start-up period for this initiative. This start-up period will include the establishment of the Program Oversight Team, a refinement of the implementation plan, and development of the organizational structures necessary to support implementation. This period, like the entire program must reflect the Parent Ambassador principles outlined above.

#### Evaluation

All providers must participate in a process to evaluate the quantity and quality of the services funded through this RFP. All grantees must conduct a self-evaluation of their program. In addition, all grantees must agree to accept any future Commission defined evaluation system. The Commission agrees to work with all grantees to develop, to the extent possible, a system that meets the needs of each individual grantee and the Commission. All grantees must utilize the Commission’s on-line program monitoring, evaluation, and invoicing system.

### **Commission Policies**

#### Parent Link

The Commission wants to ensure that parents are empowered partners in its work. Therefore, agencies that receive funding from the Commission should involve parents in leadership roles throughout their organization and link parents to the Civic Engagement Project and Advisory Committee. Thus, participation in Parent Link is required of all grantees. See Attachment 6 for more information.

#### Tobacco Free Policy

The grantee must adhere to the Commission’s Tobacco Free Policy (Attachment 5).

## IV. Request for Proposal Process and Requirements

### Applicant Eligibility

To apply for funds under this RFP, an applicant must have attended the May 13, 2002 Solicitation of Interest meeting. An applicant may be a non-profit agency, school, college, or university; public charity; religious organization; municipality; or unit of government located in the City and County of San Francisco or other similar organization. Non-profit, public charity, religious and other similar organizations exempt from federal income tax under section 501(c) (3) of the Internal Revenue Code must submit proof of their non-profit status.

Faith based organizations may apply. Active participation in the faith cannot be a prerequisite for individuals receiving services utilizing Proposition 10 dollars. An organization may apply as a single entity or as the lead agency for a collaborative effort.

The applicant must be located in San Francisco and must serve residents of the City and County of San Francisco.

### Communication with Potential Applicants

All questions regarding this Request for Proposal will be answered only at the Pre-proposal Conference discussed in the "Pre-proposal Conference" section below. Should the Commission be unable to respond to a question raised at the Conference, the answer will be mailed to each organization that received a copy of this Request for Proposal directly from the Commission.

No questions will be entertained from potential applicants after the Applicants Conference. However, if a potential applicant notices an error in this Request for Proposal, this error should be promptly brought to the attention of the Commission. The Commission will not accept notices of errors received later than one week prior to the due date for submission of proposals. All error notices must be submitted in writing to **Derik Aoki, Senior Program Officer, San Francisco Children and Families Commission, 1390 Market Street, Suite 318, San Francisco, CA 94102**. Any needed modifications will be made by issuing addenda to the Request for Proposal as described below.

The Commission may modify the Request for Proposal, prior to the proposal due date, by issuing written addenda. Such addenda will be mailed to each organization that received a copy of this Request for Proposal directly from the Commission.

### Pre-proposal Conference

Agencies are urged to attend a Pre-proposal conference on **January 3, 2003 at 10:00 a.m.** to be held at San Francisco Children and Families Commission, 1390 Market Street, Suite 318, San Francisco, CA 94102. All questions will be addressed at this conference and any available new information will be provided at that time.

The City will keep a record of all parties who request and receive copies of the RFP. Any requests for information concerning the RFP whether submitted before or after the pre-proposal conference, must be in writing, and any substantive replies will be issued as written addenda to all parties who have requested and received a copy of the RFP from the San Francisco Children and Families Commission. Questions raised at the pre-proposal conference may be answered orally. If any substantive new information is provided in response to questions raised at the pre-proposal conference, it will also be memorialized in a written addendum to this RFP and will be distributed to all parties that were mailed a copy of the RFP. No questions or requests for interpretation will be accepted after the pre-proposal conference.

### **Mandatory Letter of Intent**

Organizations intending to submit a proposal are **required** to submit a Letter of Intent, so it is received by Commission **by January 10, 2003 at 5:00 p.m.**, indicating that they intend to submit a proposal in response to this **RFP No. 11**.

**Proposals will not be evaluated from entities that fail to submit a Letter of Intent. Faxes and electronic mail will not be accepted.**

The Letter of Intent must be the **original**, not a copy, and must include:

- Presentation on the applicant's letterhead with the applicant's name, address, telephone, fax number, and e-mail address, if one is available
- A brief description of the project
- A statement of the RFP being applied for: **Parent Ambassador Program**
- The approximate amount being requested.

The Letter of Intent should be no longer than two (2) pages, and must be signed by an official authorized to bind the organization.

**Letters of Intent are to be mailed or hand delivered to the following address:**

**Derik Aoki, Senior Program Officer**  
San Francisco Children and Families Commission  
1390 Market Street, Suite 318  
San Francisco, CA 94102

A proof of receipt will be date stamped by the Commission and attached to each Letter of Intent received. The Commission will give a receipt to the carrier or person making a personal delivery, if requested. This receipt constitutes the only proof of receipt. Letters of Intent that are not received by the date and time specified above will be returned unopened.

### **Review and Selection of Proposals**

There are five stages to the application review process.

1. First, the Commission staff will review each application to ensure that basic requirements for scope of work, content, and formatting are met. Applications that do not meet the basic requirements will not be considered. The scope of work is described above in Section III of this

RFP. Basic format and content requirements are described below in Sections V and VI.

2. Second, independent reviewers will individually read and score proposals according to the criteria described below.
3. Third, Commission staff will tally the proposed scores and advise successful applicants in writing that the Commission wishes to enter into negotiations. Unsuccessful applicants will be notified in writing of their project status and will again be advised of their protest rights.
4. Commission staff will make a final funding recommendation to the Commission. In general, funding awards will be made to the highest scoring proposals. The staff may recommend funding proposals to ensure geographic and population diversity.
5. Finally, the full Commission will approve the funding recommendation or may provide the review team with instructions for reassessing the proposals. Once the Commission approves a final funding recommendation, all applicants will be notified in writing of the status of their proposal. Only after the Commission executes a signed grant agreement will a grant be final.

## **V. Proposal Submission and Review**

### **Format of Proposal**

**Proposals must be typed**, with single line spacing, no smaller than 12-point pitch and not hand written. Allow at least 1-inch margins at top, bottom, and sides of the paper. **The narrative of the proposal (items 3 through 5 listed below in Section V - Contents) may not exceed 15 pages.** The name of the applicant agency should appear at the top of each page. All pages should be numbered sequentially.

**Submit one (1) original proposal and ten (10) copies.**

- Do not put proposals in binders. A binder clip is acceptable.
- The signature on the Cover Sheet must be signed in ink in the original proposal package. Signature stamps are not acceptable. The ten additional copies may include photocopied signatures.

## Contents

All proposals must contain the following:

1. The Proposal Cover Sheet (attachment 1)
2. Table of Contents
3. Implementation Team
  - Lead Agency Description and Capabilities
  - Subcontractors
  - Staffing Plan
4. Program Plan and Evaluation
  - Lead Agency
  - Parent Ambassadors
  - Training
  - Material Development & Public Awareness
  - Evaluation Activities
5. Budget Narrative/Sustainability
6. Budget (Attachment 2)
7. Accountability Worksheet (attachment 4)
8. Required Documents (Attach the listed documents)
  - a) A list of the proposed organization's board of directors with affiliations.
  - b) An organization chart for the proposal that shows placement of this project, and diagrams of relationships with any sub grantees and/or other key collaborators
  - c) Resumes of key staff and consultants
  - d) Letter(s) of commitment from key partners
  - e) Proof of nonprofit status
  - f) A copy of the agency's most recent audit
  - g) A list of the proposed organization's ten largest current funders including contract/grant amount, contact person and contact information. (Note: This information will be used for the sole purpose of reference checks.)

**Applications should include only the components and attachments described in Section V, Contents. NOTE: Do not include any additional attachments or appendices, as these will not be presented to the independent reviewers.**

## Submission Instructions

All proposals must be submitted according to the application guidelines.

**An application may be returned without consideration for the following reasons:**

- It is received after 5:00 p.m. on **February 3, 2003**.
- It does not contain all the required components, information or documentation.
- It does not follow the required format.

- It is illegible.
- It exceeds the specified page limitations.
- It is not responsive to the Scope of Work.
- It does not contain 1 original and 10 copies.

Please submit **an original and ten copies** of the proposal no later than 5:00 p.m. on **February 3, 2003**. The proposals must be assembled together, placed in one package and submitted as follows:

### PROPOSAL RFP-11

First 5 San Francisco  
1390 Market Street, Suite 318  
San Francisco, CA 94102

- Proposals can be mailed or hand delivered. There will be no grace period for the deadline. Proposals will not be accepted after 5:00 p.m. The Commission takes no responsibility for the receipt of handling of any proposal that is mailed and not hand-delivered.
- There will be no appeal process for late or rejected proposals.
- Applications should be submitted on standard size (8 ½ by 11), standard weight white paper.
- Applications should be single-spaced.
- Applications must be printed and in a font no smaller than 12 points.
- Do **not** bind proposals with any type of cover; cover page, three-ring binder, or folder.
- Do not include anything that cannot be photocopied, that has staples or is folded or oversized. Do not include video or audiotapes.

### **Terms and Conditions for Receipt of Proposals**

#### ➤ **Errors and Omissions in RFP**

Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify the Commission, in writing, if the proposer discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to the Commission promptly after discovery, but in no event later than five working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below.

Failure by the Commission to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the applicant from full compliance with the specifications of the RFP or any grant awarded pursuant to the RFP.

➤ **Addenda to RFP**

The Commission may modify the RFP, prior to the proposal due date, by issuing written addenda. Addenda will be sent via regular, first class U.S. mail to the last known business address of each firm listed with the Commission as having received a copy of the RFP for proposal purposes. The Commission will make reasonable efforts to notify proposers in a timely manner of modifications to the RFP. Notwithstanding this provision, the proposer shall be responsible for ensuring that its proposal reflects any and all addenda issued by the Commission prior to the proposal due date regardless of when the proposal is submitted. Therefore, the City recommends that the proposer call the Commission before submitting its proposal to determine if the proposer has received all addenda.

➤ **Terms of Proposal**

Submission of a proposal signifies that the proposed services and prices are valid for 120 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.

➤ **Revision of 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 the proposal due date.

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 Commission may require a proposer to provide oral or written clarification of its proposal. The Commission reserves the right to make an award without further clarifications of proposals received.

➤ **Financial Responsibility**

The City accepts no financial responsibility for any costs incurred by a firm in responding to this RFP. Submissions of the RFP will become the property of the City and may be used by the City in any way deemed appropriate.

➤ **Proposer's Obligations Under the Campaign Reform Ordinance**

Proposers must comply with Section 16.510-2 of the S.F. Administrative Code, which states:

No person who contracts with the City and County of San Francisco, for the rendition of personal services, for the furnishing of any material, supplies or equipment to the City, or for selling any land or building to the City, whenever such transaction would require approval by a City elective

officer, or the board on which that City elective officer serves, shall make any contribution to such an officer, or candidates for such an office, or committee controlled by such officer or candidate at any time between commencement of negotiations and either the completion of, or the termination of, negotiations for such contract.

If a proposer is negotiating for a contract that must be approved by an elected local officer or the board on which that officer serves, during the negotiation period the proposer is prohibited from making contributions to:

the officer's re-election campaign

a candidate for that officer's office

a committee controlled by the officer or candidate

The negotiation period begins with the first point of contact, either by telephone, in person, or in writing, when a contractor approaches any city officer or employee about a particular contract, or a city officer or employee initiates communication with a potential contractor about a contract. The negotiation period ends when a contract is awarded or not awarded to the contractor. Examples of initial contacts include: (i) a vendor contacts a city officer or employee to promote himself or herself as a candidate for a contract; and (ii) a city officer or employee contacts a contractor to propose that the contractor apply for a contract. Inquiries for information about a particular contract, requests for documents relating to a Request for Proposal, and requests to be placed on a mailing list do not constitute negotiations.

Persons who knowingly or willfully violate section 16.510-2 are subject to a fine of up to \$500 and a jail term of six months, or both. (S.F. Administrative Code Section 16.515(a)). Persons who negligently violate section 16.510-2 are subject to a civil penalty of up to \$500. (S.F. Administrative Code Section 16.515(b)).

For further information, proposers should contact the San Francisco Ethics Commission at (415) 554-9510.

➤ **Sunshine Ordinance**

In accordance with S.F. Administrative Code Section 67.24(e), contractors' bids, responses to RFPs and all other records of communications between the City and persons or firms seeking contracts shall be open to inspection immediately after a contract has been awarded. Nothing in this provision requires the disclosure of a private person's or organizations net worth or other proprietary financial data submitted for qualification for a contract or other benefits until and unless that person or organization is awarded the contract or benefit. Information provided which is covered by this paragraph will be made available to the public upon request.

➤ **Public Access to Meetings and Records**

If a proposer is a non-profit entity that receives a cumulative total per year of at least \$250,000 in City funds or City-administered funds and is a non-profit organization as defined in Chapter 12L of the S.F. Administrative Code, the proposer must comply with the reporting requirements of that Chapter. The proposer must include in its proposal (1) a statement describing its efforts to comply with the Chapter 12L provisions regarding public access to proposer's meetings and records, and (2) a summary of all complaints concerning the proposer's compliance with Chapter 12L that were filed with the City in the last two years and deemed by the City to be substantiated. The summary shall also describe the disposition of each complaint. If no such complaints were filed, the proposer shall include a statement to that effect. Failure to comply with the reporting requirements of Chapter 12L or material misrepresentation in proposer's Chapter 12L submissions shall be grounds for rejection of the proposal and/or termination of any subsequent Agreement reached on the basis of the proposal.

➤ **Conflict of Interest**

No officer or employee of the proposer who may financially benefit from the provision of services hereunder shall in no way participate in the Commission's approval or ongoing evaluation of such services, or in any way attempt to unlawfully influence the Commission's approval or ongoing evaluation of such services.

Proposer shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of any resulting agreement. Proposer warrants that it is not now aware of any facts that create a conflict of interest. If proposer hereafter becomes aware of any facts that might reasonably be expected to create a conflict of interest, it shall immediately make full written disclosure of such facts to the Commission. Full written disclosure shall include, without limitation, identification of all persons implicated and a complete description of all relevant circumstances.

➤ **Reservations of Rights by the City**

The issuance of this RFP does not constitute an agreement by the City that any grant or contract will actually be entered into by the City. The City expressly reserves the right at any time to:

- a. Waive or correct any defect or informality in any response, proposal, or proposal procedure;
- b. Reject any or all proposals;
- c. Reissue a Request for Proposal;
- d. 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 RFP, or the requirements for contents or format of the proposals;

- e. Procure any materials, equipment or services specified in this RFP by any other means; or
- f. Determine that no project will be pursued.
- g. Offer to fund all or part of the proposal at an amount less than requested.

➤ **Late Proposals**

**Proposals are due at the precise time shown on the due date. No late proposals will be accepted.**

This Request for Proposal (RFP) is not a commitment, grant, or contract of any kind. The San Francisco Children and Families Commission welcomes proposals from all qualified service providers. SFCFC may, in its sole discretion, enter into contracts with any qualified provider. SFCFC reserves the right to pursue any and/or all ideas generated by this request. The Commission reserves the right to reject any and all proposals.

As of the issuance date of this RFP and continuing until the final date for submission of proposals all City and County personnel are specifically directed not to hold meetings, conferences or technical discussions with any contractor or grantee for purposes of responding to this RFP. Any contractor or grantee found to be acting in any way contrary to this directive shall be disqualified from entering into any grant that may result from this RFP.

➤ **No Waiver**

No waiver by the Commission of any provision of this RFP shall be implied from any failure by the Commission to recognize or take action on account of any failure by a proposer to observe any provision of this RFP.

## **VI. Narrative Details**

All of the following components must be included in the proposal, in the order presented below:

### **Implementation Team**

#### **Lead Agency Description & Capability**

- a) Provide a brief history of your organization/agency. Include the date the agency was established. If it is a new organization, explain why you chose to develop a new organization rather than build on an existing one.
- b) Describe your agency's purpose or mission. Summarize the services/programs your agency provides and the target recipients of these services. Explain how this initiative fits in with your mission and other services. Include the number of families with children 0-5 your agency worked with and in which capacities.
- c) Describe your agency's role in the project.

- d) Demonstrate the unique capabilities and qualifications of the lead agency to implement a program of this scale and scope.

Include description of experience and ability to:

- Implement a citywide initiative
- Work in a collaborative effort
- Manage subcontractors
- Deliver culturally and linguistically competent services to all San Franciscans
- Perform self-evaluation and data collection activities
- Administer financial arrangements
- Build upon relevant past activities and experience
- Provide staff support to a project governing body

### **Subcontractors**

For each subcontractor please:

- a) Describe the agency's/ organization's role in the project. Describe the capacities and experience the subcontractor will bring to the project.
- b) Provide examples of a past accomplishment or a current project that relates to the organization's role.
- c) Describe the subcontractor's experience working with communities with diverse cultural and language needs. Include current bilingual and cross-cultural capacity. Identify bilingual and cross-cultural staff by title.

If no activities are to be subcontracted, all appropriate capabilities and qualifications should be demonstrated by the lead agency.

### **Staffing Plan**

- a) Identify by title what lead agency staff will work on this project. Describe the role each will play and state the estimated percentage of time they will spend on the project.
- b) Identify the subcontracting agencies staff that will work on this project. Describe the role each will play and state the estimated percentage of time they will spend on the project.
- c) Describe how the staff will work together and collaborate. A simple organizational chart may be instructive.

## Program Plan and Evaluation

### a) Program Plan:

Please provide a narrative description of the activities you will undertake. The program plan should identify the key questions and issues you will address during the start-up period and include the following components:

#### Lead Agency

- A description of how the agency will develop, implement, coordinate and integrate the Parent Ambassador program components: Program Oversight Team, Parent Ambassadors, Training, Material Development & Public Awareness, and linkages to existing efforts.
- A timeline for implementation.
- A plan for expanding the initiative to the targeted neighborhoods.
- A plan for developing and ensuring continued neighborhood buy-in and legitimacy.
- An outline of the collaborative nature of the project and a description of the roles and responsibilities of any partner organizations that will assist with the implementation of the initiative and how their activities will be coordinated with the Program Team to achieve the project objectives and scope of work.
- A description of how the program principles were adhered to during the development of the implementation plan and will be followed during the implementation of the program.

#### Parent Ambassadors

- A plan for deploying, supervising and supporting the Ambassadors. Include an estimate of the number of Ambassadors that will be utilized.
- A job description for the Ambassadors.
- A description of how the work of the Ambassadors will be coordinated with the work of the Lead Agency and agencies working in each of the neighborhoods.
- A plan for insuring that the Ambassadors have access to up-to-date information on the organizations and services available.

#### Training

- A training delivery plan that includes a schedule, training curriculum, and methodology for training the Ambassadors, other staff, and staff from partner agencies.

#### Material Development and Public Awareness

- A public awareness campaign for the Ambassadors

- A plan for material development -- describing the different types of materials, products and promotional items necessary to support the Ambassadors.
- A description of the different types of materials necessary to support the Ambassadors and plan for material development.

Parent Link: Include a description of how Parent Link (Attachment 6) will be incorporated into the initiative.

b) Evaluation Activities

- Provide a description of program outputs and indicators to be tracked, including the types of parent contacts as well as an estimated number of contacts for each type.
- Include an estimate of the unduplicated numbers of parents reached in each neighborhood, describe the assumptions made to reach this estimate.
- Describe a self-assessment process, including a plan for gathering data to measure the impact on three proposed program indicators (See II.A.) and to improve the quality of the program's services.

**Budget/ Budget Narrative/ Sustainability Plan**

Note: Only a year one budget is requested. Describe the budget required to plan, launch, and pilot the program components. Future year budgets will be determined by the expansion plan implemented by the Lead Agency in coordination with the Program Oversight Team.

- a) Complete a Budget Form (Attachment 2), showing the amount of cash and in kind funding available to your organization to support this project.
- b) Provide a budget narrative to explain any items in the budget that may not be clear.
- c) If existing staff will be used for this project, explain how the use of these funds will not violate the requirement that Commission funds not be used to supplant existing funds and that activities must supplement existing levels of service.
- d) Provide a description of possible methods to leverage other funds to support this project and ideas for ensuring the long-term success of the initiative beyond the three years of service funded through this RFP. Identify the key questions or issues that will be addressed during the planning process.

## VII. Proposal Evaluation and Award Process

Once the proposals are received, the Commission evaluation committee will review and score each proposal to determine its responsiveness to the Commission's needs. The evaluation categories and the maximum number of points possible for each are as follows:

<b>Category</b>	<b>Maximum Score</b>
<u>Implementation Team</u>	<u>30 Points</u>
Lead Agency Description and Capabilities	10
Subcontractors	10
Staffing Plan	10
<u>Program Plan and Evaluation</u>	<u>50 Points</u>
Lead Agency	10
Parent Ambassadors	10
Training	10
Material Development & Public Awareness	10
Evaluation Activities	10
<u>Budget / Budget Narrative / Sustainability Plan</u>	<u>20 Points</u>
<hr/>	
	100 Points

**A proposal must attain a minimum score of 70 points to be considered for funding under this RFP.**

You will be scored on how your proposal addresses the following categories:

### **Agency Description/Implementation Team/ Capability 30 Points**

#### **Lead Agency Description & Capabilities**

- What is the extent of the organization's experience with providing information and referral services, outreach and support to parents?
- Does the organization have a strong existing connection to neighborhood organizations in any of the targeted neighborhood sites?
- Does the organization have experience working collaboratively to implement a program or initiative?
- Does the organization have experience implementing programs of similar size and scope?
- Does the organization have the capability to successfully implement and sustain the initiative?

- Is the role the agency describes for itself appropriate for the project?
- Does the agency demonstrate expertise in the role defined, including support of the Program Oversight Team?
- Does the agency have appropriate bilingual and cross cultural capacity and experience?

Subcontractors

- Is the subcontracting plan adequate and appropriate?
- Are the roles and tasks subcontracted appropriate for the project?
- Do the subcontractors have the capability and expertise to successfully implement their components?
- Do the subcontractors have experience implementing projects collaboratively?
- Do the subcontractors have appropriate bilingual and cross cultural capacity and experience?

If no activities are to be subcontracted, all appropriate capabilities and qualifications should be demonstrated by the lead agency.

Staffing Plan

- Does the proposal include provisions for an appropriate number of staff?
- Do the job descriptions seem adequate for the scope of the program?
- Do staff qualifications seem appropriately related to the tasks for which staff will be responsible?
- Are provision made for staff who are able to work with linguistically and culturally diverse populations?

<b>Program Plan and Evaluation</b>	<b>50 Points</b>
Lead Agency	10
Parent Ambassadors	10
Training	10
Material Development & Public Awareness	10
Evaluation Activities	10

For each program component assess:

- Does the plan for the component, fully address this RFPs Scope of Work, seem logical and possible, and comport with the Parent Ambassador Principles?
- Is the component appropriately integrated with the others?
- Does the proposal provide a description of the implementation steps and a timeline for implementation? Are they reasonable?
- Does the plan for the component adequately address the need for connection and collaboration with neighborhood based and citywide agencies?
- Does the proposal identify appropriate issues to explore during the start-up period?

### Evaluation Activities

- Does the proposal provide a description of the types of parent contacts and a description of the number of parent contacts? Does it seem logical and appropriate?
- Does the proposal specify an appropriate method for determining whether the project is successful at the achievement of project outcomes?
- Are the performance measures relevant and achievable?
- Is the Accountability Worksheet (attachment 4) clear and complete?

### **Budget/ Budget Narrative/ Sustainability Plan** **20 Points**

- Is the budget appropriate?
- Is the start-up budget cost-effective relative to the total budget for the initiative?
- Are line item costs adequately identified and explained?
- Is it clear that funds awarded under this grant will not be used to supplant existing funding?
- Are funds or in-kind contributions from any other sources going to be used to contribute to the initiative?
- Does the proposal identify appropriate sustainability issues to explore during the start-up period?

As part of its proposal evaluation process, Commission staff may elect to visit agency sites and meet with agency staff to discuss elements of the proposal. The Commission may also contact others in the community regarding the applicant's past history and performance.

### **Grant Award**

The **San Francisco Children and Families Commission** will select a proposer(s) with whom **San Francisco Children and Families Commission** staff shall commence grant negotiations. The selection of any proposal shall not imply acceptance by the Commission of all terms of the proposal, which may be subject to further negotiation and approvals before the Commission may be legally bound thereby. If a satisfactory grant cannot be negotiated in a reasonable time the **San Francisco Children and Families Commission**, in its sole discretion, may terminate negotiations with the highest ranked proposer and begin grant negotiations with the next highest ranked proposer. Written notification of the Commission's intent to award will be faxed and mailed to all proposers. **No grant shall be final until such time as the Commission executes a signed grant agreement.**

The following apply to funding initiatives:

- Actual award of funding is dependent on a successful grant negotiation.

- If proposals include non-allowable costs, award offers will be reduced by the amount of the non-allowable costs.
- Programs are not required, but are encouraged to provide matching funding.
- Up to three months of the grant award may be provided as an advance following a signed agreement and written request by the agency.

## **Grant Award Protest Procedures**

All protests to this solicitation must be received by the Commission within seven (7) days of the date the intent to award is issued. Protests shall be in writing, shall provide the contact name, agency name, project, address, and telephone numbers of the protesting party, and shall identify and explain the grounds for the protest. The protest shall include and attach any written materials that the protesting party wishes to have considered in determining the protest.

Failure to submit a protest claim at this time shall be deemed a waiver of the right to protest. Moreover, the applicant's protest document shall be the sole grounds upon which a protest shall be considered, and failure to raise a ground for protest during this time shall be a full and final waiver of the ground for protest.

Protests must be received at San Francisco Children and Families Commission, 1390 Market Street, Suite 318, San Francisco, CA 94102 to the attention of the Senior Program Officer. Protests and all accompanying material must be received by the deadline specified in the notification.

Any protest that is not submitted as provided herein shall be invalid and shall not be considered. All decisions by the Commission will be final and cannot be appealed.

## **VIII. Responsibilities**

### **Required Reports**

The Commission may require revisions to the proposal during the grant negotiation process.

Written, quarterly summary progress and financial reports must be submitted to the Commission on all major activities including evaluation impact, accomplished or in progress. The annual report should include a summary description of all activities performed under this RFP and how the goals and objectives have been met. More frequent reporting and/or invoicing may be required at the discretion of the Commission.

### **Miscellaneous Grantee Requirements**

The grantee must:

1. Manage and monitor the project on an ongoing basis to ensure the quality and timeliness of the work performed.
2. Inform the Commission immediately verbally and follow up with written documentation as appropriate of any issues or problems that arise during the grant term.
3. Attend designated meetings with other Program grantees and the Commission to discuss project findings, conclusions, concerns and recommendations.

### **Other Conditions**

The following additional conditions apply to the Request for Proposals and to any agreements that result from the Request for Proposals:

#### **Disclaimer**

Commission is not responsible for the representations made by any of its officers or employees before the execution of an agreement by the Commission unless such understanding or representation is included in this RFP or in subsequent addenda. Commission is responsible only for that which is expressly stated in the solicitation document and any authorized addenda thereto.

#### **Evaluation**

- Any agency evaluators will be expected to work with Commission staff to coordinate evaluation strategies.
- Each applicant must agree to cooperate with Commission evaluation activities by providing all information requested in reports and complying with any special requests for information and or site visits.
- Each applicant must use the Commission's on line contract management system.

#### **Record Keeping**

All program and financial records of this project must be retained by the applicant for 7 years and must be accessible for review by Commission staff or their designees.

#### **Insurance & Other Commission Requirements - See Attachments 3-6.**

#### **Non-Discrimination**

The applicant must certify that it does not discriminate on the basis of the fact or perception of a person's race, color, creed, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, domestic partner status, marital status, disability or Acquired Immune Deficiency Syndrome, HIV status (AIDS/HIV status) or association with members of the named protected classes.

### **IX. Required Forms, Grant Terms and Conditions, and Exhibits**

Attachments 1-6 will be incorporated into the terms of the successful applicant's grant.

**PROPOSAL COVER SHEET**

Please use this form for your front cover.

**SAN FRANCISCO CHILDREN AND FAMILIES COMMISSION****RFP 11****FY 2002 - 2003****Parent Ambassador Program**

Complete the Proposal Cover Sheet  
 This will serve as the front cover of your proposal.  
 An official authorized to bind the entity must sign it.

Name of Agency/Organization	
	Telephone Number
Program Contact/Title	Telephone Number
Alternate Contact/Title	Telephone Number
Agency Address	FAX Number
Amount of Grant Application Request	\$
Name of Agency Director	
Signature of Agency Director	
Name of the President of the Board of Directors	
Signature of President of the Board of Directors	

**Application Deadline:**

February 3, 2003 – 5:00 p.m.

First 5 San Francisco  
 1390 Market Street, Suite 318  
 San Francisco, CA 94102

**A. Budget Request Form**

Year 1 of Grant

<b>Program Expenses</b>						
<b>Personnel</b>	<b>Salary Range</b>	<b>FTE</b>	<b>Amount Requested</b>	<b>Funding from other Sources- Cash</b>	<b>Funding from other Sources In-Kind</b>	<b>Total</b>
A.						
B.						
C.						
D.						
E.						
F.						
Benefits @ _____%						
Subtotal Personnel						

<b>Operating Expenses</b>	<b>Amount Requested</b>	<b>Funding from Other Sources- Cash</b>	<b>Funding from Other Sources In-Kind</b>	<b>Total</b>
A. Rent				
B. Office Support (telephone, copying)				
C. Equipment Lease				
D. Travel				
E. Evaluation Expenses				
F. Training/ Conferences				
G. Insurance				
H. Consultants (if any)				
I. Other (please specify)				
Subtotal Operating Expenses				
<b>Indirect Costs @ _____% of Personnel</b>				

<b>Budget Total Year 1</b>				
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Please identify any in-kind support such as volunteers (identify roles of these volunteers), donated space, equipment etc. that are available to support this project. *The value of these items should be listed in the "Funding from Other Sources" column of the budget request form. If any of these funds are not secured yet, but are anticipated, please put an "NS" next to the amount.*

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**Insurance**

The grant to be negotiated with the grantee contains language regarding insurance. The general types of insurance required are as follows: general liability, automobile liability (if applicable), professional liability (if applicable), workers compensation, fidelity bond, and certificate of insurance. Grants may be certified with insurance that expires during the grant period. It is the grantee's responsibility to monitor insurance expiration dates and to furnish SFCFC with renewal certificates in a timely manner. The City and County of San Francisco will withhold Grant payments during any period of lapsed insurance coverage. The grant requires that insurance requirements be met and maintained for the duration of the grant period.

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**Accountability Worksheet****Instructions:**

Proposition 10 requires all counties to connect funding to a framework of goals and objectives, and to create concrete ways of measuring results. As part of this process, we expect to work with all funded partners, including those receiving family support grants, to track activities and results. Once grants have been awarded, the Commission will work with each grantee to refine individual accountability plans, based on the worksheet below.

The following steps will help you create a framework for measuring the success of your program:

**Step One: Identify Objectives**

Using the list prepared by the Commission chose objectives that are specific to your proposal. You may want to create your own objectives, keeping in mind the goals of the funding as outlined in this RFP. What do you hope to achieve with the Family Support Funding? How do you expect the neighborhood or community to improve? You do not need a long list of objectives. Write each objective in the space provided, with one objective on each sheet. We have included sheets for three objectives, you may have fewer, or you may need to copy the sheet to add more.

**Step Two: Describe Activities**

In your Project Narrative, you described the activities you will create with the Family Support funding. In the chart below, assign each of these activities to one of the objectives. What activities will families and children experience at your program? What objective are you trying to achieve with each of these activities?

**Step Three: Create Performance Measures**

The accountability framework means that the Commission must concretely measure the success of each activity. In addition to knowing how many children or families were served, the Commission needs to know whether they were served well. Performance measures are ways of assessing the satisfaction clients have with programs or the progress children show as a result of some activity. For each activity, create one or more performance measures.

**Step Four: Describe Data Sources, Methods for Collecting Data**

Finally, tell us how you will collect the information for each performance measure. How will you gather feedback from clients? How will you know when a child has shown improvement in a specific area as a result of an activity?

In addition to the blank sheet, we have included one partially filled out sheet as an example.

**Family Support RFP 05  
Accountability Worksheet Example**

San Francisco Children and Families Commission Objectives for Family Support:

1. All parents and caregivers with children 0-5 have easy access to information that will help them raise their children.
2. Culturally and linguistically appropriate family support and parent education services are available and accessible to all families with children age 0-5.
3. Parents have adequate support to create neighborhood-based programs for both themselves and their children.
4. All parents and caregivers will enroll their children in kindergarten and advocate for their children's education.

Objective: Parents will have adequate support to create neighborhood-based programs for themselves and their children.		
Activities	Performance Measures	Data Sources, Methods, and Supporting Documents
Members of the Parent Advisory Group will create a calendar for a monthly drop-in support group for young mothers.	Distribution of a calendar with dates for drop-in meetings during 2003	Calendar and mailing list
Young mothers will meet monthly to discuss parenting issues and neighborhood safety.	Number of meetings held (quantity) Number of women attending (quantity) Number of parents who rate their satisfaction with the program as high (quality)	List of meetings Attendance sheets Parent satisfaction survey conducted every six months – survey created by parents with staff assistance

**Parent Ambassador RFP 11  
Accountability Worksheet**

San Francisco Children and Families Commission Objectives for the Parent Ambassador Program:

- Increased percentage of parents who feel they have adequate information or sources of information about child rearing
- Increased percentage of parents who feel they know where to go for family support in their neighborhood or community
- Increased percentage of parents who say they have someone to turn to with a problem

Objective:		
Activities	Performance Measures	Data Sources, Methods, and Supporting Documents



**SAN FRANCISCO CHILDREN AND FAMILIES COMMISSION  
TOBACCO – FREE POLICY**

**Section One. Definitions.**

As used in this Policy the term:

“City” shall mean the City and County of San Francisco.

“Commission” shall mean the San Francisco Children and Families Commission.

“Contract” shall mean an agreement for grants to be provided, or for goods or services to be purchased out of the San Francisco Children and Families Trust Fund under the control of the Commission and does not include property grants, agreements entered into pursuant to settlement of legal proceedings, or contracts for a cumulative amount of \$5,000 or less per vendor in each fiscal year.

“Contractor” means any person or persons, firm, partnership, corporation, or combination thereof, who enters into a contract all or part of the funding of which comes from the San Francisco Children and Families Trust Fund.

“Director” shall mean the Executive Director of the San Francisco Children and Families Commission.

“Subcontract” shall mean an agreement to provide goods and/or services, including construction, labor, materials or equipment, to a contractor, if such goods or services are procured or used in the fulfillment of the contractor's obligations arising from a contract subject to this Policy.

“Subcontractor” means any person or persons, firm, partnership, corporation or any combination thereof, who enters into a subcontract with a contractor. Such term shall include any person or entity who enters into an agreement with any subcontractor for the performance of 10 percent or more of any subcontract.

**Section Two. Tobacco-Free Policy**

**(a) Policy**

Every contract awarded by the Commission shall incorporate by reference and require contractor to comply with the provisions of this section. In addition, all contractors must include or incorporate by reference in all subcontracts and require subcontractors to comply with the requirements of this Policy; failure to do so shall constitute a material breach of contract.

In the performance of a contract, the contractor or subcontractor shall agree as follows:

**(1) Smoke-Free Workplaces**

The Contractor shall prohibit smoking in its offices, automobiles or at Contractor-sponsored events located in the City and County of San Francisco.

### **(2) Tobacco Hazards Education and Smoking Cessation Referrals**

The Contractor shall make available to clients, employees and community members educational materials, provided by the Commission, on the health hazards of tobacco.

The Contractor shall make available to clients, employees and community members, at the Contractor's offices and service delivery and event sites, information provided by the Commission, regarding smoking cessation services.

### **(3) Divestment**

The Contractor shall divest from any investment in companies that, at the time the Contractor responds to a solicitation of bids from the Commission, derive more than 15 percent of their revenues from tobacco products.

### **(4) Disclosure of Tobacco Industry Funding**

The Contractor shall report annually to the Commission the receipt of any moneys from a person, persons, firm, partnership, corporation, or combination thereof that derives more than 15 percent of its revenue from the production or sales of tobacco products. The report shall include the name of the entity, the amount received, the percentage of the agency's total budget the amount represents, the purpose of the contribution, and any efforts made to obtain alternative funding.

### **(b) Penalties**

(1) Whenever the Director determines that a person or entity under contract with the Commission has violated any provision of the Tobacco-Free Policy described in section, the Director shall have the authority to impose such sanctions or take such other actions as are designed to ensure compliance with the provisions of this Policy which shall include, but are not limited to:

(A) Suspension or termination of a contract;

(B) Ordering the withholding of funds due the contractor under any contract with the Commission;

(C) Disqualification of a bidder or contractor from eligibility for providing commodities or services to the Commission for a period not to exceed five years, with a right to review and reconsideration by the Commission after two years upon a showing of corrective action indicating violations are not likely to reoccur.

(2) All contracts shall provide that in the event any contractor fails to comply in good faith with any of the provisions of this Article the contractor shall be liable for liquidated damages in an amount up to five percent of the contractor's net profit under the contract, or ten percent of the total amount of the contract dollars whichever is greater. All contracts shall also contain a provision whereby the contractor acknowledges and agrees that the liquidated damages assessed shall be payable to the Commission upon demand and may be set off against any monies due to the contractor from any contract with the Commission.

### **Section Three. Waivers and Exceptions**

#### **(a) Sole source.**

The Director may waive the requirements of this Policy whenever the Director finds that the needed goods or services are available only from a sole source and the prospective contractor is not otherwise currently disqualified from doing business with the City, or from doing business with any governmental agency based on any contract compliance requirements.

#### **(b) No qualified bidders who comply and service/project is essential to City/residents.**

After taking all reasonable measures to find an entity that complies with the Policy, the Director may waive any or all of the requirements of this Policy for any contract or bid package advertised and made available to the public, or any competitive or sealed bids received by the Commission as of the date of the enactment of this Policy where the Director determines that there are no qualified responsive bidders or prospective contractors who could be certified by the Commission as being in compliance with the requirements of this Policy and that the contract is for goods, a service or a project that is essential to the City or City residents.

#### **(c) Bulk purchasing arrangements through federal, state, regional or City entities.**

The Director may waive the requirements of this Policy where the Director determines that transactions entered into pursuant to bulk purchasing arrangements through federal, State, regional or City entities that actually reduce the Commission's purchasing costs would be in the best interest of the Commission.

#### **(d) Contract serves public benefit.**

The Director may waive the requirements of this Policy where the Director determines that the benefit of the contract to the public and the Commission's ability to carry out its charge pursuant to state and local law outweigh the harm in the contractor's noncompliance with the Policy.

#### **(e) Contractor is a public entity.**

This Policy shall not apply where the prospective contractor is a public entity or City Commission and the Director finds that the proposed contract is necessary to serve a substantial public interest.

#### **(f) Requirements violate public agency grant and good faith attempt has been made to change conditions of grant.**

This Policy shall not apply where the Director finds that the requirements of this Policy would violate or be inconsistent with the terms or conditions of a grant, subvention or agreement with a public agency or the instructions of an authorized representative of any such agency with respect to any such grant, subvention or agreement, provided that the Director has made a good faith attempt to change the terms or conditions of any such grant, subvention or agreement to authorize application of this Policy.

**(g) Retirement and Pension Plans**

This Policy shall not apply to a contractor or subcontractor's investment of funds where the funds are held in trust for the benefit of employees or third parties.

**(h) Federal or State law**

This Policy shall be construed and applied so as not to conflict with applicable federal or State laws, rules or regulations.

**Section Four. Effective Date**

This policy shall apply to all contracts entered into on or after July 1, 2001.



## **The Parent Link**

This is a method to connect parents in the agencies that receive Prop 10 funds with the Civic Engagement Project and the Advisory Committee. Each applicant for funds will have to:

- i. Demonstrate how they plan to involve parents and community members in different levels throughout their organization and
- ii. Propose strategies to connect their parent/community component to the Civic Engagement Advisory Committee. This link between parents and community members and Advisory Committee will serve to gather feedback on the Commission's activities, provide feedback and input into the evaluation process, and provide an opportunity for more members of the public to become involved with the Advisory Committee.

In this way, the strength of each applicant's parent and community involvement becomes part of the funding criteria and a feedback loop is developed between the Commission and the community.