



REQUEST FOR PROPOSALS (RFP) #02-2023

Sugary Drinks Distributor Tax Healthy Communities **SUPPORT Grants**

Date: October 16, 2023

To: Organizations Delivering Diet-sensitive Chronic Disease Interventions Serving Priority Populations

From: San Francisco Public Health Foundation in partnership with Community Health Equity & Promotion Branch, San Francisco Department of Public Health

Schedule of Events and Submission Deadlines

For questions about the solicitation procedures or documents, please contact:

Executive Director, San Francisco Public Health Foundation via email at sddt@sfphf.org | CALL at 415-504-6738 **Download this RFP #02-2023 at sfphf.org/sddtgrants**

ACTIVITY	TIMES	DATES
RFP Issued		October 16, 2023
E-Questions: sddt@sfphf.org	By 12:00 noon	November 9, 2023
E-Question Answers Posted Weekly until November 13	By 6pm Mondays	November 13, 2023
Proposals Due	By 12:00 noon	November 16, 2023
Estimated Review and Notification Dates		
Technical Review		By mid-December 2023
Award Notification sent out		By mid-January 2024
Project negotiations, MOUs developed and signed		By January 31, 2024
Term for Funded Projects		February 1, 2024 - June 30, 2024

AT A GLANCE: Sugary Drinks Distributor Tax Healthy Communities SUPPORT Grants

Pending availability of funds, the SDDT 2024 Healthy Communities SUPPORT Grants will support **1) at least five (5) capacity building grants for up to \$60,000 for about 5 months and 2) a limited number of event sponsorship grants up to \$10,000.** The SDDT Healthy Communities SUPPORT Grants are for non-profit agencies implementing diet-sensitive chronic disease interventions through the promotion of healthy eating and/or active living for Priority Populations in San Francisco. The goal of the SUPPORT Grants is to impact health equity. These grants are short term, but the benefit of the funds is expected last beyond the term of the grant.

Capacity Building Grants will provide one-time funds to purchase equipment, data systems, computers, software, curriculum, consultants, or other supports that will build capacity among non-profit agencies that deliver healthy eating and active living programming targeting Priority Populations.

Event Sponsorship Grants will provide one-time funds for events relating to the promotion of healthy eating and/or active living reaching Priority Populations.

Organizations may submit only one application to this RFP; organizations must decide whether to apply for one-time capacity building grants or one-time event sponsorship. (Organizations serving as fiscal sponsors, may submit multiple applications on behalf of different implementing organizations.)

Program Service Category

Applicants may apply for:

- 1) **One-time Capacity Building Grants** for equipment, data systems, computers, software, curriculum, consultants or other items/services that will support delivery of Diet-sensitive Chronic Disease Prevention Education/Programs/Services or Policy/Systems/Environmental changes.
- 2) **One-time Event Sponsorships** for events relating to the promotion of healthy eating and/or active living reaching Priority Populations.

Eligible agencies:

1. **Non-profit agencies and organizations delivering diet-sensitive chronic disease interventions that serve San Francisco Priority Populations. Organizations receiving SDDT funds in Fiscal Year 2023-2024 may not apply. Past SDDT-Funded organizations may apply.**
2. Applicants must have a demonstrated track record of reaching priority populations – those most impacted by sugary drink consumption. Applicants need not be experts in diet-sensitive chronic disease prevention or healthy eating/active living programs but must demonstrate expertise and experience reaching Priority Populations.
3. Funding is restricted to non-profit community-, faith- or neighborhood-based organizations (CBO/FBO/NBO).
4. If you are an agency that does not yet have a non-profit status, you may apply with a 501(c)3 nonprofit agency that will serve as a fiscal sponsor for your project.
5. All CBOs/FBOs/NBOs and/or their fiscal sponsors applying for SDDT funds must have the administrative capacity to enter into a business subcontract/consultant agreement with PHF.

I. INTRODUCTION

The San Francisco Public Health Foundation (PHF) is soliciting proposals to support the San Francisco Department of Public Health (SFDPH) Population Health Division, Community Health Equity and Promotion Branch's San Francisco Sugary Drinks Distributor Tax Healthy Communities SUPPORT Grants Program. In 2016 San Francisco voted to place a one-penny per ounce tax on distributors of sugary drinks – called the Sugary Drinks Distributor Tax (SDDT). Some of the resulting SDDT revenue is being directed to community organizations through this Request for Proposals.

The Sugary Drinks Distributor Tax (SDDT) holds potential to change the health status of our community members most burdened by diet-sensitive chronic diseases and the environments in which their health is shaped. The overall grant program is intended to:

- a. support long-term sustainable changes that are health promoting, community building and equity focused
- b. support delivery of chronic disease prevention programs
- c. help build strong community organizations with financial and technical support so that priority communities can successfully implement innovative, community driven and community led initiatives

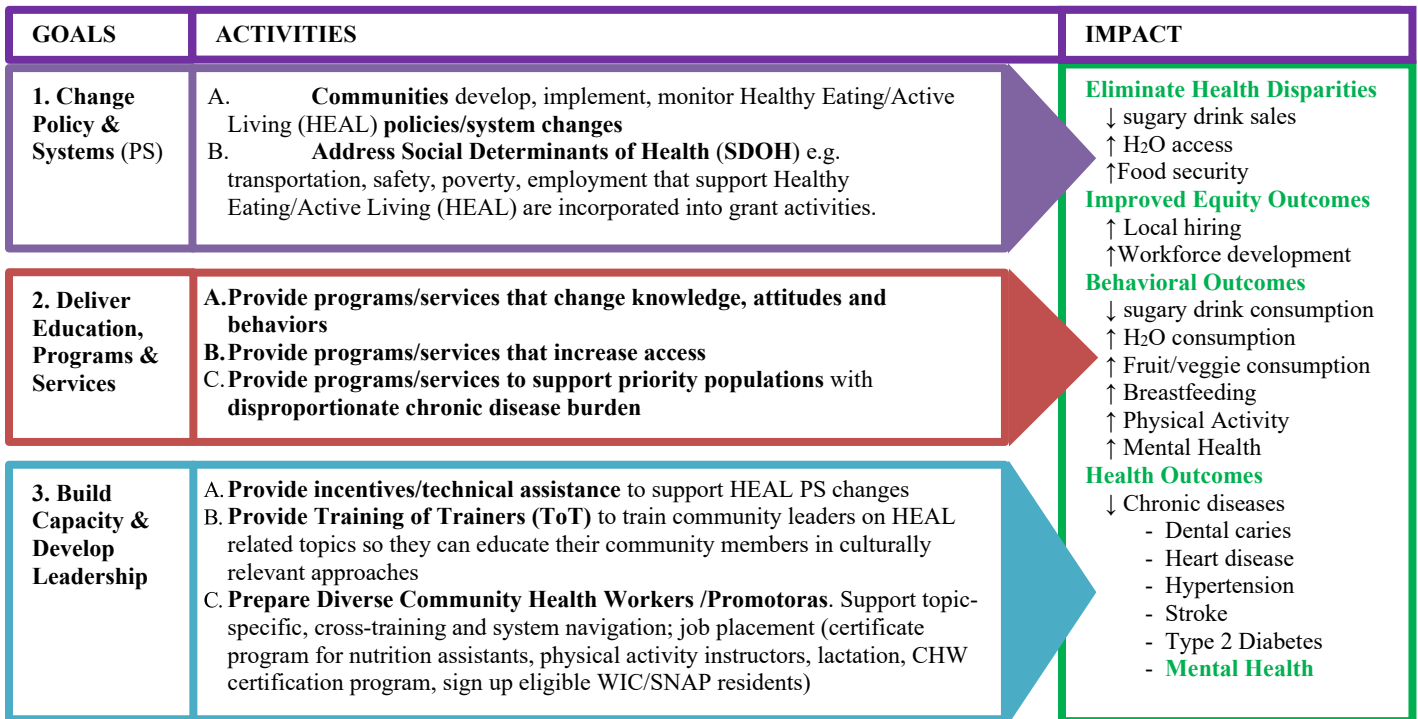
Each proposal must meet the necessary qualifications and service requirements set forth in this solicitation. This is a Request for Proposal (RFP) process. Whether a proposal meets these qualifications and service requirements will be determined through the Review and Selection Process. No Proposer shall have any legal or equitable right or obligation to enter into a contract or to perform the Work as a result of being selected. The program information is further detailed in the Program Services Specifications.

II. BACKGROUND INFORMATION

SDDT Healthy Communities SUPPORT Grants will provide one-time funding for agencies and organizations working to change behavioral and health outcomes as described in the simplified logic model that follows (full model in Programmatic Appendix).

The Healthy Communities SUPPORT Grants program is primarily designed to address the third Goal area, “Build Capacity and Develop Leadership,” because building capacity and leadership is critical to helping agencies create long-term, sustainable change. The intent of the SUPPORT grants is to provide one-time, additional funds that will enable applicants to successfully work in at least one of two Goal areas: “Change Policy/Systems/Environments” or “Deliver Education, Programs and Services.”

SFDPH LOGIC MODEL



PRIORITY POPULATIONS: These populations have been heavily targeted by the industry and consequently consume more sugary drinks and suffer related chronic diseases. For more data and information please see the [SDDTAC 2019 Data Report](#)

- | | | |
|--|------------------------------------|--|
| 1. Black/African American
2. Latinx | 3. Native American/American Indian | 4. Native Hawaiian/Pacific Islander
5. Asian/Asian American |
|--|------------------------------------|--|

Low income populations

Because sugary drinks impact low-income populations disproportionately and the tax costs lower income people more (relative to income), low-income people within the above race/ethnic categories are prioritized. The race/ethnic groups

identified above can be further defined into more specific populations like those identified in the community input process (pregnant people; undocumented, seniors, LGBTQ+, unhoused, veterans, people with disabilities).

These one-time grants are intended to support applicants that deliver diet-sensitive chronic disease prevention education/services/programs and/or address systems level (PSE) changes that make the healthy choice the (affordable, accessible, available, easy, delicious, safest, etc.) default choice by providing these one-time funds. The expectation is that awardees will have 4-5 months to implement the grant. Applicants are NOT expected to offer services in every Goal or Activities area outlined in the logic model.

ADDRESSING HEALTH EQUITY AND DISPARITIES

Eliminating chronic disease health disparities and improving equity outcomes are the ultimate impacts SFDPH, PHF and the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC) are working toward. **In your proposals, be sure to describe how your proposed project aligns with the values and pillars described below.** In its recommendations, the SDDTAC provided guiding principles for community-based grants; those principles align with the public health approach and are embodied in the values and pillars described below.

Values (why we do this work)

Health Equity: Achieving optimal health for populations suffering from health disparities by addressing some of the social determinants of health - including racism, poverty, employment - is critical to achieving health equity.

Eliminating Disparities: Eliminating chronic disease health disparities, especially those found among our Black/African American, Latinx, Pacific Islander, Native American/Indian and Asian populations, are our priority focus because these populations are targeted by the sugary drink industry and suffer from chronic diseases disproportionately.

Helping Communities Contend with Chronic Disease: Redress existing chronic disease harms inflicted as a result of oppression, systemic gaps and bias by supporting those with chronic diseases and prioritizing communities that have been harmed to help heal and prevent others from falling ill.

Strategic Pillars (how we do this work)

Make Community-Informed, Community-Developed Investments in Affected Communities: SFDPH values the expertise of community members and organizations: organizations rooted in the community know best how to reach their populations. For example, leveraging HEAL-focused SDDT funds to address social determinants of health through workforce development and community building responds to the calls by community to 1) build individual and community capacity and 2) return/keep the investment within affected communities.

Use Evidence Throughout the Grant Process: Practice-, research- and evaluation-informed programs will address inequities in access, opportunity and health outcomes. SFDPH commits to supporting community groups to expand collective understanding of effective interventions through community and practice-based programs and evaluation of those programs. Using a Results Based Accountability® framework, SFDPH partners with funded community and city agencies to create community-informed, transparent evaluations to 1) support effective interventions; 2) ensure

ongoing learning through quality improvement processes; and 3) incorporate community wisdom and evidence into the knowledge base.

Build Learning Communities and Collaborative Partnerships: SFDPH commits to creating a learning community of funders, community organizations and city agencies, program participants and evaluators to learn from one another, to build high quality interventions and strong community organizations in the interest of collective impact and promoting positive outcomes.

Primary and Secondary Prevention and Systems Changes: Primary and secondary prevention programs – like those that provide Healthy Eating/Active Living, chronic disease prevention, and wellness services – coupled with policy, systems and environmental level approaches to address chronic disease disparities create a comprehensive set of solutions across the [Spectrum of Prevention](#). Funds are not designed for health care services but can support priority populations already suffering from chronic diseases, or support programs that partner with health clinics.

PREVENTING CHRONIC DISEASES AND REDUCING IMPACTS OF SUGARY DRINKS

San Francisco has epidemic levels of diet-sensitive chronic diseases like diabetes and heart disease among Black/African Americans, Latinx, Pacific Islanders/Native Hawaiians, Native Americans and Asians/Asian Americans; these diseases burden the Black/African American population the most. These funds are intended to support the organizations working with priority populations that suffer disproportionately from diet-sensitive chronic diseases **with one-time costs** such as curriculum development, purchasing equipment, upgrading technology, developing data collection systems, etc.

The overall focus of soda tax revenues is on decreasing sugary drink consumption, preventing and mitigating diet-sensitive chronic diseases, and supporting healthy eating and/active living. The science indicates that sugary drinks lead to:

- increased risk and complications for chronic diseases like **diabetes, heart disease**
 - o spikes blood sugar level which increases complications for those living with diabetes,
- **cavities and oral health problems**

Breastfeeding, eating fresh fruits and vegetables, drinking water (**healthy eating**), and regular physical activity (**active living**) can protect against the negative impacts of sugary drinks.

Behavior change, however, is not the end goal, because social, political, and economic environments are important drivers in our individual and collective health and well-being. Changing the environments in which people live, work, learn, worship and play is vital to creating long term solutions. Chronic diseases, poverty, structural and individual racism, violence, Adverse Childhood Experiences (ACES) can also contribute to trauma and stress levels, which also influence health outcomes and health behaviors, like drinking sugary drinks, and make it more difficult for people to succeed in healthy behaviors. Grantees will be asked to consider how Social Determinants of Health (poverty, education, employment, racism) can be impacted through funded programs.

As briefly documented above, preventing and mitigating chronic diseases is complex. This RFP attempts to provide **support to organizations that help with one-time costs** such as curriculum development, purchasing equipment, upgrading technology, developing data collection systems, etc. that will help the organization further its work to support healthy eating and active living programs.

III. SDDT HEALTHY COMMUNITIES SUPPORT GRANTS OVERVIEW

CONTRACT TERM & FUNDING AMOUNTS

The SDDT Healthy Communities SUPPORT Grants are for non-profit agencies implementing diet-sensitive chronic disease interventions through the promotion of healthy eating and/or active living for [Priority Populations](#) in San Francisco. Awards will support 1) capacity building products, equipment and/or services that support implementation of chronic disease prevention interventions; and 2) sponsorship of events promoting healthy eating and/or active living.

Pending availability of funding there are expected to be:
1) **at least five (5) capacity building grants** for up to **\$60,000** each; and
2) **a limited number of event sponsorship grants** up to **\$10,000**
Grant period is expected to be February 1, 2024 - June 30, 2024

Agencies that accept funding from or have an affiliation or contractual relationship with a national/international sugary drinks beverage corporation, any of its subsidiaries or parent company during the term of the contract cannot be funded through this solicitation. City and County of San Francisco agencies or departments, government agencies, or educational institutions are not eligible to apply for funding under this RFP.

Organizations may submit one application only. (Organizations serving as fiscal sponsors, may submit multiple applications on behalf of different implementing organizations.)

Eligible agencies:

1. **Non-profit agencies and organizations delivering diet-sensitive chronic disease interventions that serve San Francisco Priority Populations. Organizations receiving SDDT funds in Fiscal Year 2023-2024 may not apply. Past SDDT-Funded organizations may apply.**
2. Applicants must have a demonstrated track record of reaching priority populations – those most impacted by sugary drink consumption. Applicants need not be experts in diet-sensitive chronic disease prevention or healthy eating/active living programs but must demonstrate expertise and experience reaching Priority Populations.
3. Funding is restricted to non-profit community-, faith- or neighborhood-based organizations (CBO/FBO/NBO).
4. If you are an agency that does not yet have a non-profit status, you may apply with a 501(c)3 nonprofit agency that will serve as a fiscal sponsor for your project.
5. All CBOs/FBOs/NBOs and/or their fiscal sponsors applying for SDDT funds must have the administrative capacity to enter into a business subcontract/consultant agreement with PHF.

Program Service Category

Applicants may apply for:

- 1) **Capacity Building Grants** will provide one-time funds to purchase equipment, data systems, computers, software, curriculum, consultants, or other supports that will build capacity among non-profit agencies that deliver healthy eating and active living programming supporting Priority Populations.

- 2) **Event Sponsorship Grants** will provide one-time funds for events relating the promotion of healthy eating and active living reaching Priority Populations. Events may include, but are not limited to, conferences, health fairs, and walk/run fundraisers.

Whereas these grants are short term, but the benefit of the funds is expected to be long term and go beyond the life of the grant. The goal of the SUPPORT Grants is to impact health equity.

Applicants must demonstrate how requested services/products/equipment will enhance their diet-sensitive chronic disease interventions and have an impact beyond the 5-month grant period. SFDPH and PHF are keenly interested in supporting organizations and projects that will have impact and leave priority populations better off as a result of this funding.

All funded projects will be required to submit a report after project completion (and no later than July 15th 2024). A report template will be provided.

IV. HEALTHY COMMUNITIES GRANT APPLICATION COMPONENTS

1. Qualifications Statement & Cover Sheet
2. Proposal Narrative
 - 2a. Project Description
 - 2b. Organizational Capacity
 - 2c. Fiscal Agency Capacity/Staff Qualifications
3. Budget

1. Qualifications Statement & Cover Sheet

- The Qualifications Statement form must be used and can be found at sfphf.org/sddtgrants The Qualifications Statement must be signed by a person authorized to bind the Proposer to the representations, commitments, and statement contained in the Qualifications Statement.
- Applications packages that without a completed and signed Qualifications Statement will be disqualified.

2. Proposal Narrative – Healthy Communities SUPPORT Grant – 6 Pages

Complete all areas of the narrative. Answer all questions in the order listed.

- The narrative includes:
 - 2A-1 OR 2A-2. Project Description (Please indicate if you are responding to Option 1 or Option 2)
 - 2B. Organizational Capacity
 - 2C. Fiscal Agency Organizational Capacity (ONLY for projects using a fiscal agent) This section may be completed in no more than one page on a separate sheet that does not count
- The Narrative may not exceed 6 pages and must follow these parameters:
 - Times New Roman, 12-point font
 - One-inch margins
 - Double spacing between lines

Panelists will not be provided materials past page 6

2A-1. Project Description (Option 1 - Capacity Building Grants)

Project Approach: Answer all the following questions to describe what support is needed and how the SUPPORT grant will enhance your organization’s diet-sensitive chronic disease prevention efforts. Include the following information:

1. **Provide a brief description of the healthy eating and active living promotion activities that these one-time SUPPORT funds are linked to.**
 - a) What is the goal of your healthy eating/active living program/s? This is a single sentence about what you expect will happen/change as a result of the program.
 - b) Who does the program serve?
 - c) In what neighborhoods do activities take place?
 - d) Describe how the program activities align with DPH logic model, values and pillars described in this RFP.
2. **Provide a brief description of the specific support this one-time SUPPORT grant will provide:**
 - a) Describe how the SUPPORT funds will be spent. Will the funds be expended immediately upon receipt of funds, or will they be spent over the course of the 5-month grant period for consultants, etc.?
 - b) How will extra funds improve/expand the program goal described in question 1A?
 - c) Describe how these funds will build capacity of the funded agency or its staff.
 - d) Describe who these SUPPORT funds will directly benefit (for example one or more Priority Populations or organization staff delivering the services or a combination of the above).
 - e) How will the funds support the agency’s work beyond the lifetime of the grant (e.g. new curriculum, computers, equipment, transportation options, evaluation system, etc.- can be used beyond the grant period)
 - f) Describe what success would look like for this one-time grant. Please describe how you would measure success.

2A-2. Project Description (Option 2 - Event Sponsorship Grants)

1. Provide a brief description of the event, including:
 - a) Agenda, purpose, and goals.
 - b) Location name and address.
 - c) Number of expected attendees. Explain how you reached this number.
 - d) How the event promotes healthy eating/active living.
2. Describe how the event aligns with DPH logic model, values and pillars described in this RFP.
3. Provide a brief overview of your organization’s diet-sensitive chronic disease prevention and healthy eating/active living efforts overall and describe how the event enhances/supports these efforts.
4. Describe who the event will directly benefit (for example one or more Priority Populations) and how your promotional strategy will reach this intended audience.
5. Briefly describe the neighborhood the event will take place in and how the environment (social, physical/built, fiscal, etc.) contributes to the issues related to healthy eating/active living or chronic disease prevention you plan to address.
6. Describe what success would look like for this event. Please describe how you would measure success.

2B. Organizational Capacity/ Staff Qualifications

Provide information on your organization's capacity and qualifications:

1. Provide a brief description and history of the organization including mission, vision, and values.
2. Describe your organization's capacity and resources, including facilities and equipment relevant to the application, to handle various funding levels and/or number of program projects.
3. Provide a brief description of professional background, experience and qualifications of leadership and key staff involved in healthy eating/active living programming. Please include skills and experience relating to working with the selected priority population.
4. Provide a description of your agency's well-established history of competently providing services and programming for the selected priority population.

2C. Fiscal Agency Organizational Capacity/ Staff Qualifications

This section is only required for projects using a fiscal sponsor.

1. A brief description and history of the organization with respect to fiscal and contract management. Descriptions should include your organizational history and capacity to provide fiscal sponsorship and contract management.
2. Describe professional background, experience and qualifications of the current staff that will provide fiscal management services.

3. Budget

This RFP is designed for one-time project costs that will support the organization to implement healthy eating and active living programs. Please make sure Budget and Budget Justification is in alignment with Project Description.

The goal is that the funds have a lasting impact (equipment, software, data systems, etc.) and cannot be used to backfill staff positions or use for items that will not have a lasting impact.

These funds may only support a staff salary if the request is clearly designated as a short-term project and would, increase the hours of a part-time staff to work on the short-term project. For example, if the short-term project is to develop a curriculum, then a part-time staff member's hours could be increased to develop the curriculum.

Budget template can be downloaded on the [website](#) and must be used.

V. PROPOSAL SCORING CRITERIA AND RATING SCALE

Capacity Building Grant Proposals will be scored based on Proposal Scoring Criteria outlined in the Proposal Scoring table below.

Proposal Scoring Criteria for Capacity Building Grants (Option 1)	
PROPOSAL SCORING Each question below, is scored based on the following point allocations: 0=not at all 1=minimally 2=somewhat 3= very	MAX Pts
1. PROJECT DESCRIPTION	24
1.1 How well aligned are the SUPPORT funds with DPH logic model, values and pillars (as described in Project Description, Question #1d)?	
1.2 How well aligned are the SUPPORT funds in supporting the goal of the program/s (as described in Project Description, Question #1a)?	
1.3 How likely is it the SUPPORT funds will improve/expand the program/s? (as described in Project Description, Question #1)	
1.4 How likely is it that the added funds will build agency or staff capacity?	
1.5 How well do the SUPPORT funds help agencies reach and/or support the RFP priority population/s?	
1.6 How clear is it that intervention is for one-time SUPPORT funding (and not for backfill or continuation of a project)	
1.7 To what degree will the SUPPORT funds improve the organization’s interventions and capacity beyond the lifetime of the grant?	
1.8 How well does the Applicant describe measures of success?	
2. ORGANIZATION QUALIFICATIONS	12
2.1 Proposal provided detailed and adequate description of history, mission, vision, and values.	
2.2 To what degree does the agency have administrative capacity (contract management, fiscal management) to implement proposed event?	
2.3 To what degree does the agency have staffing capacity with the appropriate background, experience, and qualifications to implement proposed SUPPORT grant intervention?	
2.4 To what degree did the organization demonstrate well-established experience, skills, and competence working with the selected priority population?	
3. BUDGET. Rates are reasonable, and budget is cost effective, justification is included and clearly explains expenses. Budget/Justification are in alignment with proposed program description. Budget should meet any capped rates as related to service, including, fringe benefits rate at 40% and indirect rate at 15% of direct expenses	12
3.1 How well does the budget match the expenses described in the narrative?	
3.2 How clear is it that the budget is for one-time support?	
3.3 How likely is it that the funds will have a longer-term impact beyond the life of the grant?	
3.4 How well does the budget justification explain expenses?	
4. PROPOSAL GUIDELINES 0=not at all; 1=somewhat; 2=very	2
4.1 To what degree does proposal meet RFP guidelines (attachments, formatting guidelines, length, etc.)?	
TOTAL POINTS	50

Event Sponsorship Grant Proposals will be scored based on Proposal Scoring Criteria outlined in the Proposal Scoring table.

Proposal Scoring Criteria for Event Sponsorships (Option 2)	
PROPOSAL SCORING Each question below, is scored based on the following point allocations: 0=not at all 1=minimally 2=somewhat 3= very	MAX Pts
1. PROJECT DESCRIPTION	18
1.1 How well does the proposal describe the event including agenda, purpose, goals, and how the event promotes healthy eating/active living?	
1.2 How well aligned is the event with DPH logic model, values and pillars?	
1.3 How likely is it the event will enhance/support the agency’s diet-sensitive chronic disease prevention and healthy eating/active living efforts overall?	
1.4 How likely is it the event will help the agency reach and benefit the RFP priority population/s?	
1.5 How clearly did the agency describe need in the neighborhood the event will be taking place in?	
1.6 How well does the Applicant describe measures of success?	
2. ORGANIZATION QUALIFICATIONS	12
2.1 Proposal provided detailed and adequate description of history, mission, vision, and values.	
2.2 To what degree does the agency have administrative capacity (contract management, fiscal management) to implement proposed event?	
2.3 To what degree does the agency have staffing capacity with the appropriate background, experience, and qualifications to implement proposed SUPPORT grant intervention?	
2.4 To what degree did the organization demonstrate well-established experience, skills, and competence working with the selected priority population?	
3. BUDGET. Rates are reasonable, and budget is cost effective, justification is included and clearly explains expenses. Budget/Justification are in alignment with proposed program description. Budget should meet any capped rates as related to service, including, fringe benefits rate at 40% and indirect rate at 15% of direct expenses	12
3.1 How well does the budget match the expenses described in the narrative?	
3.2 How clear is it that the budget is for one-time support?	
3.3 Does the event have a reasonable reach (number of participants, priority populations reached) in relation to the funds requested?	
3.4 How well does the budget justification explain expenses?	
4. PROPOSAL GUIDELINES 0=not at all; 1=somewhat; 2=very	2
4.1 To what degree does proposal meet RFP guidelines (attachments, formatting guidelines, length, etc.)	
TOTAL POINTS	44

Proposed Scoring Rubrics
Capacity Building Grant

Section & Criteria	0 = Not at all	1 = Minimally	2 = Somewhat	3 = Very
1. PROJECT DESCRIPTION				
1.1 Alignment with DPH logic model, values, and pillars	No alignment with DPH logic model, values, or pillars.	Vague references to DPH logic model, values, or pillars; alignment is unclear.	Partial alignment with the DPH logic model, values, or pillars, but some aspects are not addressed.	Strong and clear alignment with the DPH logic model, values, and pillars.
1.2 Alignment of SUPPORT funds with program goal(s)	No evidence of SUPPORT funds furthering program goals.	Minimal connection between SUPPORT funds and program goals.	SUPPORT funds have a general alignment with program goals.	Direct and strong connection between SUPPORT funds and program goals.
1.3 Likelihood of improving/expanding program(s) with SUPPORT funds	No evidence of improvement or expansion potential.	Minimal evidence suggesting potential improvement or expansion.	Some evidence suggesting the program will benefit, but not significantly.	Strong evidence suggesting the program will substantially improve or expand.
1.4 Likelihood of building agency or staff capacity	No likelihood of capacity building.	Minimal indication of capacity building.	Some aspects of capacity building are addressed, but not comprehensively.	Strong indication that agency or staff capacity will be built.
1.5 Alignment of SUPPORT funds with RFP priority population(s)	No alignment with RFP priority population.	Minimal alignment or unclear relevance to RFP priority population.	Some alignment with RFP priority population but lacks depth.	Direct and clear alignment with RFP priority population.
1.6 Clarity of intervention being for one-time SUPPORT funding	Unclear or suggests continuation/backfill.	Some indication of one-time use, but not definitive.	Mostly clear about one-time funding, with minor ambiguities.	Absolutely clear that it is for one-time SUPPORT funding.
1.7 Impact of SUPPORT funds beyond grant's lifetime	No lasting impact indicated.	Minimal lasting impact.	Some aspects of lasting impact are addressed, but not all.	Strong indication of lasting impact beyond the grant's lifetime.
1.8 Clarity of measures of success	No measures of success	Minimal measures of success	Some measures of success	Strong measures of success.
2. ORGANIZATION QUALIFICATIONS				
2.1 Description of history, mission, vision, and values	No or irrelevant information provided.	Minimal or generic details, lacking specificity.	Adequate description but may lack depth or unique	Comprehensive and detailed description showcasing

Section & Criteria	0 = Not at all	1 = Minimally	2 = Somewhat	3 = Very
			details.	organization's uniqueness.
2.2 Agency's administrative capacity	No evidence of capacity for event management.	Minimal evidence of necessary administrative capabilities.	Adequate administrative capabilities but with potential gaps.	Strong evidence of comprehensive administrative capacity.
2.3 Staffing capacity for SUPPORT grant intervention	No evidence of staff qualification or capacity.	Minimal evidence of staff's relevant background or qualifications.	Some evidence of staffing capacity, but not comprehensive.	Strong evidence of staff's qualification and capacity.
2.4 Experience with priority population	No evidence of experience with priority population.	Minimal or generic evidence of experience.	Some specific examples of experience but may lack depth.	Comprehensive evidence of deep experience with priority population.
3. BUDGET				
3.1 Budget and narrative alignment	No alignment between budget and narrative.	Some minor alignment, but significant discrepancies exist.	Budget generally aligns with the narrative, with minor inconsistencies.	Clear and direct alignment between budget and narrative, with all expenses justified.
3.2 Clarity of budget being for one-time support	No clarity on one-time support.	Vague indication of one-time support.	General clarity on one-time support with some ambiguities.	Absolute clarity on one-time support.
3.3 Likelihood of longer-term impact beyond grant life	No indication of lasting impact.	Minimal evidence of lasting impact.	Some evidence of potential lasting impact.	Strong evidence of substantial long-term impact.
3.4 Clarity in budget justification	No clear justification for budget items.	Justification provided but lacks depth or clarity.	Justifications are mostly clear with some ambiguities.	Comprehensive, detailed, and clear justifications for all budget items.
4. PROPOSAL GUIDELINES	0 = Not at all	1 = Somewhat	2 = Very	N/A
4.1 Adherence to RFP guidelines	Many missing elements or incorrect formats; not in adherence to RFP guidelines.	Meets some RFP guidelines, but with noticeable omissions or errors.	Fully adheres to all RFP guidelines including attachments, format, and length.	N/A

Event Sponsorship Grant

Section & Criteria	0 = Not at all	1 = Minimally	2 = Somewhat	3 = Very
1. PROJECT DESCRIPTION				
1.1 Description of event (agenda, purpose, goals, promotion of healthy living)	No details provided about the event.	Minimal or unclear details about the event's agenda, purpose, or goals.	General description of the event with some specifics missing or vague.	Comprehensive and clear description of the event including all aspects.
1.2 Alignment with DPH logic model, values, and pillars	No alignment with DPH logic model, values, or pillars.	Vague references to DPH logic model, values, or pillars; alignment is unclear.	Partial alignment with DPH logic model, values, or pillars, but some aspects are not addressed.	Strong and clear alignment with the DPH logic model, values, and pillars.
1.3 Enhancement/support of agency's health initiatives	No support or enhancement indicated.	Minimal indication of support or enhancement of agency's initiatives.	Some evidence that the event will enhance/support agency's efforts, but not significantly.	Strong evidence suggesting substantial support or enhancement of agency's initiatives.
1.4 Benefitting RFP priority population/s	No benefit to RFP priority population indicated.	Minimal or unclear benefit to RFP priority population.	Some alignment with benefits for RFP priority population but lacks depth.	Clear and direct benefits for the RFP priority population.
1.5 Clarity in describing need in event's neighborhood	No clarity or detail provided about the neighborhood's need.	Minimal or vague details about the neighborhood's need.	Some clarity in describing the need, but might lack specifics or depth.	Comprehensive and detailed description of the neighborhood's need.
1.6 Clarity of measures of success	No measures of success	Minimal measures of success	Some measures of success	Strong measures of success.
2. ORGANIZATION QUALIFICATIONS				
2.1 Description of history, mission, vision, and values	No or irrelevant information provided.	Minimal or generic details, lacking specificity.	Adequate description but may lack depth or unique details.	Comprehensive and detailed description showcasing organization's uniqueness.
2.2 Agency's administrative capacity	No evidence of capacity for event management.	Minimal evidence of necessary	Adequate administrative	Strong evidence of comprehensive

Section & Criteria	0 = Not at all	1 = Minimally	2 = Somewhat	3 = Very
		administrative capabilities.	capabilities but with potential gaps.	administrative capacity.
2.3 Staffing capacity for SUPPORT grant intervention	No evidence of staff qualification or capacity.	Minimal evidence of staff's relevant background or qualifications.	Some evidence of staffing capacity, but not comprehensive.	Strong evidence of staff's qualification and capacity.
2.4 Experience with priority population	No evidence of experience with priority population.	Minimal or generic evidence of experience.	Some specific examples of experience but may lack depth.	Comprehensive evidence of deep experience with priority population.
3. BUDGET				
3.1 Budget and narrative alignment	No alignment between budget and narrative.	Some minor alignment, but significant discrepancies exist.	Budget generally aligns with the narrative, with minor inconsistencies.	Clear and direct alignment between budget and narrative, with all expenses justified.
3.2 Clarity of budget being for one-time support	No clarity on one-time support.	Vague indication of one-time support.	General clarity on one-time support with some ambiguities.	Absolute clarity on one-time support.
3.3 Event's budget justification in relation to people being reach	No indication of event reach or misalignment with requested funds.	Minimal reach or unclear relation to the funds requested.	Event reach is somewhat reasonable, but may lack optimal cost-effectiveness.	Optimal event reach in direct alignment with the funds requested.
3.4 Clarity in budget justification	No clear justification for budget items.	Justification provided but lacks depth or clarity.	Justifications are mostly clear with some ambiguities.	Comprehensive, detailed, and clear justifications for all budget items.
4. PROPOSAL GUIDELINES	0 = Not at all	1 = Somewhat	2 = Very	N/A
4.1 Adherence to RFP guidelines	Many missing elements or incorrect formats; not in adherence to RFP guidelines.	Meets some RFP guidelines, but with noticeable omissions or errors.	Fully adheres to all RFP guidelines including attachments, format, and length.	N/A

VI. PROPOSAL REVIEW & SELECTION PROCESS SUMMARY

SELECTION PROCESS FOR ELIBIGLE APPLICANTS

In the event that only one Proposal is submitted for this solicitation or for a specific category within this solicitation, PHF will determine the viability of entering into negotiations with that applicant.

If more than one Proposal is received, then the proposals will progress through the Review and Selection process:

- Initial Screening: Incomplete or non-compliant proposals that do not meet the submission requirements as outlined in Section III: Submission Requirements will be rejected during Initial Screening.
- Technical Review Panel: Proposals that meet the submission requirements will be evaluated and scored by a technical review panel using the scoring criteria described above. To be considered for funding, applications must earn at least 75% of the total points on the appropriate scoring rubric. Those applications with 75% or more, will be reviewed by PHF and SFDPH for final decisions. Final decisions will take into account Priority Populations, diversity of interventions, geographic distribution, etc. PHF will email Proposing Agencies a Notification Letter indicating their score from the Technical Review process.
- Invitation to Negotiate: PHF will send an Invitation to Negotiate to applicants based on outcomes from proposals, proposal review, geographic and priority population distribution and RFP priorities.
- Contract Award Notification: If the negotiation process is completed to the satisfaction of PHF, SFDPH and the applicant, the applicant will receive a notification letter indicating the negotiated services and funding amount.

VII. SUBMISSION REQUIREMENTS

All forms are available for download on the PHF website at <https://sfphf.org/sddtgrants>

A. Deadlines and Delivery Location

PHF must receive complete Proposal Packages via email by the following deadline and at the email address listed below:

By: 12:00 Noon *On:* November 16, 2023

To: sddt@sfphf.org

Subject line: RFP #02-2023; Attn: San Francisco Public Health Foundation Executive Director

Applicants must submit proposals by email, *preferably as a single PDF document, if possible.*

Applicants will receive an email confirmation within 2 hours of receipt of application package.

Proposals received after the deadline but within 24 hours may be accepted for extenuating circumstances at the sole discretion of the Executive Director of the San Francisco Public Health Foundation. Applicants that submit proposals within this grace period must provide a letter to the Executive Director explaining the extenuating circumstances by 12 noon on 11/17/2023.

Decisions of the Executive Director to accept or reject the proposal during the grace period will not be appealable. If the proposal is accepted, the letter of explanation will be provided to the Technical Review Panel. Following the 24-hour grace period no late proposals will be accepted for any reason and there will be no appeal. Email letter to sddt@sfphf.org, include “Late Submission Request” in the subject area.

B. Solicitation Package Documentation

The process requires submission of a proposal package consisting of the following documentation:

1. Qualifications Statement and Cover Page (Required Form; use as cover page)
To respond to this solicitation, an applicant must follow the submittal steps outlined in this Submissions Requirements Section, to include a Qualifications Statement along with a complete and assembled proposal package by the deadline cited below. The Qualifications Statement & Cover Sheet is available for download on [the website](#). *This is the only form that can be used for the Qualifications Statement. Applicants that do not use this form will be rejected.*
2. Proposal Narrative (6 pages)
 - **Font:** Times New Roman
 - **Font Size:** 12-pt
 - **Margins:** 1-inch on all sides
 - **Spacing:** Double-spaced
3. Budget and Budget Justification for the corresponding periods, by line-item, for projected expenses by agency or organization section (Required Form)

Additional pages beyond any limits specified will be eliminated before the proposal is reviewed.

Only submit items that are listed above. For example, do not submit curricula or policies and procedures manuals. Anything submitted that is not on the list above will be discarded.

C. Appeals Procedures

An appeal of the Notification Letter indicating their score from the Technical Review may be filed if the Proposer has reason to believe that there was a substantial failure by the PHF in following standard solicitation procedures. The appeal must be filed within five (5) working days of receipt of the notification letter. Appeals will be ruled on, and the appealing entity notified in writing, within five (5) working days after its receipt. All decisions are final. If you wish to appeal, prepare a written statement describing the procedural breach that is the reason for your appeal via email to sddt@sfphf.org with ‘Appeal: RFP 02-2023’ in the subject line. Protests made by mail, orally (face to face or by telephone), or by Fax will not be considered.

VIII. E-QUESTIONS

The Public Health Foundation in collaboration with SFDPH will answer questions related to this RFP via email. Questions will be answered weekly, with responses posted on the website on Mondays by 6 pm on October 23rd, October 30th, November 6th, and November 13th

Dates/Period when E-Questions will be

accepted: Begin: October 16, 2023

End: November 9, 2023 by 12:00 PM

All E-Questions are to be directed to the following e-mail address sddt@sfphf.org. Please write “E- Questions RFP 02-2023” in the Subject line. PHF will compile and answer the questions in collaboration with DPH staff. The compilation of questions and answers will updated by Mondays at 6pm at sfphf.org/sddtgrants

IX. STANDARD TERMS & CONDITIONS FOR RECEIPT OF PROPOSALS

A. ERRORS AND OMISSIONS IN SOLICITATION

Proposers are responsible for reviewing all portions of this solicitation. Proposers are to promptly notify the PHF, in writing, if the Proposer discovers any ambiguity, discrepancy, omission, or other error in the solicitation. Any such notification should be directed to the PHF promptly after discovery, but in no event later than five working days prior to the date for receipt of proposals.

B. INQUIRIES REGARDING THIS RFP

Technical or procedural inquiries regarding this solicitation, other than programmatic questions addressed at either an Informational Session or through the E-Questions procedure described in Section V, above, must be directed to PHF Executive Director at sddt@sfphf.org.

C. OBJECTIONS TO RFP TERMS

Should a Proposer object on any ground to any provision or legal requirement set forth in this RFP, the Proposer must, not more 72 hours before the Proposal Deadline, provide written notice to PHF 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.

D. CHANGE NOTICES

PHF may modify the solicitation, prior to the proposal due date, by issuing Change Notices, which will be posted on the website at <https://sfphf.org/sddtgrants>. The Proposer shall be responsible for ensuring that its proposal reflects any and all Change Notices issued by the PHF prior to the proposal due date regardless of when the proposal is submitted. Therefore, the PHF recommends that the Proposer consult the website frequently, including shortly before the proposal due date, to determine if the Proposer has downloaded all Change Notices.

E. TERM 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.

F. 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, PHF may require a Proposer to provide oral or written clarification of its proposal. PHF reserves the right to make an award without further clarifications of proposals received.

G. ERRORS AND OMISSIONS IN PROPOSAL

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

H. FINANCIAL RESPONSIBILITY

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

I. RESERVATIONS OF RIGHTS BY THE SAN FRANCISCO PUBLIC HEALTH FOUNDATION

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

- Waive or correct any defect or informality in any response, proposal, or proposal procedure;
- Reject any or all proposals;
- Reissue a Request for Proposals;
- 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;
- Procure any materials, equipment or services specified in this solicitation by any other means; or
- Determine that no project will be pursued

X. Contract Appendices: Review and Selection Process

A. Initial Screening

Any proposal submitted without the required Qualifications Statement and a complete proposal package will be rejected without further review.

During the review process, any proposal that does not demonstrate that the Proposer meets Eligibility Requirements and Minimum Qualifications specified in this solicitation will be considered non-responsive and will not be eligible for further review or consideration.

B. Technical Review and Scoring of Proposals

The proposals will be reviewed and rated by (a) Technical Review Panel with expertise in the services required. This Technical Review Panel will be recruited with strict attention to ensuring that no conflict of interest exists related to any member of the panel and the anticipated proposals. The Technical Review Panel will review and score each proposal according to criteria outlined in the Section V of this solicitation. PHF will email Proposing Agencies a Notification Letter indicating their score from the Technical Review process.

C. Invitation to Negotiate

An Invitation to Negotiate with the PHF will be sent to applicants based on outcomes from Proposal Presentations and RFP priorities. PHF may recommend proposals from one or more Proposer to move forward for negotiation. During negotiations, any aspect of the proposal will be considered negotiable, including the budget, the services to be provided, and the priority population(s). Receiving an Invitation to Negotiate and entering into negotiations does not obligate either PHF or the applicant to enter into a contract; either party may decide to end the negotiations at any time for any reason. If the negotiations fail to result in a contract award in a reasonable period of time, the PHF reserves the right to invite another Proposer to negotiate or to issue another solicitation for the services. If upon execution of a subsequent contract, based on performance or other issues, the PHF needs to select another provider, another Proposer from the Eligible Applicant list that best matches RFP priorities will be invited to negotiate to provide the solicited services. If that Proposer refuses the offer, the PHF will continue to contact Proposers until the offer to provide the solicited services is accepted or the list is exhausted.

D. Contract Award Notification

If the negotiation process is completed to the satisfaction of both the applicant and the PHF in collaboration with SFDPH, the applicant will receive a notification letter indicating the negotiated services and funding amount.

The anticipated start date for contracts resulting from this solicitation is February 1, 2024. Failure to negotiate the contract in a timely manner, or to furnish any and all certificates, bonds, or other materials required in the contract, shall be deemed an abandonment of the contract offer.

The PHF reserves the right to award a single contract or multiple contracts from the RFP; however, each agency will only be funded for up to one contract.

E. Stipulations

The issuance of this solicitation does not constitute an agreement by the PHF that any contract actually will be entered into by the PHF. The PHF 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 this solicitation;

4. Procure any materials, equipment, or services specified in this solicitation by any other means;
5. Ensure that all target populations are served and service requirements are met; and
6. Determine that no project will be funded.

In addition to the ability to provide the specified services, the applicant must comply with PHF contractual requirements, general SFDPH and City and County of San Francisco contractual requirements, including insurance requirements (Appendix A-3, Insurance Requirements), Standard Terms and Conditions for Receipt of Proposals (Section IX of this RFP), the Standard Contractual Requirements (Section XI of this RFP), and the SFDPH, Population Health Division, Community Health Equity and Prevention Branch's SDDT Program reporting requirements.

XI. CONTRACT TERM & FUNDING AMOUNTS

A contract or contract funding notice is not a guarantee of funding for a program or the continuation of services. PHF reserves the right to re-open the solicitation to request additional proposals. Awards will fund a 5-month period that will run from February 1, 2024 through June 30, 2024.

Awardees will negotiate a final Memorandum of Understanding (MOU), work plan and budget with San Francisco Public Health Foundation (PHF) and SFDPH staff. The MOU will further specify deliverables and ensure that the project meets all the requirements of the Program Administration agency, San Francisco Public Health Foundation, which serves as the contract holder. PHF will manage and distribute funds.

Should additional funds become available after the release of this RFP or after awards from this RFP have been made, PHF reserves the right to allocate these additional funds as it deems appropriate according to program planning and service needs, including but not limited to adjusting the number and/or size of awards, supplementing awards from this RFP with additional funds during service periods, supporting PHF-delivered services, or issuing a new solicitation.

PLEASE NOTE:

Compliance with the SDDT Program Minimum Requirements and Agency Eligibility criteria will be assessed through the contents of the proposal. Any application that does not clearly document compliance with meeting minimum qualifications may be disqualified by PHF or SFDPH.

XII. BUDGET SAMPLES

**San Francisco Public Health Foundation
Sugary Drinks Distributor Tax Program Healthy Communities SUPPORT Grants
Capacity Building Grant Budget-SAMPLE**

Contractor Name:	ABC Community Development	
Contractor Address:	123 XYZ Lane, San Francisco, CA	
	Budget	
Budget Term:	2/1/2024-6/30/2024	
EXPENDITURES	BUDGET	JUSTIFICATION
Personnel Expenses		
Project Manager @ .2FTE	\$15,000	Add 0.2FTE @ \$75,000 to program staff to develop curriculum
Fringe benefits	\$6,000	40% Fringe Benefits rate includes the following: health insurance, dental insurance, vision, FICA, Medicare, and state unemployment insurance.
TOTAL Personnel Expenses	\$21,000	
Operating Expenses		
Staff Training	\$600	Prof development training for 2 staff, approx. \$300/staff
Office Supplies	\$500	Assorted office items for staff
Printing & Copying	\$240	Anticipate printing expenses at (20/month x 12 months= \$240)
Computer, printer, software	\$2,500	1 system with required MS Office software and color printer
Insurance/Audit	\$5,700	to cover required insurance to meet contract requirements
Community Member Stipends	\$2,000	project will engage community leaders to assist in outreach for new program (approx. \$100/month x 10 months x 2 community leaders)
Evaluation consultant	\$10,500	consultant to develop tool and data system to evaluate effectiveness of ABC program. \$150 x 70 hours
XXX consultant	\$5,000	
Other costs <i>(please identify the expenses type, provide justification, and add more rows as needed)</i>	\$0	Must be justified with a detailed description of the cost estimate
TOTAL Operating Expenses	\$27,040	
TOTAL DIRECT EXPENSES	\$48,040	
TOTAL INDIRECT EXPENSES (not to exceed 15% of direct expenses)	\$7,206	15% of direct expenses (Indirect expenses include accounting, janitorial, administrative oversight)
TOTAL EXPENSES	\$55,246	Not to exceed \$60,000

**San Francisco Public Health Foundation
Sugary Drinks Distributor Tax Program Healthy Communities SUPPORT Grants
Event Sponsorship Budget-SAMPLE**

Contractor Name:	ABC Community Development	
Contractor Address:	123 XYZ Lane, San Francisco, CA	
	Budget	
Budget Term:	2/1/2024-6/30/2024	
EXPENDITURES	BUDGET	JUSTIFICATION
Event Expenses		
Space Rental	\$500	Rental fee for community center space
Giveaways	\$1,500	Giveaways for event participants (water bottles, backpacks, school supplies)
Printing & copying	\$300	Printing of promotional materials (postcards, posters)
Design consultant	\$500	Youth design firm to create promotional materials
Youth Volunteer Stipends	\$1,000	10 youth volunteers @ \$100/volunteer
Equipment Rentals	\$1,500	Equipment required for youth summit event including sound system, tables, etc.
Food	\$2,000	Light breakfast, lunch, snacks for 60 youth
Materials and Supplies	\$500	Decor, disposables, posterboard, markers, etc.
Speaker Honorariums	\$600	2 keynote speakers @ \$300 each
TOTAL DIRECT EXPENSES	\$8,400	
TOTAL INDIRECT EXPENSES (not to exceed 15% of direct expenses)	\$1,260	15% of direct expenses (Indirect expenses include accounting, administrative oversight)
TOTAL EXPENSES	\$9,660	Not to exceed \$10,000