



REQUEST FOR PROPOSALS

**November 5, 2024, Consolidated General Election
Ranked-Choice Voting Education Partnership**

August 26– November 15, 2024

GRANT TERM

DATE OF ISSUANCE: MONDAY, MAY 6, 2024

APPLICATIONS DUE: MONDAY, JUNE 17, 2024



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1.0 OVERVIEW

The primary goal of this Request for Proposals (RFP) is to identify local non-profit partners with whom the San Francisco Department of Elections (DOE) can collaborate to provide outreach about the November 5, 2024, Consolidated General Election. The November 5 Election includes federal, state, and local contests, including contests that will use ranked-choice voting (RCV). Accordingly, grantees' outreach will focus on providing information on RCV, as well as other general election topics. This outreach will be directed mainly toward San Franciscans in vulnerable and hard-to-reach communities.

The DOE provides election-related services to San Franciscans and conducts all public local, state and federal elections in the City and County of San Francisco in compliance with applicable federal, state and local law. This law includes the Voting Rights Act of 1965, the Americans with Disabilities Act of 1990, the National Voter Registration Act of 1993, the Help America Vote Act of 2002, the California Elections Code, as well as the San Francisco Municipal Elections Code.

To inform San Franciscans about registration, services, voting options, and contests in the next election, the DOE will supplement its direct outreach, which includes distribution of official notices and materials, and events, with indirect outreach through local non-profit organizations. As with the DOE's own outreach, outreach through non-profit partners must be multilingual, multiformat, consistent with all applicable law, and entirely non-partisan. Accordingly, any and all successful grantees under this RFP will receive comprehensive training and official outreach materials from DOE.

2.0 FUNDS AND SCHEDULE

2.1 Estimated Available Funds

The approximate total distribution amount is \$100,000 for all grantees combined, not to exceed \$20,000 per grantee and contingent on funding availability and contract negotiation outcomes. The DOE reserves the right to modify grants and to optimize outreach as it deems appropriate.

2.2 Anticipated Grant Schedule

EVENT	DATE
RFP issued; posted on <i>sfelections.org/RFP2024</i>	5/6/2024
Written questions from interested parties due	5/27/2024
DOE answers posted on <i>sfelections.org/RFP2024</i>	5/31/2024
Grant proposals due by 5 p.m.	6/17/2024
DOE grant proposal review period ends	7/1/2024

DOE issues notices of non-responsiveness and intent to award grants	7/8/2024
Protest period ends	7/15/2024
Grant negotiations, final Work Plan submissions, contract executions period	7/16/2024-8/23/2024
Grant term begins	8/26/2024
DOE conducts training for grantees; grantees pick up official outreach materials	8/26/2024-8/30/2024
Grantees begin outreach; grantees provide biweekly reports	9/3/2024
End of grant term	11/15/2024
Final grantee outreach report due	11/15/2024

3.0 GRANT GOALS

3.1 RCV Background

In 2002, San Francisco adopted RCV to fill most local offices, thus eliminating the need for runoff elections by allowing voters to rank candidates in order of preference. In the upcoming November 5 Election, RCV will be used to fill the offices of City Attorney, District Attorney, Mayor, Sheriff, and Treasurer. RCV will also be used to elect Supervisors to represent Supervisorial Districts 1, 3, 5, 7, 9 and 11.

As of 2019, San Francisco's voting system allows local voters to rank up to 10 candidates per contest. Each such contest presents as a grid-like format on a ballot, with candidate names listed in the leftmost column and rankings in the uppermost row. In an RCV contest, a voter may rank as many or as few candidates as they like.

As part of its direct voter outreach efforts, the DOE has developed a range of multilingual and multiformat RCV-specific materials and tools. These resources include a digital presentation on the topic, along with flyers, posters, and an online interactive RCV practice ballot. In the upcoming election cycle, all of these resources will be available directly through the DOE to any interested member of the public. In addition, the DOE intends to amplify their reach through grantees, who will use the same official materials to conduct supplemental outreach.

3.2 Grant Purpose

Through this RFP, the DOE seeks to identify local non-profit partners who can effectively assist it in disseminating information about the November 5 Election using engaging strategies. While grantees under this RFP will provide outreach mainly on the topic of RCV, they must also be

willing and able to provide official, non-partisan outreach on general election topics. These topics include, for example, voter registration requirements and methods, how to cast a ballot by mail, how to cast a ballot in person, how to request an emergency or replacement ballot, as well as how to request accessible or multilingual voting services and tools.

Accordingly, over the grant term, the DOE will provide funding and support to grantees, who will in turn assist in disseminating this election information to members of populations likely to benefit from supplemental outreach. With equitable registration and turnout goals in mind, supplemental voter outreach tasks under this RFP will necessitate close collaboration with community partners who are especially well-placed to distribute and explain RCV and other election topics to any combination of members of San Francisco's most vulnerable and hard-to-reach populations.

Such populations will most likely include eligible residents and voters who are elderly, new to voting, living in neighborhoods with turnout below City averages¹, speaking languages other than English, living with disabilities, or living in San Francisco but unhoused or housing insecure. However, the DOE recognizes members of other populations may also benefit from focused voter outreach, and therefore encourages applicants to identify other vulnerable or hard-to-reach populations in their proposals in addition to, or instead of, these particular populations.

3.3 Scope of Work

Please note this section is intended to serve only as a general guide to the work the DOE expects grantees to perform and is not a complete listing of all possible services. The DOE will negotiate a more precise scope of services with any grantees selected in grant agreement negotiations.

Grantees will need to use DOE approved materials and methods to educate the general public as well as members of San Francisco's vulnerable and hard-to-reach populations about how to participate in the November 5 Election. These materials will provide consistent and accurate information about voter registration, voting options, the RCV ballot format and how to mark an RCV contest, language and accessibility resources, election dates and deadlines, and other key election topics. As a grantee under this RFP, each organization will be required to:

1. Attend all DOE outreach training sessions on official and approved messaging.
2. Utilize multilingual, multiformat official DOE-approved voter education materials.
3. Develop a detailed outreach and education plan aimed at successfully reaching identified vulnerable and hard-to-reach populations.
4. Create a detailed voter registration and poll worker recruitment schedule of events.
5. Implement the above outreach plan and schedule in a cost-effective and timely fashion.

¹ Neighborhoods with historical voter turnout below the City's average include all or parts of the following areas: Civic Center/Downtown, South of Market, Bayview/Hunters Point, Visitacion Valley, Chinatown, Western Addition, Excelsior/Outer Mission, and Ingleside. For reference, voter turnout stats from past elections are available at the following link: sfelections.org/results.

6. Begin activities and events no later than one week after completing DOE training.
7. Provide complete and regular reports on activities as specified in the agreement.

During training, the DOE will provide grantees with a variety of ready-to-use, multilingual, multi-format, voter outreach materials, including posters, brochures, and digital presentations. DOE staff can provide 500 of each of the following outreach materials, distributing more copies as necessary.

1. November 5 Election Brochure
2. November 5 Election Poster
3. Ranked-Choice Voting Poster
4. Ranked-Choice Voting Brochure
5. Voting System Brochure
6. Non-Citizen Voting Guide
7. Accessible Voting and Services Guide
8. Guide to Registration and Voting for Residents who are Unhoused
9. Poll Worker Application
10. Voter Registration Form

The DOE will also make the following multilingual digital resources available to all grantees:

1. November 5 Election Presentation
2. Ranked-Choice Voting Presentation

4.0 PROPOSAL REQUIREMENTS

4.1 Minimum Requirements

To be eligible to receive a grant under this RFP, an applicant organization must:

1. Be a 501(c)(3) nonprofit organization based in San Francisco and listed by the IRS;
2. Be in good standing with the State of California's Registry of Charitable Trusts;
3. Regularly conduct program activities in San Francisco with a focus on City residents;
4. Have at least two years' experience in community organizing, education, or outreach; and
5. Have a successful track record of collaboration with other City organizations.

Any application that does include all the materials necessary to demonstrate full compliance with all five Minimum Requirements will be considered non-responsive and will not be evaluated.

To be eligible to receive a grant under this RFP, an applicant organization cannot apply for funding under another outreach RFP issued by DOE in 2024.

4.2 Use of Funds

Any use of funds awarded through this RFP will be subject to a number of requirements, including but not limited to the following:

1. Grantee must sign a grant agreement substantially similar to the City's Model Grant Agreement (https://drive.google.com/file/d/1_b4saQHf4k3Qt85Sm-oL_hqITcW9C2zS/view?usp=sharing);
2. Grantee must be a City-approved supplier (Organizations that intend to respond to this RFP that are not City-approved suppliers are encouraged to familiarize themselves with the certification process by visiting <https://www.sf.gov/step-by-step/become-city-supplier>);
3. Any grant agreement must include a scope of work and a budget. The DOE will not reimburse proposers for any expenses incurred before a grant agreement is signed;
4. Grantee is responsible for being compliant with all applicable laws, including those concerning:
 - a. Equal employment opportunity
 - b. Equal benefits for domestic partners
 - c. Conflicts of interest
 - d. Purchasing goods and services
5. Grantee will be required to submit reimbursement requests to the DOE in accordance with the schedule established by the DOE.

4.3 Pre-Submission Questions

Applicants may send any pre-submission questions or requests for clarification regarding this RFP to DOE.RFP2024@sfgov.org no later than May 27, 2024. The DOE will post all responses to such questions and requests at sfelections.org/RFP2024 on May 31, 2024.

4.4 Proposal Content

A complete proposal will include an executive summary signed by a principal of the applicant organization and a complete Grant Application (see Appendix A). An applicant may revise a proposal on the applicant's own initiative at any time before the deadline for submission of proposal. A revised proposal must be received on or before the proposal due date.

4.5 Delivery of Proposal

Applicants shall email complete proposals to DOE.RFP2024@sfgov.org with the subject “2024 RCV Outreach RFP” by **5:00 p.m., on Monday, June 17, 2024.**

5.0 PROPOSAL REVIEW

5.1 Review Process

Timely and complete proposals from eligible organizations will be deemed responsive and evaluated by the DOE’s grantee selection panel. Incomplete, late, or irregularly submitted proposals will not be evaluated. Proposals from ineligible organizations (those whose applications do not demonstrate satisfaction of all five of the Minimum Requirements listed in section 4.1) will not be evaluated.

The DOE grantee selection panel will evaluate responsive proposals using the 100-point scale described in section 5.2. Applicants who score 70 or above may be invited to engage in grant negotiations with the DOE. Proposers who are not selected to engage in grant negotiation will be so notified and may protest the DOE’s decision (see section 6.3).

5.2 Evaluation Criteria

Responsive proposals will be evaluated for a maximum of 100 possible points or a maximum of 10 points for each item below:

1. Narrative demonstrates an understanding of the type of outreach services sought.
2. Planned activities are likely to lead to successful engagement with focus populations.
3. Applicant has adhered to schedules, budgets, and deadlines in similar past projects.
4. Applicant has experience with elections-related outreach in San Francisco.
5. Applicant has staffing capacity commensurate with planned program activities.
6. Applicant has provided multi-format and multilingual presentations in the past.
7. References from other Departments or clients are favorable, relevant, and recent.
8. Proposal includes a plan to help recruit bilingual poll workers for the upcoming election.
9. Funding request expenses are clearly detailed, itemized, and cost-effective.
10. Funding request expenses are linked to specific, well-defined outreach activities.

At any time during the proposal evaluation process, the DOE may require an applicant to provide written clarification of its proposal.

6. TERM AND CONDITIONS

6.1 Errors and Omissions in RFP

Applicants are responsible for reviewing all portions of this RFP. An applicant is to promptly notify the DOE, in writing, if the applicant discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to the DOE promptly after discovery, but in no event later than three (3) working days prior to the deadline for application submissions. Modifications and clarifications will be made by addenda as provided below.

6.2 Addenda to RFP

The DOE may modify the RFP, prior to the deadline for responses, by issuing written addenda. Addenda will be sent via email to the last known email address of each individual listed with the DOE as having received a copy of the RFP for response purposes. The DOE will make reasonable efforts to notify proposers in a timely manner of modifications to the RFP.

6.3 Protest Procedures

Protest of Non-Responsiveness Determination

Within five (5) calendar days of the DOE's issuance of a notice of non-responsiveness, any respondent that has submitted a proposal and believes that the DOE has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by the DOE on or before the fifth calendar day following the DOE's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the respondent, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the DOE to determine the validity of the protest.

Protest of Award of Contract

Within five (5) calendar days of the DOE's issuance of a notice of intent to award a grant, any firm that has submitted a responsive proposal and believes that the DOE has incorrectly selected another proposer for award may submit a written notice of protest. Such notice of protest must be received by the DOE on or before the fifth calendar day after the DOE's issuance of the notice of intent to award. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the proposer, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the DOE to determine the validity of the protest.

Delivery of Protests

All protests must be submitted via email to DOE.RFP2024@sfgov.org with the subject "2024 RCV Outreach RFP" on Monday, July 15, 2024.

If the DOE determines that a meeting with the party submitting the notice of protest is necessary, such meeting will be scheduled within five (5) calendar days of the receipt of a protest. If the

DOE determines a meeting is not necessary to address the notice of protest presented, the agency can anticipate a response letter from the DOE within five (5) calendar days of submission of the notice of protest.

APPENDIX A: GRANT APPLICATION

Note: Any applicant who intends to provide outreach to multiple focus populations (as selected on the cover page) must submit separate Parts B, C and D for each such population. However, a single Part A will suffice for all applicants, regardless of the number of focus populations.

PART A. Organization Information

Instructions: Complete all of the following and submit with your application.

1. Cover Page: Complete all fields, identifying the focus populations you intend to reach.

PROPOSAL: November 5, 2024, Consolidated General Election, RCV Voter Outreach Partnership	
Name of organization:	
Street address:	
Mailing address:	
Phone number:	
Email of contact:	
Website address:	
Contact name & title:	
Focus population(s) to be reached through applicant outreach (check all that apply):	
<input type="checkbox"/> Residents of low turnout areas (please specify neighborhoods) _____	
<input type="checkbox"/> Members of a minority language communities (please specify languages) _____	
<input type="checkbox"/> Unhoused or low-income residents (please specify neighborhoods) _____	

☐ Seniors and residents with disabilities

☐ Other (please specify)

- 2. Non-Profit Status:** Attach clear evidence of good standing as a local 501(c)(3) and in the California's Registry of Charitable Trusts (for example, attach printouts from search results at <https://rct.doj.ca.gov/Verification/Web/>.)
- 3. Organization History:** Attach a single-page story about your organization's history, including its mission and key achievements, highlighting any particularly relevant work.
- 4. References.** Attach a single-page description of three or more public education or outreach programs conducted by your organization. For each program, include a reference, a program summary, and short descriptions of the program's initial and final budgets and schedules.
- 5. Other City Grants/Contracts.** Attach a list of all grants and contracts your organization now has with the City and County of San Francisco. Identify the department or commission name, project type, date and duration of the project, and the total amount awarded or to be awarded.

B. Proposal Narrative

Instructions: Attach a two to three-page narrative describing how your organization intends to reach identified populations with information about the upcoming November 5 Election. Describe your outreach strategies, methods of evaluation, planned reporting structure, and the number of people you hope to reach through these outreach strategies. Identify anticipated challenges and potential resolutions for those challenges. Include a detailed timeline for all planned activities.

C. Funding Request

Instructions: Please review Appendix A of the City's Model Grant Agreement (https://drive.google.com/file/d/1_b4saQHf4k3Qt85Sm-oL_hgITcW9C2zS/view?usp=sharing) before completing this section. Note that regular organizational overhead expenses are not eligible for grant funding.

EXPENSE	AMOUNT
Total gross salaries and wages	\$
Rent and related fees for event venues	\$
Stationary, office supplies, and printing costs	\$
Telephone and equipment rental charges	\$
Advertising and publicity costs	\$
Other (specify)	\$

Other (specify)	\$
Other (specify)	\$
TOTAL REQUESTED BUDGET	\$

D. Budget Narrative

Instructions: Provide a one-page summary of how grant funds would be used. Explain how the funds associated with each line item on the Funding Request will relate to outreach activities.

E. Materials Request

Instructions: Select initial quantities and language(s) (English, Chinese, Spanish, and Filipino). The DOE can provide up to 500 copies of each item with additional copies available on request.

MATERIAL TYPE	QUANTITY	LANGUAGES
November 5 Election Brochure		
November 5 Election Poster		
Ranked-Choice Voting Posters		
Ranked-Choice Voting Brochure		
Voting System Brochure		
Non-Citizen Voting Guide		
Accessible Voting and Services Guide		
Guide to Registration and Voting for Unhoused Residents		
Poll Worker Applications		
Voter Registration Form		