



2019 Ranked-Choice Voting Outreach REQUEST FOR PROPOSALS

**August 12, 2019 – November 5, 2019
GRANT TERM**

DATE ISSUED: Friday, May 31, 2019
PROPOSAL DUE DATE: Friday, June 14, 2019 at 5:00 p.m.

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1.0 INTRODUCTION AND SCHEDULE

1.1 Introduction

The San Francisco Department of Elections (DOE) is responsible for conducting all local, state and federal elections in the City and County of San Francisco in compliance with all applicable federal, state and local laws.

In early 2019, the City approved a lease agreement between the DOE and Dominion Voting Systems for the use of Dominion’s voting system to conduct elections in San Francisco. This means that beginning with the November 5, 2019, Consolidated Municipal Election, San Francisco voters will use a new voting system.

Among other enhanced features, the new system allows for an increased number of rankings in ranked-choice voting (RCV) contests, presents RCV contests on a new ballot format that uses a grid layout, and allows voters to fill in ovals next to their selections, instead of connecting arrows, as previously. Information about the new voting system and RCV is available at sfelections.org/new-voting-system and sfelections.org/rcv, respectively.

The DOE is issuing this Request for Proposals (RFP) with the goal of supplementing its outreach efforts to current and prospective voters about the upcoming November 5 election, with a focus on the new RCV ballot format and the new voting system.

1.2 Schedule

The anticipated schedule for selecting grant recipients is shown below. The DOE reserves the right to alter the schedule at any time.

EVENT	DATE
RFP issued by DOE; posted on sfelections.org/RFP2019	5/31/2019
Written questions due	6/6/2019
DOE answers posted on sfelections.org/RFP2019	6/10/2019
Proposals and applications due	6/14/2019
Proposal review period	6/17/2019 – 6/28/2019
Notice of intent to award grants issued by DOE	7/1/2019
Five-day protest period ends	7/9/2019
Grant negotiations and final Work Plan submissions	7/10/2019 – 8/9/2019
Grant term begins	8/12/2019
Training and distribution of materials to grantees conducted by DOE	8/12/2019 – 8/16/2019
Outreach by grantees begins	8/19/2019
Grantees provide biweekly reports	8/19/2019 – 11/4/2019
End of grant term	11/5/2019

2.0 GRANT GOALS

2.1 Ranked-Choice Voting Background

In March of 2002, San Francisco voters adopted ranked-choice voting (RCV) as an amendment to the City Charter. RCV eliminates the need for separate runoff elections by allowing voters to rank candidates in order of preference. Since RCV was implemented in 2004, this method of voting has been used to elect the City's Mayor, Assessor-Recorder, City Attorney, District Attorney, Public Defender, Sheriff, Treasurer, and members of the Board of Supervisors.

The first step in counting ranked-choice votes is to count every voter's first choice. If a candidate receives a majority (50%+1) of first-choice votes, that candidate wins. If no candidate receives a majority, the last-place candidate is eliminated, and voters who selected the eliminated candidate have their next choice counted instead. This process repeats until there is a majority winner.

When San Francisco first adopted RCV, the City's voting system allowed a maximum of three candidate rankings. As a result, in RCV contests held between 2004 and 2018, voters were only able to rank their first, second, and third choices, even in contests in which more than three candidates were running.

Beginning with the November 5, 2019 election, the City's new voting system will allow voters to rank up to 10 candidates in an RCV contest. RCV contests will be presented on a grid-like ballot format, with candidate names listed in the leftmost column and rankings in the top row.

The new voting system also offers a more intuitive way to mark paper ballots. In recent elections, voters have connected arrows pointing to their choices on the ballots. Now, voters will fill in ovals to indicate their selections.

2.2 Grant Purpose

The DOE's 2019 Outreach Plan, available at sfelections.sfgov.org/explore-outreach-efforts, details strategies the DOE will use to inform current and prospective voters about topics relevant to the upcoming November 5 election. One of the primary goals of outreach in 2019 is to ensure that voters throughout the City have access to information about the new RCV ballot format and the new voting system.

In its 2019 outreach efforts, the DOE intends to collaborate with and provide funding to community-based organizations (CBOs) who can assist in disseminating information about the new RCV ballot format and the new voting system to City populations who are likely to benefit from focused outreach. Such populations include, but are not limited to, residents of neighborhoods with turnout below the City average¹, seniors and voters with disabilities, members of the City's main language minorities, and first-time voters.

¹ Neighborhoods with historical 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 maps from past elections are available at the following link: sfelections.org/results.

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The DOE recognizes that there are many other populations in the City who may benefit from focused outreach and therefore encourages applicants to identify one or more of such populations in their proposals in addition to, or instead of, the four aforementioned populations.

3.0 SCOPE OF WORK

The primary focus of grantees will be to educate current and prospective voters in San Francisco about the new RCV ballot format and the new voting system that will be introduced in the November 5 election.

Grant recipients will be required to:

1. Create an effective outreach and education plan to disseminate information about the new voting system and the new RCV ballot format;
2. Utilize and distribute the DOE's voter educational materials to implement the outreach plan in a cost-effective and timely fashion;
3. Deliver accurate information to the public by ensuring that the messaging remains consistent with materials provided by the DOE. Depending on the target audiences and outreach mechanisms utilized by a grantee, the information provided by the DOE may be tailored and incorporated into other materials, media, and presentations;
4. Be ready to begin outreach activities within one week following the DOE's training;
5. Provide the DOE with a written report on the progress of conducted outreach activities on a biweekly basis; and
6. Provide the DOE with a post-election summary of outreach and education efforts, including an analysis of the effectiveness of all strategies implemented.

The DOE will provide grantees with a variety of ready-to-use, multilingual, multi-format outreach materials. The DOE will produce and distribute these materials to grant recipients during the training.

The DOE will provide 500 of each of the following materials, distributing additional copies as necessary:

1. Ranked-Choice Voting Posters
2. Ranked-Choice Voting Brochures
3. New Voting System Brochures
4. November 5 Election Posters
5. Poll Worker Applications
6. Voter Registration Forms

The DOE will make the following multilingual digital resources available:

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

The DOE encourages applicants to include in their proposals plans to recruit at least 25 bilingual poll workers for Election Day, November 5, 2019. The DOE will provide training and stipends to all poll workers recruited by grantees.

4.0 GRANT TYPES

The DOE intends to award several grants in an amount not to exceed \$50,000. The DOE reserves the right to modify any grant amount to optimize appropriate outreach.

5.0 ELIGIBILITY AND USE OF FUNDS

5.1 Minimum Requirements

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

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

Proposals failing to meet these minimum requirements will be considered non-responsive.

5.2 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 attend an informational training session provided by the DOE to develop knowledge of the approved messaging to be delivered at all planned outreach activities;
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. Information about the process is available at: sfcitypartner.sfgov.org;
3. Grantee must sign a grant agreement substantially similar to the [City's Model Grant Agreement](#);
4. Any grant agreement will include a scope of work and a budget. The DOE will not reimburse proposers for any expenses incurred before a grant agreement is signed;
5. 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
6. Grantee will be required to submit reimbursement requests to the DOE on a monthly basis, in accordance with the schedule established by the DOE.

6.0 SUBMISSION REQUIREMENTS

6.1 Content of Proposals

Note: Organizations who intend to serve multiple populations may submit a single application, but should include separate proposals and budget requests (see b, c and d below) for each targeted population.

Complete proposals will include all of the following:

1. An Executive Summary signed by the appropriate principal of the applicant organization;
2. Grant Application (see Appendix A) that includes:

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- a. Cover Page
- b. Proposal Narrative
- c. Funding Request
- d. Budget Narrative
- e. Material Request

Successful proposals must demonstrate how they meet the minimum requirements identified in Section 5.1 and will also demonstrate an ability to successfully provide outreach to the populations identified in Section 2.0 with:

1. A showing of organizational capacity sufficient to reach a significant percentage of the members of those populations;
2. The identification of staff with the cultural and linguistic competency necessary to engage with populations identified in the applicant's proposal;
3. A time-bound schedule for all outreach plans, with achievable goals, clearly-described activities, and measurable objectives;
4. A detailed budget that demonstrates a clear correlation between proposed outreach activities and itemized expenses;
5. An understanding of the need to use materials and presentations as designated by the DOE;
6. A history of past activities showing familiarity with San Francisco's voting, registration, and election processes; and
7. A commitment to attempting to recruit at least 25 Chinese, Spanish and/or Filipino bilingual poll workers for the November 5, 2019 election.

6.2 Submission Requirements

Proposals and all related materials must be received by 5:00 p.m., on **Friday, June 14, 2019**.

All proposals must be submitted by email as follows:

Subject Field: **Proposal RFP DOE 2019 Ranked-Choice Voting Outreach**
To: Leah Wong
Address: DOE.rfp.rcv2019@sfgov.org

Late submissions or proposals will not be reviewed and will be considered non-responsive.

7.0 REVIEW PROCESS AND EVALUATION CRITERIA

7.1 Review Process

The selection panel will first review all proposals submitted in response to this RFP to determine if they are complete and responsive and will remove any incomplete or ineligible proposals from further consideration. The selection panel will then evaluate complete proposals with consideration of the evaluation criteria itemized below. The DOE also reserves the right to request written clarifications from proposers prior to accepting or rejecting a proposal. Clarifications are limited exchanges between the DOE and proposers for the purposes of clarifying certain aspects of the proposals; proposers will not have the opportunity to revise or modify their proposals. The DOE will not conduct oral interviews.

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At the end of the review period, the DOE will notify all proposers with award decisions and begin the grant negotiation process with selected proposers. Proposers who are not selected may protest the DOE's decision at this time (see Section 9.0).

7.2 Evaluation Criteria

All complete proposals will be evaluated for a maximum of 130 possible points, as detailed below:

1. Proposal (10 points each)

- a. Proposal is complete and well-organized.
- b. Narrative responses demonstrate an understanding of the services sought in the RFP.
- c. Planned outreach activities and associated timeframes are likely to lead to successful outreach to identified populations.
- d. Organization's planned methods of outreach evaluation and reporting are likely to yield useful information about the effectiveness of the organization's planned activities.
- e. Proposal includes a plan to recruit bilingual poll workers.

2. Experience (10 points each)

- a. Organization has relevant qualifications, experience, and expertise.
- b. Organization has adhered to schedules, budgets, and deadlines in similar past projects.
- c. Organization has experience with elections-related outreach.
- d. Organization demonstrated staffing capacity commensurate with program activities.
- e. Organization provided educational presentations in the past.

3. Budget (10 points each)

- a. Funding Request expenses are clearly detailed and itemized.
- b. Funding Request expenses are linked to proposed outreach activities.
- c. Funding Request expenses are cost-effective.

8.0 TERMS AND CONDITIONS FOR RECEIPT OF PROPOSALS

8.1 Question Period

Proposers shall submit all questions concerning this RFP during the Question Period, ending at 5:00 p.m. on **Thursday, June 6, 2019**.

Questions must be submitted by email as follows:

Subject Field: **Question/RFP DOE 2019 Ranked-Choice Voting Outreach.**

To: Leah Wong

Address: DOE.rfp.rcv2019@sfgov.org

Questions and Answers will be posted publicly on sfelections.org/RFP2019.

8.2 Errors and Omissions in RFP

Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify the

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DOE, via email, if the proposer 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 five working days prior to the deadline for responses. Modifications and clarifications will be made by addenda as provided below.

8.3 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 or fax to the last known email address or fax number 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.

9.0 PROTEST PROCEDURES

9.1 Protest of Non-Responsive Proposal

Incomplete, ineligible, or late proposals will be deemed non-responsive. Proposals that do not demonstrate that the proposer meet the minimum requirement set forth in Section 5.1 will also be deemed non-responsive. If the DOE determines the proposal to be non-responsive, the DOE will inform the proposer organization using the contact information provided in its proposal. At the end of the review period, the DOE will make decision on all responsive proposals and issue a notice of intent to award to some applicants. Unsuccessful applicants will also be notified.

If any organization disagrees with DOE's decision, that organization may submit a written protest. The DOE must receive any notice of protest on or before 5:00 p.m. on the fifth business day following the DOE's notice of intent to award. The notice of protest must include a written statement of each of the grounds for protest. An individual authorized to represent the proposer organization must sign the protest. The protest must cite all applicable laws, rules, procedures or RFP provisions on which protest is based. The protest must also specify facts and evidence sufficient for the DOE to determine its validity.

9.2 Protest of Grant Reward

Within five business days of the DOE's issuance of a notice of intent to award a grant, any proposer that believes it submitted a responsive proposal and believes that DOE has incorrectly selected another organization for a grant award may submit a written notice of protest. The DOE must receive the notice of protest on or before 5:00 p.m. on the fifth business day.

The notice of protest must include a written statement of each of the grounds for protest. An individual authorized to represent the proposer organization must sign the protest. The protest must cite all applicable laws, rules, procedures or RFP provisions on which protest is based. The protest must also specify facts and evidence sufficient for the DOE to determine its validity.

9.3 Delivery of Protests

The DOE must receive all protests by 5:00 p.m. on **Tuesday, July 9, 2019**, or within five business days of notification, whichever comes sooner. The DOE will not consider any oral protests or notices of protests.

If necessary, the DOE will schedule a meeting with the proposer within ten (10) calendar days of receiving the protest. The DOE will review and attempt to resolve the protest during this meeting.

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All proposals must be received by the due date via email.

Subject Field: **Protest/RFP DOE 2019 Ranked-Choice Voting Outreach**

To: Leah Wong

Address: DOE.rfp.rcv2019@sfgov.org

10.0 APPENDIX A: Grant Application

Note: You may use a single application to apply for a grant to provide outreach to more than one target population; the application must incorporate complete and separate responses for each target population where appropriate (see Section 6.0).

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10.1 Cover Page

Instructions: Complete all fields and identify the population(s) you intend to reach.

PROPOSAL: DOE 2019 RANKED-CHOICE VOTING OUTREACH	
Name of organization:	
Street address:	
Mailing address:	
Phone number:	
Fax number:	
Email:	
Website address:	
Contact name & title:	
Populations that will be reached through this grant (provide details where applicable)	
<input type="checkbox"/> Residents with Limited English proficiency (please specify language):	
<input type="text"/>	
<input type="checkbox"/> Seniors and residents with disabilities:	
<input type="text"/>	
<input type="checkbox"/> First-time voters and young residents:	
<input type="text"/>	
<input type="checkbox"/> Residents of neighborhood(s) with turnout below the City average:	
<input type="text"/>	
<input type="checkbox"/> Other (specify):	
<input type="text"/>	
<input type="checkbox"/> Other (specify):	
<input type="text"/>	
<input type="checkbox"/> Other (specify):	
<input type="text"/>	

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10.2 Proposal Narrative

Please include all the following as separate documents in your application packet:

- 1. Organization History.** Provide a one-page narrative on the subject of your organization's history, including its mission, constituents, and key achievements, highlighting any work particularly relevant to your outreach plan.
- 2. Proposed Outreach Plan.** Provide a two-page narrative describing how your organization intends to reach current and prospective voters with information about RCV and the new voting system. Describe goals, outreach strategies, methods to evaluate outcomes, reporting structure, and the number of people you intend to reach through planned activities. Identify anticipated challenges and strategies for how you might resolve them. Include a detailed timeline for all planned activities.
- 3. References.** Provide a one-page description of three public education or outreach programs administered by your organization, including client references, program summary, and both initial and final budgets and schedules.
- 4. Other City Grants/Contracts.** Attach a list of all current grants and contracts your organization has with the City and County of San Francisco, including the department or commission name, project type, date and duration of the project, and the total amount awarded under the grant or contract.

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10.3 Funding Request

Instructions: Complete this Funding Request to cover outreach strategies you intend to utilize.

Please consult with Appendix A of the [City's Model Grant Agreement](#) before completing this form. Note that regular organization overhead expenses are not eligible for grant funding.

EXPENSE	AMOUNT
Total net 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)	\$
Other (specify)	\$
TOTAL REQUESTED BUDGET	\$

10.4 Budget Narrative

Instructions: Provide a one-page description of how grant funds will be used. The description should explain how the funds associated with each line item on the Funding Request relate to the implementation of the outreach activities as outlined in the Proposal.

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10.5 Material Request

Instructions: List necessary quantity and language(s) for each requested material. The DOE will provide 500 copies of each item with additional copies available on request.

MATERIAL REQUEST	QUANTITIES	LANGUAGES
Ranked-Choice Voting Posters (available in English, Chinese, Spanish , Filipino, Vietnamese, and Russian)		
New Voting System Brochures (available in English, Chinese, Spanish , and Filipino)		
November 5 Election Posters (available in English, Chinese, Spanish , and Filipino)		
Poll Worker Applications (available in English)		
Voter Registration Forms (available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese)		