



REQUEST FOR PROPOSALS

November 3, 2020, Consolidated General Election Voter Outreach Partnership

August 17 – November 3, 2020

GRANT TERM

DATE OF ISSUANCE: TUESDAY, JUNE 9, 2020

APPLICATIONS DUE: TUESDAY, JUNE 23, 2020

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1.0 BACKGROUND

The San Francisco Department of Elections (DOE) is responsible for providing election-related services to all City residents and conducting all local, state and federal elections in the City and County of San Francisco in compliance with all applicable federal, state and local law. Such law encompasses Title 52 of the United States Code, including 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, the San Francisco Charter, the San Francisco Municipal Elections Code, and elections-related executive orders issued by the Governor of California.

In response to the COVID-19 pandemic, on May 8, 2020, Governor Gavin Newsom signed [Executive Order N-64-20](#) to ensure that Californians can exercise their right to vote in a safe and accessible manner during the November 3, 2020, Election. The order requires that each county's elections officials send vote-by-mail ballots to all registered voters for the November 3 election.

Subsequently, on June 3, 2020, Governor Newsom issued [Executive Order N-67-20](#) to ensure that in-person voting opportunities are available in sufficient numbers for the November 3 election.

To inform voters about election services and voting options in the November 3 election and to continue education on the recently introduced ranked-choice voting ballot format that allows voters to rank up to 10 candidates in a given contest, the DOE will use a three-prong outreach plan designed to provide San Francisco residents with a wide range of multilingual, multi-format information. This plan includes sending City residents several mailings and digital notices, each of which will highlight key information about the November 3 election; offering a myriad of multimedia tools and resources to voters and community partners; and collaborating with community partners to distribute digital outreach and registration materials with focus on reaching members of vulnerable or hard-to-reach populations, including voters who are elderly, first-time voters, voters living in neighborhoods with turnout below the City average¹, members of the City's language minority groups, voters with disabilities, and voters who are unhoused or housing insecure.

The DOE is issuing this Request for Proposals (RFP) with the goal of supplementing its outreach efforts to current and prospective voters in vulnerable or hard-to-reach communities about the upcoming November 3 election.

1.1 San Francisco's Expanded Ranked-Choice Voting Ballot Format

In 2002, San Francisco adopted ranked-choice voting (RCV) to elect most local offices, eliminating the need for separate runoff elections in such offices by allowing voters to rank candidates in order of preference. Due to voting systems' constraints, voters were only able to rank their first, second, and third

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

choices in any RCV contest held until 2018, even if more than three candidates were running in that contest.

The City's new voting system, first deployed in 2019, allows voters to rank up to 10 candidates using an expanded, grid-like format ballot, with candidate names listed in the leftmost column and rankings in the top row. The new ballot format also allows voters to fill in ovals, rather than connecting arrows, to indicate their choices in both RCV and non-RCV contests.

To identify partners able to assist with introducing the new ballot format and other features of the voting system to City voters prior to its debut in November 2019, the DOE issued an RFP in May of 2019 similar to the instant RFP. As a result of the successful collaborative effort between the DOE and grantees in 2019, the DOE believes that City voters will benefit from further outreach on RCV, in advance of the November 3 election.

2.0 FUNDS AND SCHEDULE

2.1 Estimated Available Funds

The approximate total distribution amount is \$250,000 for all grantees combined, not to exceed \$50,000 per grantee and contingent on funds availability and contract negotiations. The DOE reserves the right to modify any grant amount to optimize appropriate outreach.

2.2 Anticipated Grant Schedule

EVENT	DATE
RFP issued; posted on <i>sfelections.org/RFP2020</i>	6/09/2020
Written questions from interested parties due	6/16/2020
DOE answers posted on <i>sfelections.org/RFP2020</i>	6/18/2020
Grant proposals due by 5 p.m.	6/23/2020
DOE grant proposal review period ends	7/30/2020
DOE issues notices of non-responsiveness and intent to award grants	7/02/2020
Protest period ends	7/10/2020
Grant negotiations and final Work Plan submissions period	7/11/2020-8/14/2020
Grant term begins	8/17/2020
DOE conducts training for grantees	8/17/2020-8/21/2020
Grantees begin outreach; grantees provide biweekly reports	8/21/2020
End of grant term	11/15/2020
Final grantee outreach report due	11/20/2020

3.0 GRANT GOALS

3.1 Purpose

In issuing this RFP, the DOE seeks to identify partners willing and able to assist in disseminating information about the November 3 election using effective and engaging outreach strategies. More specifically, grantee partners will collaborate with the DOE to provide voters and prospective registrants in potentially vulnerable and hard-to-reach populations of the City with information about expanded vote-by-mail and election services, ways to register to vote, in-person voting options, language and accessibility resources, and the expanded RCV ballot format.

The DOE will collaborate with and provide funding to local non-profit and community-based organizations (CBOs) who can assist in disseminating this vital information to members of populations likely to benefit from focused, supplemental outreach. Focus populations include unhoused or housing insecure residents, residents of neighborhoods with turnout below the City average, seniors and people with disabilities, members of the City's minority language communities, and first-time voters. The Department recognizes that other residents of the City may also benefit from focused outreach, and therefore encourages applicants to identify other potentially vulnerable or hard-to-reach populations in their proposals in addition to, or instead of, the populations specified in this paragraph.

3.2 Scope of Work

Please note that 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 for grant agreement negotiations.

Grantees will use DOE approved materials and methods to educate members of the City's vulnerable or hard-to-reach populations about how they can participate in the November 3, 2020, Consolidated General Election, providing information about voter registration, voting by mail and other voting options, the RCV ballot format, language and accessibility resources, key dates and deadlines, and other election topics. To accomplish this, each grantee will be required to:

1. Develop an effective and engaging outreach and education plan. (The DOE invites applicants to include in their plans the recruitment of at least 50 bilingual poll workers. The DOE will provide training and stipends to all poll workers recruited by grantees);
2. Implement this outreach plan in a cost-effective and timely fashion;
3. Attend a DOE outreach training session on official and approved messaging;
4. Utilize and distribute official DOE approved voter educational materials;
5. Deliver accurate information to the public;
6. Begin outreach activities no later than one week after the DOE outreach training;
7. Provide complete and regular reports on grantee activities as specified in the agreement.

During training, the DOE will provide grantees with a variety of ready-to-use, multilingual, multi-format, outreach materials, including posters, brochures, digital presentations, and videos on topics such as voter

registration and voting options, ranked-choice voting, poll worker recruitment, and general election information such as key deadlines and dates.

More specifically, the DOE will provide 500 of each of the following materials, distributing additional copies as necessary. In addition to printed copies, the DOE will provide digital versions of these materials.

1. November 3 Election Brochure
2. November 3 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 make the following multilingual digital resources available:

1. November 3 Election Presentation
2. Ranked-Choice Voting Presentation
3. Voting Options in the November 3 Election Video
4. Ranked-Choice Voting Video

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. Regularly 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.

Any application that does not demonstrate that the applicant meets these Minimum Requirements will be considered non-responsive and will not be evaluated.

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](#);
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 sfcitypartner.sfgov.org);
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.RFP2020@sfgov.org no later than June 16, 2020. The DOE will post all responses to such questions and requests at sfelections.org/RFP2020 on June 18, 2020.

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.RFP2020@sfgov.org with the subject "2020 Outreach RFP" by **5:00 p.m., on Friday, June 23, 2020.**

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 successful 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.RFP2020@sfgov.org with the subject "2020 Outreach RFP" on Friday, July 10, 2020.

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: an applicant proposing to provide outreach to multiple focus populations may submit a single cover page and a single materials request form (Grant Application parts A and E), but must submit separate proposal and funding narratives, as well as separate budget requests (Grant Application parts B, C, and D) for each proposed focus population.

A. Cover Page

Instructions: Complete all fields and identify all focus populations you intend to reach.

PROPOSAL: November 3, 2020, Consolidated General Election 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 (provide details where applicable)	
<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 _____ _____	
<input type="checkbox"/> Seniors and residents with disabilities _____ _____	
<input type="checkbox"/> Other (please specify) _____	
<input type="checkbox"/> Other (please specify) _____	
<input type="checkbox"/> Other (please specify) _____	

B. Proposal Narrative

Instructions: Attach all the following as separate documents in your application:

- 1. Organization History.** Provide a one-page narrative about 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 voting in the November 3, 2020, Election. Describe your outreach strategies, methods of self-evaluation, reporting structure, and the number of people you intend to reach through planned outreach 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.

C. Funding Request

Instructions: Please read Appendix A of the [City's Model Grant Agreement](#) before submitting 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	\$

D. 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.

E. Materials Request

Instructions: List necessary quantities and language(s) (English, Chinese, Spanish, and Filipino) for each type of material. The DOE will provide 500 copies of each hard copy item with additional copies available on request.

MATERIAL REQUEST	QUANTITIES	LANGUAGES
November 3 Election Brochure		
November 3 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 (available in English only)		
Voter Registration Form (available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese)		