



SF Environment

Our home. Our city. Our planet.

A Department of the City and County of San Francisco

Request for Proposals for Green Business Recruitment and Pre-bate Program

SF Environment will award one grant to a non-profit.

- Green Business Recruitment: One grant will be given to a community-based organization to engage and recruit businesses in historically underserved communities into the Green Business Program.

TIMELINE FOR PROJECT SELECTION

- Request for Proposal released: Friday, August 13th, 2021
- Final day for questions (email only; no phone calls): Thursday, August 19th, 2021
- Applications due: Friday, August 20th, 2021 by 5:00pm
- Projects Begin: September 2021

For more information: Contact David Kashani via email at david.kashani@sfgov.org.

The San Francisco Department of the Environment

The mission of the San Francisco Department of the Environment (SF Environment) is to provide solutions that advance climate protection and enhance quality of life for all San Franciscans.

Our environmental vision is expressed simply as “0-80-100 Roots”— we must achieve 0 waste and 0 toxic chemicals, take at least 80% of our trips sustainably, and use 100% renewable energy, while reducing consumption. While those goals are about being less harmful to the planet, our “Roots” goal is about healing the planet by protecting nature’s diversity, planting trees and promoting soil health to absorb carbon and restore natural systems.

We have set an ambitious agenda to guide us in achieving this vision, ensuring we are meeting the needs of all San Franciscans and providing in-depth programs to neighborhoods throughout the city. We will:

- Promote Healthy Communities and Ecosystems
- Achieve a carbon-free future
- Strengthen Community Resilience
- Eliminate Waste and Toxics
- Amplify Community Action

The values driving this agenda and all SF Environment initiatives include:

- **Credibility:** We are a trusted source of information about environmental challenges, drawing on deep expertise to create solutions that make a measurable difference.
- **Innovation:** We experiment and prototype to identify the best solutions to address environmental challenges, setting examples for other cities to follow.
- **Collaboration:** We understand that working with a range of partners is critical to our success. We are an engaged member of the San Francisco city family and passionately work with business and community stakeholders to advance shared civic goals.

- **Equity:** Our initiatives are underpinned by a commitment to inclusiveness and accessibility, benefit all San Francisco residents and businesses and focus on supporting those communities most in need.
- **Impact:** We know that the condition of San Francisco’s environment is critically important to the quality of life of all residents, and our programs clearly demonstrate a resilient environment is possible.

In keeping with our values SF Environment is releasing grant funds for a non-profit organization to engage and help recruit businesses in communities historically underserved communities in San Francisco.

Projects should exemplify Department values of Credibility, Innovation, Collaboration, Equity, and Impact.

Green Business Recruitment Grants

Since 2006, the San Francisco Green Business Program has worked with small and medium-sized businesses to help them green their operations and receive recognition for their accomplishments. To date, San Francisco is home to 331 Recognized Green Businesses.

To meet the Green Business Program’s equity and inclusion goals, SF Environment seeks to increase the number of Green Businesses in historically underserved communities in San Francisco.

The Green Business Program is seeking one community-based organization (CBO) partner with strong ties to the small business community to conduct outreach and recruitment to businesses in historically underserved communities. The goal for the CBO will be to recruit a minimum of 10 businesses into the Green Business Program and assist at minimum 5 of those businesses to achieve Green Business recognition. Activities should include tapping into existing network of business contacts to promote the Green Business Program through webinars, one-on-one calls, door-to-door outreach, and/or other forms of engagement. The grantee will promote the \$500 pre-bate and the cost-saving opportunities of going green.

The proposed Green Business Recruitment project proposals should address:

1. History working with small to medium enterprises (SMEs) in San Francisco
2. History of working with businesses in historically underserved communities
3. Dedicated staff person assigned to the project
4. Strategy to recruit 10 businesses into the SF Green Business Program

SFGBP will train grantee on program requirements, and incentives. The primary role of the CBO will be to recruit businesses and enroll them through the SF Green Business website and to periodically send reminders to the enrolled businesses to complete the Green Business process.

GRANT PROCEDURES & GUIDELINES

Who can Apply – Only non-profit 501c3 organizations are eligible to apply.

Grant Types and Sizes – Green Business Recruitment: A one-year grant of \$10,000 for a community-based organization to engage and recruit businesses in historically underserved communities. Awardee will receive \$5,000 for the first 4 months of the project, with an additional \$5,000 in the second four months contingent upon performance.

Geographic Focus – City and County of San Francisco

Application Format and submission– Proposals should be no more than 4 pages in length, in 12-point font, with 1-inch margins. Responses to RFP questions must follow the format as it is presented.

APPLICATION MATERIALS MUST BE RECEIVED BY
FRIDAY, August 20, 2021, at 5:00 PM

Applications must be emailed as pdf. documents to: David.Kashani@sfgov.org with “Grants Program” in subject line. Files should be labeled “Name of Applicant.DocumentName”. If an email application is not feasible, contact David.Kashani@sfgov.org.

LATE SUBMISSIONS WILL NOT BE CONSIDERED!

Funding Limitations, Grant Agreement/Contract Requirement, and Payment Process - Before the City can award funding, the grantee must become an approved city vendor and meet Human Rights Commission requirements. This process should be started as early as possible or risk grant awards delayed. Required forms may be downloaded from <http://www.sfgov.org/oca/purchasing/forms.htm>. For more information, please contact 415-252-2500. For insurance requirements and copies of sample insurance certification forms visit http://sfgov.org/oca/sites/default/files/FileCenter/Documents/729-insurance_requirements.pdf

All responses and submittals in response to this RFP are public information and shall be the property of the City and County of San Francisco. The City may use such submissions for any purpose whatsoever, without compensation to the provider or any other person or entity and shall not be liable for any use or disclosure of any submissions.

Required Proposal Elements - please use the format as specified below:

- **Application Cover and Checklist - 10 points** - Incomplete applications will not be accepted.
- **Proposal Narrative - 65 points** The narrative must include the following sections in the order listed, and should provide details on how the project supports the Department’s values, business assistance and community outreach goals. The 6-page limit applies to the narrative, budget and work plan.
 - **Project Summary 15 points** (no longer than half a page)
Briefly summarize the project, the amount being requested, the goals and objectives and project partners.
 - **Qualifications -25 points**
Describe your organization’s services, qualifications, accomplishments, and past experience with similar projects. Describe how your organization has effectively managed other grants. List qualifications of key members of the project team. Describe:
 - History working with small to medium-sized businesses in San Francisco.
 - The communities and/or constituencies you focus on and the predominant language(s) spoken.
 - Systemic barriers that underrepresented businesses in your community face and ways your organization can help them overcome these barriers.
 - **Project Success -25 points**
Describe how you would achieve the goals and intent of the funding. Describe tangible project outcomes.
 - Include number of businesses contacted, number of businesses who register for the Green Business Program, and number of businesses that complete the recognition process.
- **Budget Spreadsheet with Narrative descriptions, and Workplan Budget- 25 points (Attachment C)**

Show how your project is cost-effective and reasonable. Provide a total project budget that includes the amount requested with a description of each line item.

The following items are required but will not be counted towards 4 page limit:

- **Letter(s) of Agreement** – Where a partnering, collaborative and/or subcontracting relationship exists, proposals must include a Memorandum of Understanding or letter from the partnering organization(s), which documents the relationship and delineates tasks for each party.
- **Proof of non-profit status verifying tax-exempt status** – Limit: 2 pages total.

In addition, potential grantees may be asked to submit Financial Statements, a list of all current and pending grants and references. DO NOT SUBMIT with application!

Selection Process and Scoring

Proposals will be evaluated by a selection committee based on the evaluation criteria. Staff may conduct interviews of a competitive proposal.

Green Business Recruitment Grant Attachment A

Application Cover Page and Checklist

Name of Applicant/Organization: _____
 Street Address: _____ City: _____ Zip Code: _____
 Contact Person and Title: _____
 Telephone: _____ E-Mail: _____

If you have a fiscal sponsor, please provide the following information:

Fiscal Sponsor: _____ Fiscal Sponsor's Budget: \$ _____
 Contact Person: _____ Title: _____ Phone: _____

Title of Project: _____

Total Project Budget: \$ _____ Total agency Budget \$ _____ Length of grant in months _____

Amount Requested from the City and County of San Francisco: \$ _____

Amount Received/Pending from other sources for project: \$ _____

Summary of Project (50 words or less):

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. APPLICATIONS MUST INCLUDE THE FOLLOWING ITEMS:

<input type="checkbox"/>	A. Signed Application Cover
<input type="checkbox"/>	B. Proposal narrative, and project budget (4 pages)
<input type="checkbox"/>	C. Letter(s) of agreement – <i>Where a partnering, collaborative and/or subcontracting relationship exists, a letter or work agreement documenting the relationship must be submitted</i>
<input type="checkbox"/>	D. Proof of non-profit status verifying tax-exempt status
	NOTE: Do NOT include financial statements or review materials – these will be requested if necessary

I certify that the information in this application is true and correct.

 Executive Director (print) Signature of Executive Director Date

I certify that the Board of Directors or other governing board has approved the submission of this application.

Applications must be received by 5:00 pm Friday, August 20th, 2021

Sample Budget

Attachment C

Include total project costs, amount requested, and matched funding.

		Justification	Narrative	SFE Grant funded	Total Project
PERSONNEL					
	Executive Director		Grant award tracking, performance measurement system, outreach, fundraising. In-kind from ABC Foundation	\$2,000	\$2,000
	Project Manager		calling businesses, emailing businesses, setting up webinars	\$5,500	\$5,500
	TOTAL Personnel			\$8,000	\$8,000
	Fringes @ 28%			\$2,000	\$2,100
	TOTAL Personnel and fringes			\$10,000	\$10,100
SUPPLIES/ Other					
	Business promotion		Paid social media posts	\$1,000	\$1,000
	TOTAL Supplies			\$1,000	\$1,000
	TOTAL		Personnel and supplies/other	\$10,000	\$10,100