

1 **[Brownfields Community Outreach Grant Award]**

2 **Resolution approving Department of the Environment Funding Recommendation for**
3 **Brownfields Community Outreach grant award.**

4 WHEREAS, The United States Department of Environmental Protection (EPA)
5 awarded a federal grant to the City and County of San Francisco, Department of the
6 Environment (SF Environment) to conduct a Brownfields Communitywide Assessment project;

7 WHEREAS, The brownfields sites selected for assessment will be potentially
8 contaminated properties that can be cleaned up for reuse as recreational open spaces and
9 green space linkages, in support of the Blue Greenway project, an open space waterfront
10 corridor that extends the region's Bay Trail along the Southeast shoreline of San Francisco;
11 and,

12 WHEREAS, The Brownfields Communitywide Assessment project will build on the
13 planning and development activities conducted by the Port of San Francisco, and other
14 organizations, to promote an open space waterfront corridor along the Southeast shoreline
15 and increase recreational opportunities for residents of the Bayview Hunters Point community
16 and surrounding neighborhoods, and promote active healthy exercise and activities such as
17 biking, walking and gardening; and,

18 WHEREAS, A portion of the federal funding from the U.S. EPA grant is budgeted to
19 support public outreach services to promote the involvement of local residents in the planning
20 and development of the Blue Greenway and identification and cleanup of brownfield sites; and

21 WHEREAS, The Environmental Justice (EJ) program of SF Environment issued a
22 Grant Solicitation on January 17, 2013, and received written proposals which were reviewed
23 and scored, and oral interviews conducted with proposers that submitted the strongest
24 applications; now, therefore, be it

25

1 RESOLVED, The San Francisco Commission on the Environment approves a grant
2 award in the amount of Thirty Thousand Seven Hundred Twenty (\$30,720) to be disbursed
3 using funding provided by EPA, to conduct brownfields community outreach services for a
4 period of 29 months, from May 2013 to September 2015, to the following organization:

5 San Francisco Parks Alliance

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7 I hereby certify that this Resolution was adopted at the Commission on the
8 Environment's Meeting on May 28, 2013.

9 _____
10 *Monica Fish, Commission Secretary*

11 VOTE:

12 AYES:

13 NOES:

14 ABSENT:

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CITY AND COUNTY OF SAN FRANCISCO
Department of the Environment
Brownfields Community Outreach
Grant Solicitation

Grant Solicitation Issue Date: January 17, 2013

Deadline to submit applications: February 7, 2013, 3:00 p.m. at 11 Grove Street

The City and County of San Francisco, Department of the Environment (SFE) is a municipal agency which creates visionary policies and innovative programs that promote social equity, protect human health, and lead the way toward a sustainable future. SFE's Environmental Justice (EJ) program is dedicated to promoting healthy, sustainable communities, focusing on the most vulnerable, and lower-income neighborhoods in San Francisco.

ABOUT THIS GRANT

SFE will grant \$30,720 to a qualified non-profit organization to perform outreach services using traditional and inventive strategies to reach and inform the Bayview Hunters Point (BVHP) community about the Brownfields site assessments and the future development along the area's waterfront corridor, the Blue Greenway. The project will end September 30, 2015. The selected organization will work with SFE to reach, inform and engage community members and stakeholders in this process to promote the redevelopment of Brownfields sites for reuse as recreational open spaces. The Brownfields Community Outreach Grant is part of a three year grant funded by the U.S. Environmental Protection Agency (EPA).

For this grant, SF Environment will disburse \$30,720 over the next thirty months (approximately \$ 12,288 per year).

BACKGROUND

SFE's EJ program received funding to conduct Brownfields site assessments in the Bayview Hunters Point (BVHP) community and surrounding southeast area of San Francisco. EPA's grant support will enable SFE to review the Brownfields site inventory and perform assessments on up to 10 potentially contaminated sites within BVHP. SFE's Brownfields project supports the expansion and development of the Blue Greenway, a waterfront open space corridor that extends the region's Bay Trail along the San Francisco's eastern shoreline and southward into the BVHP community.

Local residents, businesses, City agencies and non-profit groups are working together to help develop the Blue Greenway. The Port of San Francisco is serving as the City's lead agency for the Blue Greenway project and making significant waterfront improvements supported by bond funds committed by the City.

SCOPE OF WORK

The Scope of Work is to be used as a general guide and is not intended to be a complete list of all work necessary to fulfill SFE's needs.

The goal of this outreach project is to actively engage and inform the community about the Brownfields assessment work in the BVHP and the plans to develop and extend the Blue Greenway along the area's waterfront. Tasks includes supporting the involvement of an advisory committee that will help guide the project and identifying and soliciting input from additional community stakeholders. The selected organization will convene the quarterly advisory committee meetings and attend other public meetings to provide updates and gather input and support for the project. SFE will work with the organization to prepare and disseminate newsletters, prepare and post online updates, conduct interviews and surveys; make presentations before public bodies such as the San Francisco Commission on the Environment and San Francisco Board of Supervisors. The design and scope of the outreach plan must represent and clearly reflect the community's racial, age and cultural diversity to successfully engage this community as a whole.

The Scope of Work for the non-profit partner includes the following tasks and deliverables:

1. Assist in the development and implementation of a targeted outreach plan to reach and inform the BVHP community and project stakeholders.
 - a. Identify strategic outreach tools and approaches to reach BVHP community residents.
 - b. Develop an effective messaging plan to reach, inform and engage community residents.
 - c. Create outreach strategy that demonstrates cross cultural appeal and reflects the diverse community
 - d. Establish a plan to reach underrepresented groups at project meetings and events
 - e. Set short and long-term objectives with milestones to achieve outreach goals
 - f. Implement multi-phase outreach plan over the entire life of grant
 - g. Tracks & evaluate progress, results, trends, interest, attendance, etc
2. Assist in the development of outreach materials including fact sheets, newsletters and related outreach materials, etc.
3. Support advisory committee and convene quarterly meetings
4. Make presentations at various community and public meetings. Identify standing community meetings to make informational presentations or to provide relevant information.
5. Survey and interview community members concerning project, progress and plans.
6. Submit quarterly and annual reports to SFE in a form approved by SFE

GRANT PROCEDURES & GUIDELINES

Who can Apply – Only non-profit organizations are eligible to apply. Applicants are required to submit proof of non-profit status. For-profit groups, City Departments, and other government agencies may only participate as a sub-contractor to an eligible non-profit organization. Current or past SFE grant recipients may apply for additional grant funding.

Grant Type – SF Environment will award full funding to one applicant. The grant will be a maximum of \$30,720 for approximately thirty months and all work must be completed by September 1, 2015. If there are grant funds remaining upon completion of the grant process, SFE retains the right to reallocate the grant funds.

Geographic Focus – The outreach grant must serve the southeast section of San Francisco, namely the areas adjacent to the Southeast waterfront in the Potrero and Bayview Hunters Point neighborhoods.

Proposal Format – Proposals should be no more than five (5) pages (front and back) in length, not including attachments. Proposals must be typed or computer generated in 12-point font. Proposers must submit the original and three (3) copies printed double-sided on at least 30% post-consumer recycled paper. No plastic binders, folders, or spiral binding will be accepted. In addition, proposers should submit an electronic copy of the proposal to RManion@sfgov.org. The proposing organization is solely responsible for delivering the proposal in an acceptable form by the deadline.

Application Deadline Applications will only be accepted by mail or in person at:

Department of the Environment,
11 Grove Street,
San Francisco, CA 94102
Attn: Raymond Manion

ALL APPLICATION MATERIALS MUST BE RECEIVED BY THE DEPARTMENT BY 3:00 PM ON THURSDAY, FEBRUARY 7, 2013, WITHOUT EXCEPTIONS.

Grant Agreement/Contract Requirement and Payment Process - Before the City can award any grant funds, the grantee must become an approved city vendor and meet Human Rights Commission (HRC) requirements. This process can be arduous and should be started as early as possible in the application process. Required forms may be downloaded from <http://www.sfgov.org/oca/purchasing/forms.htm>. For more information on the HRC requirements and forms, please contact the HRC at 415-252-2500.

Insurance requirements and copies of sample insurance certification forms can be found at <http://sfgsa.org/Modules/ShowDocument.aspx?documentid=729> or by contacting Rachel Buerkle at 415-355-3704. The standard grant agreement may be found on the SFE webpage at <http://www.sfenvironment.org/about/grants>.

The Department's payment process for grants and contracts is generally cost-reimbursement. Payments will be withheld pending timely submission of quarterly progress and final reports. SFE will consider providing an advance in situations where an applicant can demonstrate a legitimate fiscal need.

Timeline for Project Selection:

- ◆ Request for Proposal released: Thursday, January 17, 2013
- ◆ Proposals due: Thursday, February 7, 2013, 3pm, at 11 Grove Street, San Francisco
- ◆ Interview of Applicants (Finalists): February 14 - 21, 2013
- ◆ Announcement of Proposed Grant Award: February 28, 2013
- ◆ Project Begins: The grant award will become effective March 2013.

For more information

Contact Anne Eng at 415-355-3735 or Anne.Eng@sfgov.org

Required Elements of Proposal

- **Application Cover and Checklist (10 pts)** Applicants who do not submit all required documents will lose points.
- **Proposal Narrative** The narrative must include the following sections, and should provide specific details on how the organization will meet the goals which are outlined in the Scope of Work. The 10-page limit (double-sided printing on 5 pages) applies to the narrative, budget and workplan.
 - **Overall Outreach/Education Experience (30 points):** history of work involving primary or major responsibilities in one or more areas from the list below:
 - Community based social marketing
 - Creative participatory outreach campaigns
 - Successful SF/Bay Area Outreach Projects
 - Work with public agencies
 - Media outreach
 - Community/minority outreach
 - Environmental experience

- **Approach to project and understanding of goals (30 points):**

- a. Overview of approach to Scope of Work (30 points)
 - Identification and definition of the issues
 - Design and overall outreach strategy
 - Personnel and/or subcontractors assignment
 - Definition and scheduling of individual tasks, including timeline

- **Work Plan (15 points)**

Please use the attached workplan format. Show that the project is well thought-out and includes milestones and deliverables in a feasible timeline. Describe how the deliverables and outputs support the projects goals. Outputs and deliverables are very specific, from counting the number of participants to products completed; such as number of workshops held, events posted on the SFE website, flyers created, etc. Your program activities or major tasks are those services engaged in and provided to achieve outcomes and outputs. Major tasks should include tasks necessary to evaluate the effectiveness of your project. Please specify who will be responsible for each task i.e. Project Manager, Subcontractor, Outreach Worker, etc.

Please specify the dollar amount from your budget that will be allocated to the tasks in each quarter and provide a quarterly total.

Include reporting, mandatory biannual grantees meetings and evaluation in the workplan. Funding may be withheld if work plan outputs and outcomes are not completed according to the approved schedule.

- **Budget Spreadsheet and Budget Narrative (15 points)**

Show how your project is cost-effective, leverages other resources (e.g., matching grants, service fees, in-kind support) and includes a reasonable, itemized budget. Provide a detailed narrative description of each line item in the budget. Provide a total project budget that includes the amount requested from SFE, the project amounts that will be contributed by the applicant and partnering organization.

The following items will not be counted towards your 10-page limit:

- **Organizational Chart** - Please include as an organizational chart for your organization, including the project team and a list of board of directors. If your organization is partnering with other organizations for this project, please include an organizational chart for the project team, illustrating the relationship between the organizations.
- **Letter(s) of Agreement** – Where a partnering, collaborative and/or subcontracting relationship exists, proposals must include a Memorandum of Understanding (MOU), work agreement, or letter from the partnering organization (s), which documents the relationship between organizations and delineates for which tasks each party, will be responsible.
- **References** – Please submit a list of at least three (3) references with complete contact information.
- **Proof of non-profit status verifying tax-exempt status**
- **Financial Statements and List of Grants Received in Past 3 Years** – see attached cover sheet for details

Selection Process and Scoring

Written Proposals (100 points)

The written proposals will be evaluated by a selection committee comprised of parties with environmental, outreach and social marketing expertise. The City intends to evaluate the proposals based on the ability of the organization to meet the goals of this RFP and the needs of SFE using the criteria above.

Oral Interview (100 points)

Following the evaluation of the written proposals, up to the top three (3) proposers receiving scores greater than 70 points will be invited to an oral interview. The interview will consist of standard questions asked of each of the proposers, and specific questions regarding each individual proposal. The final selection will be based on the oral interview exclusively, and will not factor in the results of the written scores. The selection will be based on answers to substantive questions, communicated experience and communication skills.

Sample Work Plan Format (Included in the 10-page limit)

Time Line	Responsible Staff	Outputs or Deliverables	Budget
Year One First Quarter (Add dates)	•		Personnel: Y1Q1 TOTAL:
Year One Second Quarter	•		Personnel: Y1Q2 TOTAL:
Year One Third Quarter	○		Personnel: Y1Q3 TOTAL:
Year One Fourth Quarter	○		Personnel: Y1Q4 TOTAL:

Sample Budget should include the total project costs including the amount requested from SF Environment.

SAMPLE ANNUAL BUDGET (12 months)						
	Justification	Narrative	SFE	In-kind Cash	In-kind Other	Total Project
PERSONNEL						
Executive Director	2%FTE from SFE	Grant award tracking, performance. In-kind from ABC Foundation	\$ 1,200	\$ 1,200		\$ 2,400
Project Manager	20%FTE from SFE	Organize and support advisory committee; prepare and disseminate updates; conduct outreach	\$ 8,000	\$ 2,500		\$ 8,000
TOTAL Personnel			\$ 9,200	\$ 3,700		\$ 10,400
Fringes @ 28%			\$ 2,576	\$ 1,036		\$ 2,912
TOTAL Personnel and fringes			\$ 11,776	\$ 4,736		\$ 13,312
MATERIALS & SUPPLIES						
Photocopying		Newsletters, fliers, handouts	\$ 1,000	\$ 1,000		\$ 1,500
Online Outreach		Web development	\$ 500	\$ 2,000		\$ 2,500
TOTAL Materials & Supplies			\$ 1,500	\$ 3,000		\$ 4,000
Direct Costs			\$13,276	\$7736		\$21,012
INDIRECT COSTS (max. 10%)			1,328			
Annual Budget			\$14,604	\$7,736		\$22,340

SF Environment Grant Application Cover and Check list Brownfields Community Outreach

The Application cover must include the following information:

- Name of Applicant / Organization
- Address
- Contact Person and Title
- Contact Telephone, Fax and Email
- If organization has a fiscal sponsor please provide the following information:
 - Fiscal Sponsor
 - Fiscal Sponsor 's Budget
 - Contact
 - Title
 - Phone
- Type of Project (SFE- EJ, Brownfields Community Outreach)
- Amount Requested
- Length of grant in months
- Dated signatures of Executive Director and Board President

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, Work plan, and Project Budget
<input type="checkbox"/>	C. Letter(s) of agreement (if applicable)
<input type="checkbox"/>	D. Organization structure and organization chart for project team and list of board of directors <i>Please include as an attachment an organizational chart for your organization. If your organization is partnering with other organizations for this project, please also include an organizational chart for the project team, illustrating the relationship between the organizations (1 original and 3 copies)</i>
<input type="checkbox"/>	E. List of 3 references with contact information
<input type="checkbox"/>	F. Proof of non-profit status verifying tax-exempt status
<input type="checkbox"/>	G. Current year agency budget, previous year agency budget and previous year agency financial statement <i>For annual budget less than \$500,000, applicants must submit a copy of 990 tax form; budgets between \$500,000 and \$1,000,000 must submit an independent auditor's review; and budgets over \$1,000,000 must submit an independent auditor's report.</i>
<input type="checkbox"/>	H. A list of all grants received within the last 3 years, including the source of funds, the grant amount; grant timeline and a brief description of the projects for which they were used. Include all current and pending funding sources.

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.

Board President (print)

Signature of Board President

Date

