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**From:** SF Department of Children, Youth and Their Families (DCYF)

**RE:** **Invitation to Submit Bid** for Event Coordination of Youth Advocacy Day 2020

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DCYF is seeking proposals from qualified vendors to submit a bid to fully provide the professional services described herein.

**Summary:** DCYF is looking for an Event Coordinator who can provide management and supervision for the overall successful execution of Youth Advocacy Day 2020.

## I. Background

The San Francisco Department of Children, Youth and Their Families (DCYF) brings together City government, schools, and community-based organizations to help our city's children and youth, birth to age 24, and their families lead lives of fulfillment and happiness. Together, we make San Francisco a great place to grow up. DCYF envisions a strong San Francisco where all children and youth are supported by nurturing families and communities; all children and youth are physically and emotionally healthy; all children and youth are ready to learn and succeed in school; and all youth are ready for college, work and productive adulthood. The people of San Francisco made a unique, first of its kind commitment to our community in 1991 by creating the Children and Youth Fund and dedicating property tax revenue to fund vital services for our city's children, youth, and their families. In November 2014, San Francisco reauthorized the Children and Youth Fund for another 25 years.

DCYF is required to use a minimum of three percent of the Children and Youth Fund for youth-initiated projects, known as the Youth Empowerment Allocation (YEA). Since 2009 DCYF has used the YEA allocation to support San Francisco's annual Youth Advocacy Day (YAD). Youth Advocacy Day brings together up to 200 high school students from across San Francisco to meet with elected and city officials to discuss the issues they care about. YAD has become DCYF's flagship event for youth, and the only youth-led event hosted within City Hall.

DCYF is seeking an Event Coordinator to manage all details and individual components of Youth Advocacy Day 2020.

## II. Scope of Services

The Event Coordinator will be responsible for carrying out the vision for Youth Advocacy Day 2020, working with DCYF staff to ensure that plans for the event are focused, organized, and properly resourced. The Event Coordinator will be responsible for supervising and executing all day-of event details from set-up to tear-down, which will include coordinating additional vendors as selected by DCYF.

- a. Details:** The Event Coordinator will be responsible for management, supervision, and overall successful execution of Youth Advocacy Day 2020, including:
- i. **Pre-Production:** The coordinator's job is to effectively execute the plan designed by DCYF staff and stakeholders for YAD. This will require the contractor to communicate and coordinate with lead staff about details that emerge through the planning process, and will focus on managing the following areas of work. Timeline: January – March 2020
    1. Event registration and pre-event communication. This will include developing a plan for registering youth and their chaperones, identifying software tools, collecting required consent forms, and communicating event expectations ahead of the event.
    2. Venue and logistics planning. This will include developing a floor plan and securing venues for YAD program needs. Specific duties may include booking rooms in City Hall, securing a permit from the SF Recreation & Parks Department for Civic Center Plaza, determining security and logistics needs, and designing spaces for the event.
    3. Secure vendors and coordinate all logistics, including but not limited to food and beverages, waste disposal, signage printing, and equipment rental.
    4. Develop an adult volunteer plan. Assess staffing needs and recruit and train volunteers as needed.
    5. Coordinate with DCYF staff, affiliates, and liaisons regarding key YAD responsibilities, such as youth engagement, communications, design work, photography, and other areas that arise during the planning process.
  - ii. **Event Production:** On the day of the event, the coordinator's job is to work closely with DCYF's event supervisor to ensure smooth implementation of event by providing overall supervision. This will require the contractor to facilitate day-of decision making, address emerging needs, and be the direct contact with vendors, venue staff, volunteers, and others to make ensure efficient day-of run-of-show. Timeline: April 23, 2020.
  - iii. **Postproduction:** The coordinator's duties following the event are to close all invoices, finalize communications, and conduct a thorough evaluation of all aspects of the event. This may include an event budget report, staff debrief, post-event thank-you's, and other activities as determined by DCYF staff. Timeline: May – June 2020

**Contract Details:** DCYF will review proposed scopes of work and budgets in detail and negotiate these matters as necessary to ensure that they meet the goals, objectives and policies of DCYF and of the Youth Advocacy Day event. The contract is not to exceed \$65,000, including anticipated expenditures and service rates. The Applicant selected for this contract must be available to commence work on January 1, 2020. The anticipated contract term is six to nine months. During contract negotiation, scopes of work and budgets may be revised. The actual contract term and budget may vary, depending upon service and project needs, at DCYF's sole and absolute discretion.

### III. Minimum Qualifications

Successful applicants must address the following three elements within their bid proposal.

- a. **Experience Producing Events:** Applicants must demonstrate an understanding of the programmatic and financial complexities associated with producing large events that attract diverse populations of both youth and adults, such as summits and conferences.
- b. **Fiscal Capacity:** The applicant must have a strong record of fiscal management and compliance, strong and stable administrative systems for staff management and accountability, and clear policies that guide its processes and work. The contractor should demonstrate the fiscal capacity to execute large expenditures incurred between invoice reimbursements from the city.
- c. **Effective Partnerships in the City of San Francisco:** Applicants must have effective partnerships within community and governmental institutions of San Francisco. Partners may include non-profit community-based organizations, service providers, private business, foundations, etc.

**NOTE:** Organizations that are not yet City-approved vendors should begin the certification process as soon as possible in order to ensure that they are able to meet this requirement if awarded a contract. Vendor application packets can be obtained from the Office of Contract Administration at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 430, San Francisco, CA, 94102, or may be downloaded from their website at [www.sfgov.org/oca](http://www.sfgov.org/oca). Subcontractors are not required to be City-approved vendors; only the lead agency or fiscal sponsor must be City-approved.

#### IV. Application Requirements

- a. **Responses:** In your solicitation response, please provide the following information:
  - i. Cover letter (1 page)
  - ii. Overview of work experience with timeline and descriptions of events coordinated that are similar in scope to Youth Advocacy Day 2020 (not to exceed 3 pages)
  - iii. Narrative of proposed scope of work with budget (not to exceed 5 pages)
  - iv. Work references from within the last 3 years. Include names, phone numbers, and emails.
- b. **Evaluation Criteria:** The following will be used as the criteria to evaluate various responses:
  - i. Number of years of experience with event design and coordination.
  - ii. Experience with management of large-scale events (200+ attendees) that attract diverse populations of youth and adults.
  - iii. Experience developing and managing communication across multiple entities involved in event production, including staff supervision and tools used in event operation.
  - iv. Reasonability of budget and anticipated cost allocations.

#### V. Proposal Submission

**To be considered for this contract, please submit your proposal by December 6, 2019 at 5:00pm PT.**

Proposals must be submitted electronically before this date and time to [prishni.murillo@dcyf.org](mailto:prishni.murillo@dcyf.org). Please write your name and title of this request (“your name – Event Coordinator for YAD”) in the subject line of your email. No faxed, mailed, or hand-delivered proposals will be accepted.

- a. **Term of Proposal:** Submission of a proposal signifies that the proposed services and prices are valid for 120 calendar days from the proposal due date, and that the quoted prices are genuine and not the result of collusion or any other anticompetitive activity.

#### VI. Contractual Requirements

DCYF will select qualified finalists with whom DCYF staff may commence contract negotiations. DCYF has the option of conducting oral interviews as part of the evaluation process. The selection of a proposal shall not imply acceptance by DCYF of all terms of the proposal, which may be subject to further negotiation and approvals before DCYF may be legally bound thereby. If a satisfactory contract cannot be negotiated in a reasonable time, DCYF, in its sole discretion, may terminate negotiations and begin contract negotiations with another qualified finalist.

In addition to meeting minimum eligibility qualifications and maintaining a spirit of partnership, there are additional requirements that the funded agency must meet. Below is a partial list of these contractual requirements:

- a. Agency must comply with City and County ordinances and contracting requirements. Contract requirements include commercial general liability, workers compensation, and auto insurance, compliance with the Equal Benefits Ordinance, and a current San Francisco business tax certificate, if applicable. For more detailed information visit the Office of Contract Administration's website at <http://www.sfgov.org/oca>.
- b. Agency must have current insurance coverage (workers compensation, general liability, and automobile, if applicable).
- c. Non-Discrimination: Organizations must comply with the San Francisco Human Rights Commission's prohibitions against discrimination in fair housing, equal employment opportunity, and in awarding grants. Organizations must also comply with the Equal Benefits Ordinance for domestic partners. Additional information concerning these regulations can be found on the Contract Monitoring Division website at <http://www.sfgov.org/contractmonitoring>.

## VII. Chapter 14B

**Micro LBE and Small-LBE Bid Discount/Rating Bonus:** The City strongly encourages response packages from qualified Micro and Small-LBEs. Pursuant to Chapter 14B, the following rating bonus will be in effect for the award of this project for any proposers who are certified by CMD as a Micro or Small-LBE, or joint ventures where the joint venture partners are in the same discipline and have the specific levels of participation as identified below. Certification applications may be obtained by calling CMD at (415) 581-2310. The rating bonus applies at each phase of the selection process. The application of the rating bonus is as follows:

- a. A 10% discount to an Micro or Small-LBE; or a joint venture between or among Micro or Small LBEs; or
- b. A 5% discount to a joint venture with Micro and/or Small-LBE participation that equals or exceeds 35%, but is under 40%; or
- c. A 7.5% discount to a joint venture with Micro and /or Small-LBE participation that equals or exceeds 40%; or
- d. A 10% discount to a certified non-profit entity.

If applying for a rating discount as a joint venture: The Micro and /or Small-LBE must be an active partner in the joint venture and perform work, manage the job and take financial risks in proportion to the required level of participation stated in the proposal, and must be responsible for a clearly defined portion of the work to be performed and share in the ownership, control, management responsibilities, risks, and profits of the joint venture. The portion of the Micro and/or Small-LBE joint venture's work shall be set forth in detail separately from the work to be performed by the non-LBE joint venture

### Department of Children, Youth and Their Families

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partner. The Micro and/or Small-LBE joint venture's portion of the contract must be assigned a commercially useful function.

**SBA-LBE Bid Discount/Rating Bonus:** Pursuant to Chapter 14B, the following rating bonus will be in effect for the selection process for this contractor any proposers who are certified by CMD as a SBA-LBE. A 5% rating bonus will be applied to any proposal from an SBA-LBE except that the 5% rating bonus shall not be applied at any stage if it would adversely affect a Micro or Small LBE proposer or a JV with LBE participation. The SBA-LBE rating bonuses do apply to this Agreement because the anticipated agreement amount is under \$10 million.

Please direct all questions to [prishni.murillo@dcyf.org](mailto:prishni.murillo@dcyf.org) or 415-934-4840 at least three business days before the bid due date.