



**SAN FRANCISCO
HUMAN SERVICES AGENCY**

Department of Benefits
and Family Support

Department of Disability
and Aging Services

Office of Early Care
and Education

P.O. Box 7988
San Francisco, CA
94120-7988
www.SFHSA.org



London Breed
Mayor

Trent Rhorer
Executive Director

MEMORANDUM

TO:	HUMAN SERVICES COMMISSION										
THROUGH:	TRENT RHORER, EXECUTIVE DIRECTOR										
FROM:	SUSIE SMITH, DEPUTY DIRECTOR ESPERANZA ZAPIEN, DIRECTOR OF CONTRACTS ^{DS} <i>Et</i>										
DATE:	AUGUST 20, 2021										
SUBJECT:	NEW GRANT: SF NEW DEAL (NON-PROFIT) TO PROVIDE THE TAKEOUT TODAY PROGRAM										
GRANT TERM:	08/30/21 – 6/30/2022										
GRANT AMOUNT:	<table border="0"> <tr> <td><u>New</u></td> <td><u>Contingency</u></td> <td><u>Total</u></td> </tr> <tr> <td>\$500,000</td> <td>\$50,000</td> <td>\$550,000</td> </tr> </table>	<u>New</u>	<u>Contingency</u>	<u>Total</u>	\$500,000	\$50,000	\$550,000				
<u>New</u>	<u>Contingency</u>	<u>Total</u>									
\$500,000	\$50,000	\$550,000									
ANNUAL AMOUNT:	<u>FY21-22</u> \$500,000										
<u>Funding Source</u> FUNDING:	<table border="0"> <tr> <td><u>County</u></td> <td><u>State</u></td> <td><u>Federal</u></td> <td><u>Contingency</u></td> <td><u>Total</u></td> </tr> <tr> <td>\$425,000</td> <td></td> <td>\$75,000</td> <td>\$50,000</td> <td>\$550,000</td> </tr> </table>	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>	\$425,000		\$75,000	\$50,000	\$550,000
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\$425,000		\$75,000	\$50,000	\$550,000							
PERCENTAGE:	<table border="0"> <tr> <td>85%</td> <td></td> <td>15%</td> <td></td> <td>100%</td> </tr> </table>	85%		15%		100%					
85%		15%		100%							

The Department of Benefits and Family Support (BFS) requests authorization to enter into a grant with SF New Deal for the period from August 30, 2021 through June 30, 2022, in an amount of \$500,000 plus a 10% contingency for a total amount not to exceed \$550,000. The purpose of the grant is to provide immediate, same-day food support for low-income San Franciscans.

Background

The Takeout Today Program (the “Program”) is meant to supplement the City’s food security network by providing immediate, same-day food support for low-income San Franciscans who face urgent food needs. When faced with an urgent need, clients can send a text message to request a meal and subsequently pick up the meal from a restaurant in or

within two miles of the client’s zip code. The Program will be available in San Francisco’s Threshold Languages: Chinese, English, Filipino, and Spanish. This Program utilizes a targeted outreach approach, whereby clients will be referred primarily through agencies serving other client needs.

Services to be Provided

Grantee SF New Deal shall provide a system for clients to order a free prepared meal via text message for same-day pick up from a participating food vendor. Clients who are unable to utilize the texting system or have technological difficulties can call SF New Deal’s Call Center for assistance. The Call Center is available 7:00 am to 7:00 pm, seven days a week. Participating food vendors will represent a variety of cuisine options that are culturally appropriate for and will provide meaningful choices to clients. SF New Deal shall provide approximately 35,000 meals over the course of the Program term.

SF New Deal will follow a targeted outreach plan developed in collaboration with the Food Coordination Group to reach potential clients. Outreach for the Program will be targeted to service providers focusing on unsheltered/unhoused individuals, medical and mental health services, and services provided to families. Program outreach will focus on co-locating the program with other services so that the Program reaches clients in need and so that clients access this program from providers they trust. Initial outreach efforts will specifically target unsheltered/unhoused individuals, families/households with children, and those facing unstable work opportunities.

The location of the Program’s services is based on a HSA Planning Unit analysis of San Francisco neighborhoods with limited access to large-scale grocery stores. The Program is anticipated to take place in the following zip codes (subject to Program demand and available funding):

Zip	Neighborhood
94124	Bayview
94124	Hunters Point

94112	Ingleside
94132	Merced Heights
94112	Oceanview
94130	Treasure Island
94134	Visitacion Valley/Portola

Grantee SF New Deal will be partnering with local restaurants to prepare the meals for client pick up. Thus, program hours will depend on the hours of the participating restaurant.

Selection

Grantee was selected through Request for Proposals #947, which was competitively bid in April 2021.

Funding

Funding for this grant is provided by City and County General Funds and Federal Funds.

ATTACHMENTS

Appendix A – Services to be Provided

Appendix B – Budget

Appendix A – Services to be Provided

SF New Deal The Takeout Today Program 8/30/2021 – 6/30/2022

I. Purpose

The purpose of the Takeout Today Program is to supplement the City’s food security network by providing immediate, same-day food support for low-income San Franciscans who face urgent food needs. When faced with an urgent need, clients can send a text message to request a meal and subsequently pick up the meal from a restaurant in or within two miles of the client’s zip code. The Program will be available in San Francisco’s Threshold Languages: Chinese, English, Filipino, and Spanish. This Program utilizes a targeted outreach approach, whereby clients will be referred primarily through agencies serving other client needs.

II. Target Population

San Franciscans within the Identified Neighborhoods who face an urgent, immediate need for food support.

The Identified Neighborhoods are as follows:

Zip	Neighborhood
94124	Bayview
94124	Hunters Point
94112	Ingleside
94132	Merced Heights
94112	Oceanview
94130	Treasure Island
94134	Visitacion Valley/Portola

III. Location and Time of Services

These services will take place in the Identified Neighborhoods indicated under Target Population. Location and time of services will vary based on the client’s restaurant choice. Clients will order and then pick up their meals on the same day during the participating restaurant’s business hours.

IV. Description of Services and Program Requirements

SF New Deal shall provide the following services during the term of this grant:

Provide a system for clients to order a meal via text message for same-day pick up from a food vendor located in or within two miles of the client's zip code. Maintain a call center to provide client support between 7:00 am and 7:00 pm, seven days a week. The ordering system and the call center must be able to serve clients in San Francisco's Threshold Languages (Chinese, English, Filipino, Spanish). Track orders and reimburse food vendors for their service. Develop a client survey in collaboration with the Food Coordination Group.

Establish or utilize established relationships with food vendors in or within two miles of each of the Identified Neighborhoods that can prepare meals for same-day client ordering and pick-up. For the purposes of the Program, a meal must be 14-16 ounces in total weight, comprised of the following: 6 oz. protein, 4 oz. starch or grain, and 4 oz. vegetable. Participating vendors should represent a variety of cuisine options that are culturally appropriate to the clients in the Target Population.

Follow targeted outreach plan created in collaboration with Food Coordination Group. Develop partnerships with clinics, community-based organizations, and government agencies to share information about the Program and to support distribution of Program materials. Develop and support distribution of program information in San Francisco's Threshold Languages that provide information about Program eligibility and services.

V. Service Objectives

On an annual basis, SF New Deal will meet the following service objective:

Provide approximately 35,000 meals ordered through same-day text-message ordering/pick-up to Program clients in the Identified Neighborhoods. SF New Deal will utilize a phased outreach and implementation approach under an Outreach Plan formed in collaboration with the Food Coordination Group.

Initial outreach efforts will specifically target the following groups of people:

1. Unsheltered and/or Unhoused Individuals
2. Families and Households with Children
3. Those facing unstable work opportunities (*e.g.*, day laborers)

SF New Deal will implement the Program beginning with one Identified Neighborhood, and will expand the Program to additional Identified Neighborhoods over the course of the Program term.

VI. Outcome Objectives

Grantee will achieve the following outcome objectives through client surveys:

1. At least 75% of the clients liked the Meal
2. At least 80% expressed that ordering the Meal was easy
3. At least 75% of clients said the window of time to order the Meal met their needs
4. At least 75% of clients said the Meal portion size was adequate
5. At least 80% of the vendors said that participating in the program increased business

VII. Reporting Requirements

A. **Service Reporting:** For the first three months of the Program, SF New Deal will provide a weekly report that captures the total number of clients served (in aggregate and by zip code) and the total number of meals distributed by each participating restaurant. After the first three months of the Program, SF New Deal will provide this report on a monthly basis. When it is submitted on a monthly basis, the monthly report will be submitted by the 15th day of the month following service. All Service Reporting will be submitted into the HSA CARBON system.

B. **Client Reporting:** For the first three months of the Program, SF New Deal will provide a weekly report that may include characteristics from client surveys, such as:

- a. Demographic Information
- b. Reason for Accessing Service
- c. Program Feedback
- d. Program Referral Method

After the first three months of the Program, SF New Deal will provide this report on a monthly basis. When it is submitted on a monthly basis, the monthly report will be submitted by the 15th day of the month following service. All Client Reporting will be submitted into the HSA CARBON system.

C. SF New Deal will also respond to ad hoc data requests from HSA. For assistance with reporting requirements or submission of reports, contact:

Rocio Duenas
Rocio.Duenas@sfgov.org
Contract Manager, Office of
Contract Management

or

Tommy McClain
Thomas.McClain@sfgov.org
Program Analyst, SF COVID Food
Coordination Group

	A	B	E
1	Appendix B, Page 1		
2			
3	HUMAN SERVICES AGENCY BUDGET SUMMARY		
4	BY PROGRAM		
5	Name	Term	
6	SF NEW DEAL	August 30, 2021 - June 30, 2022	
7	(Check One) New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Modification <input type="checkbox"/>		
8	If modification, Effective Date of Mod.		No. of Mod.
9	Program: THE TAKEOUT TODAY PROGRAM		
10	Budget Reference Page No.(s)		
11	Program Term	8/30/21-6/30/22	Total 8/30/21-6/30/22
12	Expenditures		
13	Salaries & Benefits	\$70,200	\$70,200
14	Operating Expense	\$429,800	\$429,800
15	Subtotal	\$500,000	\$500,000
16	Indirect Percentage (%)	0%	\$0
17	Indirect Cost (Line 16 X Line 15)	\$0	\$0
18	Capital Expenditure	\$0	\$0
19	Total Expenditures	\$500,000	\$500,000
20	HSA Revenues		
21	General Funds	\$425,000	\$425,000
22	Federal Funds	\$75,000	\$75,000
23			
27			
28			
29	TOTAL HSA REVENUES	\$500,000	\$500,000
30	Other Revenues		
31			
32			
33			
34			
35			
36	Total Revenues	\$0	\$0
37	Full Time Equivalent (FTE)		
39	Prepared by:	Date	
40	HSA-CO Review Signature:	_____	
41	HSA #1	10/25/2016	

	A	B	C	D	E	F	I
1	Appendix B, Page 2						
2							
3							
4	Program Name: THE TAKEOUT TODAY PROGRAM						
5	(Same as Line 9 on HSA #1)						
6							
7	Salaries & Benefits Detail						
8							
9							
10							
11		Agency Totals		HSA Program		DHS Program	TOTAL
12	POSITION TITLE	Annual Full TimeSalary for FTE	Total FTE	% FTE funded by HSA (Max 100%)	Adjusted FTE	Budgeted Salary 8/30/21-6/30/22	8/30/21-6/30/22
13	Client Care Manager	\$75,000	1.00	10%	0.10	\$7,500	\$7,500
14	Director of Client Services	\$80,000	1.00	5%	0.05	\$4,000	\$4,000
15	Director of Service Operations	\$85,000	1.00	5%	0.05	\$4,250	\$4,250
16	Restaurant Success Manager	\$75,000	1.00	5%	0.05	\$3,750	\$3,750
17	Program Manager	\$70,000	1.00	50%	0.50	\$35,000	\$35,000
18	Database Administrator	\$80,000	1.00	5%	0.05	\$4,000	\$4,000
19							
26							
27							
28							
29							
30	TOTALS	\$465,000	6.00	80%	0.80	\$58,500	\$58,500
31							
32	FRINGE BENEFIT RATE	20%					
33	EMPLOYEE FRINGE BENEFITS	\$93,000				\$11,700	\$11,700
34							
35							
36	TOTAL SALARIES & BENEFITS	\$558,000				\$70,200	\$70,200
37	HSA #2						10/25/2016

	A	B	C	D	E	F	H	J	K
1	Appendix B, Page 3								
2									
3									
4	Program Name: THE TAKEOUT TODAY PROGRAM								
5	(Same as Line 9 on HSA #1)								
6									
7	Operating Expense Detail								
8									
9									
10									
11	TOTAL								
12	<u>Expenditure Category</u>		<u>TERM</u>		<u>8/30/21-6/30/22</u>				<u>8/30/21-6/30/22</u>
13	Rental of Property								
14	Utilities(Elec, Water, Gas, Phone, Garbage)								
15	Office Supplies, Postage								
16	Building Maintenance Supplies and Repair								
17	Printing and Reproduction				\$3,900				\$3,900
18	Insurance								
19	Staff Training								
20	Staff Travel-(Local & Out of Town)								
21	Rental of Equipment								
22	CONSULTANT/SUBCONTRACTOR DESCRIPTIVE TITLE								
23									
24									
25									
26									
27									
28	OTHER								
29	Data management				\$720				\$720
30	VoIP system for licenses				\$1,000				\$1,000
31	SMS based services				\$5,000				\$5,000
32	Meal Costs				\$419,180				\$419,180
33									
34									
35	TOTAL OPERATING EXPENSE				\$429,800				\$429,800
36									
37	HSA #3								
									10/25/2016