



**SAN FRANCISCO  
HUMAN SERVICES AGENCY**

Department of Benefits  
and Family Support

Department of Disability  
and Aging Services

P.O. Box 7988  
San Francisco, CA  
94120-7988  
[www.SFHSA.org](http://www.SFHSA.org)

**MEMORANDUM**

**TO:** HUMAN SERVICES COMMISSION

**THROUGH:** TRENT RHORER, EXECUTIVE DIRECTOR

**FROM:** DAN KAPLAN, DEPUTY DIRECTOR  
ANNA PINEDA, DEUPUTY DIRECTOR  
ESPERANZA ZAPIEN, DIRECTOR OF CONTRACTS DS  
EZ

**DATE:** FEBRUARY 9, 2023

**SUBJECT:** NEW CONTRACT: **LAUNCHPAD CAREERS, INC. (FOR PROFIT)** TO PROVIDE LICENSES AND SUPPORT FOR LAUNCHPAD

**CONTRACT TERM:** 7/1/2023 – 6/30/2028

<b>Contract Amount</b>	<u>Annual</u>	<u>Total Five-Year Budget</u>	<u>Contingency</u>	<u>Total Amount</u>
	\$517,066	\$2,585,331	\$258,534	\$2,843,865

<b>Funding Source</b>	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
<b>FUNDING:</b>	\$1,034,132	\$206,827	\$1,344,372	\$258,534	\$2,843,865
<b>PERCENTAGE:</b>	40%	8%	52%		100%



**London Breed**  
Mayor

**Trent Rhorer**  
Executive Director

The Department of Benefits and Family Support requests approval of a sole source waiver and authorization to enter into a sole source contract with Launchpad Careers, Inc., for the period of July 1, 2023 to June 30, 2028 in an amount of \$2,585,331 plus a 10% contingency for a total amount not to exceed \$2,843,865. The purpose of the contract is to renew licenses and to provide technical support for the Launchpad database.

## **Background**

Launchpad is a proprietary software application for the San Francisco Human Services Agency (HSA) that was initially created to manage the employment services it delivers to clients for the Workforce Development Division (WDD). HSA has expanded Launchpad to manage various additional client services across HSA programs. Launchpad Careers, Inc. is the sole provider of the licenses for Launchpad. The software application is built on a Salesforce platform and utilizes the latest technology in a secure, cloud environment. The contract with Launchpad includes a custom-built application on a Salesforce platform, the licenses for HSA staff, community partners, and employers to use the technology, and technical support from Launchpad. It has replaced numerous paper forms and miscellaneous tracking sheets and streamlined operations.

## **Services to be provided**

Contractor shall provide the following services during the term of this contract:

### Licensing and Maintenance

Contractor will provide licensing, hosting, and maintenance of Launchpad on the Salesforce Government Cloud platform within San Francisco HSA's individual instance, providing functionality to support San Francisco Human Services Agency programs. Services include, but are not limited to platform licensing, datacenter operations, secure hosting of the data, all software and licenses required for hosting, maintenance of hardware, application monitoring, regular backups and recovery functionality, error correction, and browser compatibility testing. This also includes the SFBN Community for Referral and Inquiry with a Salesforce to Salesforce 2-way connection.

### User Support

Contractor will provide toll-free phone and email-based support to users during business hours (M-F, 8AM-5PM PST).

### Custom Development and Project Management as Needed

Contractor will provide project management including the development of the system specifications, oversight of custom programming, and project reporting.

## **Selection**

The contractor was selected through a sole source waiver # OCAWVR0007054, which was approved on December 27, 2022 and is proprietary software. Admin Code 21.30: Proprietary Software Licenses and Support and Proprietary Equipment

**Funding**

Funding for this contract is provided by Local, State, and Federal Funds

**ATTACHMENTS**

Launchpad Appendix A – Services to be Provided

Launchpad Appendix B – Budget

Sole Source Approval

**Appendix A: Services to be Provided**  
**Launchpad Careers**  
**Launchpad for San Francisco HSA**  
**July 1, 2023 – June 30, 2028**

**I. Purpose of Contract**

The purpose of the contract is to renew licenses for the Launchpad database and to provide technical support within the San Francisco Human Services Agency’s individual instance, providing functionality to support San Francisco Human Services Agency’s programs including the JobsNOW, subsidized employment program.

**II. Definitions**

CAAP	County Adult Assistance Program
CalWORKs	California Work Opportunity & Responsibility to Children
CalFresh	Formerly known as Food Stamps. A federal public assistance program that helps children and low-income households improve their diets by providing access to a nutritious diet.
CARBON	Contracts Administration, Reporting and Billing Online database
Contractor	Launchpad
DBFS	Department of Benefits and Family Support
JobsNOW	Human Services Agency’s Subsidized Employment Program
HSA	San Francisco Human Services Agency
Medi-Cal	Medicaid program administered by SFHSA
SFBN	San Francisco Benefits Network
Welfare-to-Work	Program within DBFS designed to assist welfare recipients to obtain or prepare for employment

**III. Target Population**

The system will track and report on outreach referrals for HSA participants, and the employment placement activities of several populations, including CAAP, CalFresh, CalWORKs, Medi-Cal, Immigrant and Refugee Services, Foster Care Youth employment services, non-aided job seekers and others served by the Workforce Development Division staff of the San Francisco Human Services Agency.

#### **IV. User Roles**

HSA staff: Program Areas, Contracts, Budget, Billers, Fiscal, Planning, Administrators, Auditors, Viewers

Partner staff: Signers, Fiscal, Program, Fiscal/Program, Viewer

#### **V. Description of Services**

Contractor shall provide the following services during the term of this contract:

##### **SFBN Referral and Inquiry Community**

SFBN Community for SFHSA includes the following program functionality:

- Ability to submit a Referral and Inquiry
- Provide a Salesforce to Salesforce 2-way connection which allows data to come from a Provider's Salesforce organization into SFHSA Salesforce organization.

##### **Licensing and Maintenance**

Contractor will provide licensing, hosting, and maintenance of the Launchpad application on the Salesforce Government Cloud platform within the San Francisco Human Services' individual instance, providing functionality to support the San Francisco Human Services Agency's DBFS programs. Services include but are not limited to platform licensing, data center operations, secure hosting of the data, all software and licenses required for hosting, maintenance of hardware, application monitoring, regular backups, and recovery functionality, error correction, and browser compatibility testing. Contractor shall maintain current and up to date software and security on those systems.

##### **User Support**

Contractor will provide toll-free phone and email-based support to users during business hours (M-F, 8AM-5PM PST). HSA staff and vendors may submit an unlimited number of support requests. User support staff shall have a sufficient understanding of CARBON to be able to field support calls, assist users, and if necessary, guide them on how to use the system. Contractor will respond to requests within one business day.

##### **Custom Development and Project Management as Needed**

Contractor will provide project management including the development of the system specifications, oversight of custom programming, and project reporting as requested by HSA. Contractor will communicate in the form of in-person meetings, email, and phone communications. Contractor shall designate a principal contact person who shall act as a liaison between Contractor and HSA and who shall have sufficient authority to grant or communicate the necessary information and approvals required.

**VI. Other License Restrictions**

None.

**VII. City's Right to Access to Source Code and Database**

City does not have the right to access the application source code.

**City owns and has secure access to data in the Launchpad database.** All data entered or uploaded by HSA or HSA's providers shall remain property of HSA. Contractor shall have no rights or privileges to database content, other than as required to implement contracted services and for the purpose of training, support and maintenance.

Contractor shall provide a copy of HSA's data upon request or termination of contract, through a mutually agreed upon secure electronic format, within one week of such notice. In addition, Contractor shall, in good faith, facilitate such transfer and importation of such data into another system.

**VIII. Location and Time of Services**

Launchpad shall be available as a secure internet-based web portal to any authorized user with access over the internet, accessible twenty-four (24) hours per day, seven (7) days per week, with the exception of scheduled maintenance periods posted on the site at least three days in advance, and a total maximum of 24 hours of unscheduled unavailability per year. If the service becomes unavailable to users, other than for scheduled maintenance, Contractor shall notify the HSA Program Monitor and Liaison regarding such unavailability within one hour of discovery of such unavailability.

**IX. Reporting Requirements**

A. If staff requires contractor to provide a monthly status report, the report is due 15 days after the end of each month. The report shall state the following:

- Progress of completing tasks/milestones
- Any issues and challenges experienced

B. Contractor will provide Ad Hoc reports as required by the Department.

C. For assistance with reporting requirements or submission of reports, contact:

Leslie.lau1@sfgov.org  
Contract Manager, Office of Contract Management

or

Andy.Beetley@sfgov.org  
Program Monitor, Welfare to Work Services

**Appendix B - Calculation of Charges  
Launchpad  
July 1, 2023 - June 30 2028**

<b>1. Implementation, Project Management &amp; Support</b>								
<b>Description</b>	<b>Qty</b>	<b>Unit</b>	<b>FY23-24</b>	<b>FY24-25</b>	<b>FY25-26</b>	<b>FY26-27</b>	<b>FY27-28</b>	<b>TOTAL</b>
Support/Post Development Hours - Invoice monthly within CARBON up to 300 hours, only as needed	300	\$225.00	\$67,500.00	\$67,500.00	\$67,500.00	\$67,500.00	\$67,500.00	\$337,500.00
Projected Travel - Invoiced if used, up to budget allowance	1	\$4,000	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$20,000.00
<b>Total</b>			<b>\$71,500</b>	<b>\$71,500</b>	<b>\$71,500</b>	<b>\$71,500</b>	<b>\$71,500</b>	<b>\$357,500.00</b>
<b>2. Annual License Fees</b>								
<b>Licenses (Launchpad)</b>	<b>Qty</b>	<b>Unit</b>	<b>FY23-24</b>	<b>FY24-25</b>	<b>FY25-26</b>	<b>FY26-27</b>	<b>FY27-28</b>	<b>TOTAL</b>
Launchpad Workforce Cloud License w/ Embedded Salesforce (all licenses to be paid 30 days prior to renewal) - Effective Date: January annually through December annually (New rate begins November 2023 on invoice - which is effective for January 2024 - June 2028)	300	\$1,155.00	\$346,500.00	\$346,500.00	\$346,500.00	\$346,500.00	\$346,500.00	\$1,732,500.00
Launchpad Partner Community Annual Licenses for Providers Effective Date: (all licenses to be paid 30 days prior to renewal) - Effective Date: January annually through December annually	40	\$500.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$100,000.00
Launchpad Customer Community Annual Licenses for Employers Effective Date: (all licenses to be paid 30 days prior to renewal) - Effective Date: January annually through December annually	320	\$45.00	\$14,400.00	\$14,400.00	\$14,400.00	\$14,400.00	\$14,400.00	\$72,000.00
Licenses - Project: SFBN and CAAP RE: Launchpad Customer Community Annual Licenses for clients (25k) Effective Date: January annually through December annually Effective Date: (all licenses to be paid 30 days prior to renewal)	25000	\$1.18	\$29,500.00	\$29,500.00	\$29,500.00	\$29,500.00	\$29,500.00	\$147,500.00
Launchpad-Salesforce Customer Community Logins for Clients Effective Dates: (all licenses to be paid 30 days prior to renewal) - Effective Date: January annually through December annually	17000	\$1.18	\$20,060.00	\$20,060.00	\$20,060.00	\$20,060.00	\$20,060.00	\$100,300.00
Third Party Applications/Services - Effective Date: January annually through December annually	1	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
F-Secure - annual 5,000 scans per year - Community - Third Party Application Effective Date: Effective Date: January annually through December annually	1	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$22,500.00
Drawloop/DocuSign annual subscription Effective Date: September annually through August annually	7	\$400.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$14,000.00
<b>Total</b>			<b>\$438,760.00</b>	<b>\$438,760.00</b>	<b>\$438,760.00</b>	<b>\$438,760.00</b>	<b>\$438,760.00</b>	<b>\$2,193,800.00</b>
<b>Licenses (Salesforce Government Cloud)</b>	<b>Qty</b>	<b>Unit</b>	<b>FY23-24</b>	<b>FY24-25</b>	<b>FY25-26</b>	<b>FY26-27</b>	<b>FY27-28</b>	<b>TOTAL</b>
Lightning Force 100 (Administrator) - Unlimited Edition	1	\$585	\$585	\$585	\$585	\$585	\$585	\$2,925
Lightning Force 100 - Unlimited Edition Salesforce.com, Inc.	10	\$585	\$5,850	\$5,850	\$5,850	\$5,850	\$5,850	\$29,250
Unlimited Edition Government Cloud	11	\$33.75	\$371	\$371	\$371	\$371	\$371	\$1,856
<b>Total</b>			<b>\$6,806</b>	<b>\$6,806</b>	<b>\$6,806</b>	<b>\$6,806</b>	<b>\$6,806</b>	<b>\$34,031</b>
<b>Annual Total</b>			<b>\$517,066</b>	<b>\$517,066</b>	<b>\$517,066</b>	<b>\$517,066</b>	<b>\$517,066</b>	<b>\$2,585,331</b>

10% Contingency **\$258,533.13**  
Total **\$2,843,864.38**

**I.** HSA will reimburse the contractor for services provided based on the above schedule of rates.

**II.** Contractor shall submit invoices on a monthly basis in CARBON (Contract Administration, Reporting, and Billing Online) for actual services provided. Invoices shall detail the services provided, the staff providing the service, the number of hours provided, and the dates of service provision.

**III.** Contractor shall submit Monthly Status Reports with their invoices. Verification and approval of the work detailed in the Monthly Status Reports and the invoices by Launchpad Project Manager and Contract Manager is required for payment.

**IV.** The total amount of this budget is **\$2,585,331**. Contingent amount up to \$258,533.13 may be available, in the City’s sole discretion.

**V.** The total amount of the contract shall not to exceed **\$2,843,864.38**



# 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](http://www.SFHSA.org)

Date: December 5, 2022  
To: Dan Kaplan, Deputy Director, HSA  
From: Esperanza Zapien, Director of Contracts, HSA  
RE: Sole Source Waiver request 21.30 – Launchpad Workforce to provide access to proprietary software and technical support services

Launchpad is a proprietary software application for the San Francisco Human Services Agency (HSA) to manage the employment services it delivers to clients for the Workforce Development Division (WDD). Launchpad Careers, Inc. is the sole provider of the licenses for Launchpad. The software application is built on a Salesforce platform and utilizes the latest technology in a secure, cloud environment. The contract with Launchpad includes a custom-built application on a Salesforce platform, the licenses for HSA staff, community partners, and employers to use the technology, as well as technical support from Launchpad. It has replaced numerous paper forms and miscellaneous tracking sheets.

An off-the-shelf product from another technology provider would require numerous customizations to match the capabilities of our current system.

Launchpad was originally selected through Request for Qualification (RFQ) # 202 issued February 4, 2016, conducted by the San Francisco Office of Economic and Workforce Development to address the need for database to manage employment services. The contract was renewed with a sole source waiver dated April 28, 2020.

The term of the new contract will be from July 1, 2023, to June 30, 2028.



**London Breed**  
Mayor

**Trent Rhorer**  
Executive Director

<b>Request:</b> Enter into a new agreement with Launchpad Careers, to provide licenses and technical support services to their proprietary services for the term July 1, 2023, to June 30, 2028 for the amount of \$2,843,865.
<b>Brief description of services:</b> To provide licenses for a proprietary technology system for the San Francisco Human Services Agency (HSA) to manage the employment services it delivers to clients. The Launchpad system is on a Salesforce platform and utilizes the latest technology in a secure, cloud environment.
<b>Duration:</b> A contract for five years. July 1, 2023, to June 30, 2028.
<b>Justification for Sole Source:</b> Launchpad Careers, Inc. is the sole provider of the licenses for the proprietary software, Launchpad. In addition, the Launchpad system was customized for HSA's needs. An off-the-shelf product from another technology provider would require numerous customizations to match the capabilities of our current system. Launchpad is a sole source as designed by 21.5(d). Proprietary Articles

Approved       Disapproved

DocuSigned by:  
*Dan Kaplan*      12/13/2022

Dan Kaplan, Deputy Director of Administration and Finance





SAN FRANCISCO  
HUMAN SERVICES AGENCY

P.O. Box 7988  
San Francisco, CA  
94120-7988  
[www.SFHSA.org](http://www.SFHSA.org)

**Lau, Leslie (HSA)**

---

**From:** CCSF IT Service Desk <ccsfidt@service-now.com>  
**Sent:** Tuesday, December 27, 2022 10:59 AM  
**To:** Lau, Leslie (HSA)  
**Subject:** OCAWVR0007054 – 'Waive Competitive Solicitation Requirements' has been Approved

Dear Leslie Lau,

This is to inform you that OCAWVR0007054 - 'Request to Waive Competitive Solicitation Requirements' has been approved.

Please include a copy of this email in your purchase /contract request to OCA.

**Summary of Request:** Purchase of proprietary license, Launchpad, for technology system for HSA to manage employment services to clients

**Admin Code for Determination:**

Reg 21.30: Proprietary Articles Software Licenses and Support and Proprietary Articles Equipment Maintenance.

**Contract ID:** 1000027929

**Reason for determination:** Request to continue purchasing proprietary Launchpad licenses for HSA to continue to manage employment services it delivers to clients for the Workforce Development Division (WDD). Launchpad is a proprietary software application for the San Francisco Human Services Agency (HSA) to manage the employment services it delivers to clients for the WDD. Launchpad Careers, Inc. is the sole provider of the licenses for Launchpad. The software application is built on a Salesforce platform and utilizes the latest technology in a secure, cloud environment. The contract with Launchpad includes a custom-built application on a Salesforce platform, the licenses for HSA staff, community partners, and employers to use the technology, and technical support from Launchpad.

HSA's rationale for new contract instead of extending current contract:

Contract history:

1000003717 \$ 1,877,047.00 10/1/2016 12/31/2020 RFQ 202

1000017753 \$ 1,090,808.00 1/1/2021 6/30/2023 21.30; OCAWVR0003191

1000027929 \$ 2,843,865.00 7/1/2023 6/30/2028 21.30; OCAWVR0007054 - Current request

HSA is renewing with a new contract for the following reason:

1. PSC Terms – aligning to the new PSC terms specific to Launchpad as previous contract used an HSA blanket IT PSC. New PSC # 45611 22/23 (7/1/23-6/30/28)
2. Update contract terms and other requirements related to data and security, BAA, and scope of services requirements, as the current contract is on an older P-648.

**Total approved amount:** \$2,843,864.38

[Take me to the OCA Waiver Request](#)

Thank you.

Ref:TIS3928520\_YEzrtY6KSZx8qdIgeIJE