CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF PUBLIC HEALTH

SOURCING EVENT ID: SFGOV-0000012083

REQUEST FOR PROPOSALS 27-2026

PERINATAL EQUITY INITIATIVE (PEI)
COMMUNITY-BASED DOULA MIDWIFERY PRENATAL CARE MODELS

ISSUED: October 26, 2026

TABLE OF CONTENTS

SECTION 1 – NOTICE OF REQUEST FOR PROPOSALS 4
1.1 Request for Proposals: 4
1.2 Contract Term: 4
1.3 Solicitation Schedule: 4
1.4 Procurement Officer and Delivery Address: 4

SECTION 2 – INSTRUCTIONS TO PROPOSERS 6
2.1 Obtaining RFP Documents and Addenda: 6
2.2 Submission of Proposals: 6
2.3 Request for Clarifications/Questions: 7
2.4 Proposer's Minimum Qualifications: 7
2.5 Pre-Proposal Conference: 8

SECTION 3 – TERMS AND CONDITIONS FOR RECEIPT OF PROPOSALS 9
3.1 Local Business Enterprise (LBE) Program Requirements: 9
3.2 Form of Contract: 10
3.3 Responsibility of Proposer: 11
3.4 Public Disclosure: 11
3.5 Limitations on Communications During Solicitation: 12
3.6 Proposal Selection Shall Not Imply Acceptance: 12
3.7 Cybersecurity Risk Assessment: 12
3.8 Solicitation Errors and Omissions: 12
3.9 Objections to Solicitation Terms: 13
3.10 Protest Procedures: 13
3.11 Proposal Term: 14
3.12 Revision to Proposal: 14
3.13 Proposal Errors and Omissions: 14
3.14 Financial Responsibility: 14
3.15 Proposer's Obligations under the Campaign Reform Ordinance: 14
3.16 Reservations of Rights by the City: 15
3.17 No Waiver: 15
3.18 Investigations: 15
3.19 Insurance: 16
3.20 Compliance with Law: 16
3.21 City Nonprofit Supplier Compliance with California Attorney General Registry of Charitable Trusts: 16
3.22 Licenses, Permits, Fees and Assessments: 16
3.23 Right to Accept or Reject Proposals: 16
3.24 Non-Collusion: 16
3.25 Signed Proposal and Exceptions: 17
3.26 Green Purchasing Requirements: 17
3.27 Protected Health Information and Business Associate Agreement 17
3.28 Protected Health Information 17
3.29 Exclusion Lists and Employee Verification 18
3.30 Prevention of Fraud, Waste and Abuse 18
3.31 Participate in DPH Performance Improvement Process (PIP) and Monitoring 18
3.32 Web Content Accessibility Guidelines (WCAG) 2.1 Level AA 18

SECTION 4 – SCOPE OF WORK 19
4.1 Background: 19
4.2 Scope of Work: 19
4.3 Reserved (Schedule). 23
4.4 Compensation: 23

SECTION 5 – PROPOSAL FORMAT AND ORGANIZATION 25

5.1 Proposal Requirements: 25
5.2 Proposal Content: 25

SECTION 6 – PROPOSAL EVALUATION, SELECTION PROCESS AND AWARD OF CONTRACT 29
6.1 Evaluation of Proposals: 29
6.2 Cost Proposal Scoring: 30
6.3 Selection Process: 30
6.4 Award of Contract: 30

SECTION 7 – CITY'S CONTRACT TERMS 31

SECTION 8 – RFP ATTACHMENTS 32
8.1 RFP Attachments: 32

SECTION 1 – NOTICE OF REQUEST FOR PROPOSALS

1.1 Request for Proposals:

The Department of Public Health (hereinafter "City" or "DPH") is issuing this Request for Proposals (hereinafter "RFP" or "Solicitation") to seek proposals (hereinafter "Proposals") from qualified and experienced firms (hereinafter "Proposers") to provide community-based doula and midwifery prenatal care models for pregnant people in San Francisco.

San Francisco has strong prenatal resources, yet disparities in preterm birth and other maternal and infant health outcomes persist. Pregnant people often must navigate clinical care, doula or midwifery support and social services across multiple systems on their own. With funding from the California Department of Public Health's Perinatal Equity Initiative (PEI), DPH's Maternal, Child and Adolescent Health (MCAH) program seeks a partner to provide a coordinated prenatal care model that connects relationship-based doula or midwifery support, care navigation and social services, with the goal of improving birth outcomes and reducing disparities across San Francisco.

1.2 Contract Term:

The anticipated term of the contract **will be a one-year term, with nine one-year options to extend at the City's sole, absolute discretion.** The City reserves the right, at its sole discretion, to modify the anticipated term, including the initial term and any option periods, if it determines such modification serves the City's best interest.

1.3 Solicitation Schedule:

The following is the anticipated schedule for this Solicitation. These dates may be changed at any time as determined by City without liability. The City will communicate any changes to dates occurring on or before the Deadline to Submit Proposals through an authorized written addendum.

Activity	**Time**	**Date**
RFP Published		10/26/2026
Pre-Proposal Conference	9:00AM PT	11/04/2026
Deadline for Questions	5:00PM PT	11/12/2026
Estimated Q&A Addendum Posting		11/20/2026
Deadline to Submit Proposals	**2:00PM PT**	**12/07/2026**
Estimated Short-Listing Notification for Interviews, if applicable		January 2027
Estimated Interviews, if applicable		January 2027
Estimated Announcement of Award		January 2027
Health Commission Presentation (if applicable)		February 2027
Estimated Contract Start Date		07/01/2027

1.4 Procurement Officer and Delivery Address:

Lucinda Huang

City and County of San Francisco – Department of Public Health – Office of Contract Management and Compliance

101 Grove St., Room 410

San Francisco, CA 94102

Phone: (628) 271-6174

Email: Lucinda.Huang@sfdph.org and sfdph.solicitations@sfdph.org

SECTION 2 – INSTRUCTIONS TO PROPOSERS

2.1 Obtaining RFP Documents and Addenda:

A. RFP documents, including addenda, can be found on the San Francisco City Partner website: San Francisco City Partner Event Search

B. Proposers will then need to search the **Sourcing Event ID** listed above for all related documents. It is the Proposer's responsibility to check the San Francisco City Partner website regularly to stay current on the documents that are available as this is the primary communication website for this RFP.

C. The City may modify this Solicitation, prior to the Proposal due date, by issuing an addendum to the Solicitation, which will be posted on the San Francisco City Partner website. Every addendum will create a new version of the sourcing event and Proposers must monitor the event for new versions. The Proposer shall be responsible for ensuring that its Proposal reflects any and all addenda issued by the City prior to the Proposal due date regardless of when the Proposal is submitted. Therefore, the City recommends that the Proposer consult the website frequently, including shortly before the Proposal due date, to determine if the Proposer has downloaded all Solicitation addenda. It is the responsibility of the Proposer to check for any addenda, and updates, which may be posted to the subject Solicitation.

D. The submittal of a response to this Solicitation shall explicitly stipulate acceptance by Proposers of the terms found in this Solicitation, any and all addenda issued to this Solicitation, and the proposed contract terms.

2.2 Submission of Proposals:

A. How to Register as a City Supplier

The following requirements pertain only to Proposers not currently registered with the City as a Supplier.

Step 1: Register as a Bidder on the San Francisco City Partner website: San Francisco City Partner Bidder Registration

Step 2: Follow the step-by-step instructions on SF.gov for converting your Bidder ID to a Supplier ID. This will require you to register with the City Tax Collector's Office and submit the online 12B Declaration for Article 131 (Equal Benefits Program) compliance through the City Partner website. Once these forms have been completed, submitted, and processed, you will be notified via email with your organization's new Supplier ID. That email will also provide instructions for completing your Supplier registration.

1. **City Business Tax Registration Inquiries:** For questions regarding business tax registration procedures and requirements, contact the Tax Collector's Office at (415) 554-4400 or, if calling from within the City and County of San Francisco, 311.
2. **Equal Benefits Program Inquiries:** For questions concerning the San Francisco Labor and Employment Code Articles 131 and 132, visit the San Francisco Contract Monitoring Division website.

B. Time and Place for Submission of Proposals

1. Prior to the Proposal submission deadline, Proposers must upload their complete Proposals to the San Francisco City Partner website.
2. Each original Proposal received will be screened to ensure that all content required by this Solicitation is included. Partial or complete omission of any required content may disqualify Proposal from further consideration. Failure to adhere to the above requirements may result in the complete rejection of your Proposal.

3. Proposers should upload and submit their Proposals to the San Francisco City Partner website as early as possible to allow time for any technical issues. The website will automatically close at the submission deadline, and late Proposals will not be accepted. Uploading a Proposal is not enough, Proposers must press "Submit" before the deadline.
4. Proposals must be received by the due date and time shown in the RFP. Proposals that are submitted by email will not be accepted.
5. Proposals must be submitted through the San Francisco City Partner website. However, if the website is not functioning, Proposers must notify the Procurement Officer listed in Section 1.4 (Procurement Officer and Delivery Address) and provide proof of the issue. In such cases, Proposals may be delivered in person as a backup. The deadline for in-person delivery is the same as the deadline for submission via the San Francisco City Partner website. The City is not responsible for Proposals lost or not delivered by your courier of choice. Courier or package tracking is recommended if you use in-person delivery. If delivering by mail or courier, please email a tracking # (if available) or notice of mailing to the Procurement Officer listed in this RFP.

2.3 Request for Clarifications/Questions:

A. Questions must be submitted by email to the Procurement Officer whose name and contact information listed in Section 1.4 (Procurement Officer and Delivery Address) of this Solicitation no later than the deadline for questions. Questions received after this date and time may not be answered.

B. Only questions that have been resolved by formal written addenda to this Solicitation will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

2.4 Proposer's Minimum Qualifications:

Proposers must provide documentation that clearly demonstrates each requirement (hereinafter "Minimum Qualification" or "MQ") listed below has been met. Minimum Qualification documentation should be clearly marked as "MQ1", MQ2", etc.… to indicate which MQ it supports. Each Proposal will be reviewed for initial determination on whether Proposer meets the MQs referenced in this section. This screening is a pass or fail determination and a Proposal that fails to meet the Minimum Qualifications will not be eligible for further consideration in the evaluation process. The City reserves the right to request clarifications from Proposers prior to rejecting a Proposal for failure to meet the Minimum Qualifications.

MQ #	Description
MQ1	Proposer must have at least three years of cumulative experience in providing doula, midwifery support or prenatal care navigation services. The required experience must be met at the time of Proposal submission. Third-party documentation of this experience must be included in the Proposal. Acceptable documents include contracts, Memoranda of Understanding (MOUs) or letters of attestation signed by the client or funder. Each document must state the start and end dates (month and year) of the services and describe the services provided. Self-attestations will not be accepted.
MQ2	Proposer must be an entity eligible to receive PEI local grant funds under California Health and Safety Code Section 123260(b)(3)(A). Proposer must be registered as one of the following entity types at the time of Proposal submission. If the Proposal is submitted by a partnership, the lead agency submitting the Proposal must meet this requirement. Proposers that qualify under multiple entity types are required to submit documentation for only one entity type.

MQ #	Description
	a. Hospital. Proposer must submit a current hospital license issued by the California Department of Public Health (CDPH). b. Federally Qualified Health Center (FQHC) or FQHC Look-Alike. Proposer must submit its current Health Resources and Services Administration (HRSA) Notice of Award or Look-Alike designation letter. c. Women's health clinic, county clinic or clinic operated by a private nonprofit organization with tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. i. Proposer must submit a current clinic license issued by CDPH or documentation that the clinic is exempt from licensure. ii. A nonprofit clinic must also submit its IRS determination letter confirming 501(c)(3) status. d. Community-based organization. Proposer must submit a current certificate of status from the California Attorney General's Registry of Charitable Trusts showing the organization is active and in good standing.

2.5 Pre-Proposal Conference:

All Proposers are highly encouraged to attend this conference to learn more about the requirements of this Solicitation.

Pre-Proposal Conference	November 4, 2026 at 9:00 AM PT via Microsoft Teams Join by Microsoft Teams Link, copied below for convenience: https://teams.microsoft.com/meet/2144114308680027?p=DpxXMQqIeiEvwBU3sy Or call in (audio only) +1 415-906-4659,,176446149# United States, San Francisco Phone Conference ID: 176 446 149#

SECTION 3 – TERMS AND CONDITIONS FOR RECEIPT OF PROPOSALS

3.1 Local Business Enterprise (LBE) Program Requirements:

A. Contract Monitoring Division (CMD) Compliance Officer

The CMD Compliance Officer (CCO) for this Solicitation and any contract awarded pursuant to this Solicitation is:

Seth Benkle

Contract Monitoring Division

City and County of San Francisco

Phone: 650-821-7796

Email: Seth.Benkle@sfgov.org

Website: Contract Monitoring Division website

B. Application of LBE Rating Bonuses

LBE Rating Bonuses shall be applicable to each phase of the Solicitation evaluation and selection process, in accordance with the values shown below. For the purposes of Chapter 14B requirements only, and not the final contract amount in any executed contract, the "Estimated Contract Value" for each contract awarded under this RFP is greater than $20,000 but less than or equal to $400,000.

1. Reserved (Commodities)

2. General and Professional Services

Estimated Contract Value	**Small/Micro LBEs Rating Bonus**	**SBA LBEs Rating Bonus**
Greater than $20,000 but less than or equal to $400,000.	10%	0%
Greater than $400,000 but less than or equal to $10,000,000.	10%	5% *So long as it does not adversely affect a Small or Micro-LBE Proposer's participation or, for Professional Services, a JV Proposer's participation.*
Greater than $10,000,000 but less than or equal to $20,000,000.	2%	2%

3. Professional Services by Joint Ventures

Estimated Contract Value	**Small/Micro LBE Subcontracting Level**	**Rating Bonus**
Greater than $20,000	Equals or exceeds 35%,	5%

Estimated Contract Value	Small/Micro LBE Subcontracting Level	Rating Bonus
but less than or equal to $10,000,000.	but less than 40%	
	Equals or exceeds 40%, but less than 100%	7.5%
	100%	10%
If applying for an LBE rating discount as a Joint Venture (JV), the Micro and /or Small-LBE must be an active partner in the JV 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 JV. The portion of the Micro and/or Small-LBE JV's work shall be set forth in detail separately from the work to be performed by the non-LBE JV. The Micro and/or Small-LBE JV's portion of the contract must be assigned a commercially useful function.		

4. Sample Rating Bonus Calculations

ABC Firm Price Proposal Attributes • Is a Certified Micro LBE	**Possible Maximum Score**	**14B LBE Rating Bonus (2%)**	**Evaluated Total Score**
Minimum Qualifications	Pass	N/A	N/A
Technical Proposal	80	1.6	81.6
Cost Proposal	20	0.4	20.4
Interview	25	0.5	25.5
Total	125	2.5	127.5

C. LBE Subcontracting Participation Requirements

There shall be no LBE Subcontracting Requirement for any contract awarded pursuant to this Solicitation because the LBE Subcontracting Requirements were waived by the Contract Monitoring Division under Waiver No. 14BPREBID0003055.

D. CMD LBE Forms

Failure to complete, sign and submit each of the required CMD LBE Forms with Proposal may result in the submission being deemed non-responsive and rejected.

Although LBE Subcontracting Participation Requirements do not apply to contracts awarded under this Solicitation, any Proposer that is a certified LBE must still complete and submit Attachment E (CMD LBE Form 2A).

3.2 Form of Contract:

A. The selected Proposer will be required to enter into a contract substantially in the form presented in Attachment M (City's Contract Terms). Please note that the exhibits are intentionally not complete in the attached sample standard document. These exhibits will be conformed to reflect any changes made through the Solicitation process and will appear in the final Professional Services contract executed between the parties.

B. Failure or refusal to enter into a contract as herein provided or to conform to any of the stipulated requirements in connection therewith shall be just cause for an annulment of the award. If the highest scoring Proposer refuses or fails to execute the contract, or the contract is terminated, the City may, at its sole discretion, enter in contract with and award the contract to the second highest scoring Proposer, and so on.

3.3 Responsibility of Proposer:

A. Qualification of Proposers

The selected Proposer must possess all qualifications required for the contract and be capable of performing the work for which the Proposer is being called. If applicable, the successful Proposer and/or Proposer's staff must be properly licensed and/or certified according to the requirements outlined in this Solicitation and remain in good standing for the duration of the contract. Any failure to demonstrate satisfaction of one or more of the requirements, if requested by the City, will be considered sufficient for the disqualification of the Proposer as non-responsive and will entitle the City to terminate negotiations and move to the next highest-scoring Proposer for contract award.

B. Notice of Intent to Award – Required Documentation

After the City issues a Notice of Intent to Award and prior to contract award, the selected Proposer must be registered and in good standing with the government entities listed below and is solely responsible for ensuring that its legal name, including any DBA, is accurate, consistent, and identical across all registrations, filings, and submitted documents, and exactly matches the legal name provided to the City. Any discrepancies must be corrected, including updating registrations or records as needed, within ten calendar days of the issuance of the Notice of Intent to Award. Failure to demonstrate compliance or begin correcting any discrepancies within the ten-calendar day period may result in the Proposer being deemed nonresponsive. Failure to remain in good standing for the duration of the contract will entitle the City to immediately terminate the contract for default, with no opportunity to cure.

1. Proposer is in good standing with the California Secretary of State;
2. Proposer is in good standing with the Franchise Tax Board;
3. Proposer is in good standing with the Internal Revenue Service;
4. Proposer (if a non-profit) is in good standing with California Attorney General's Registry of Charitable Trusts per the City's Policy and Procedures regarding City Nonprofit Supplier Compliance with California Attorney General Registry of Charitable Trusts;
5. Office of Foreign Assets Control (OFAC) – applicable to state funded contracts;
6. System for Award Management (SAM) – applicable to federally funded contracts.

3.4 Public Disclosure:

A. All documents under this Solicitation process are subject to public disclosure per the California Public Records Act (California Government Code Section §6250 et. Seq) and the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67). contracts, Proposals, responses, and all other records of communications between the City and Proposers shall be open to inspection immediately after a contract has been awarded. Nothing in this Administrative Code provision requires the disclosure of a private person's or organization's net worth or other proprietary financial data submitted for qualification for a

contract or other benefit until and unless that person or organization is awarded the contract or benefit.

B. If the City receives a Public Records Request ("Request") pertaining to this Solicitation, City will use its best efforts to notify the affected Proposer(s) of the Request and to provide the Proposer with a description of the material that the City deems responsive and the due date for disclosure ("Response Date"). If the Proposer asserts that some or all of the material requested contains or reveals valuable trade secret or other information belonging to the Proposer that is exempt from disclosure and directs the City in writing to withhold such material from production ("Withholding Directive"), then the City will comply with the Withholding Directive on the condition that the Proposer seeks judicial relief on or before the Response Date. Should Proposer fail to seek judicial relief on or before the Response Date, the City shall proceed with the disclosure of responsive documents.

3.5 Limitations on Communications During Solicitation:

From the date this Solicitation is issued until the date the competitive process of this Solicitation is completed (either by cancelation or issuance of Notice of Intent to Award), Proposers and their subcontractors, vendors, representatives and/or other parties under Proposer's control, shall communicate solely with the Procurement Officer whose name appears in this Solicitation. Any attempt to communicate with any party other than the Procurement Officer whose name appears in this Solicitation – including any City official, representative or employee – is strictly prohibited. Failure to comply with this communications protocol may, at the sole discretion of City, result in the disqualification of the Proposer or potential Proposer from the competitive process. This protocol does not apply to communications with the City regarding business not related to this Solicitation.

3.6 Proposal Selection Shall Not Imply Acceptance:

The acceptance and/or selection of any Proposal shall not imply acceptance by the City of all terms of the Proposal, which may be subject to further approvals before the City may be legally bound thereby.

3.7 Cybersecurity Risk Assessment:

A. As part of City's evaluation process, City may engage in Cybersecurity Risk Assessment (CRA). CRA may be performed for each entity manufacturing the product, performing technical functions related to the product's performance, and/or accessing City's networks and systems. Where a prime Proposer or reseller plays an active role in each of these activities, CRA may also be required for the prime Proposer or reseller.

B. To conduct a CRA, City may collect as part of this Solicitation process one of the following two reports:

1. **SOC-2 Type 2 Report:** Report on Controls at a Service Organization Relevant to Security, Availability, Processing Integrity, Confidentiality or Privacy; or
2. **City's Cyber Risk Assessment Questionnaire:** Proposer's responses to a City's Cyber Risk Assessment Questionnaire.
3. The above reports may be requested at such time City has selected or is considering a potential Proposer. The reports will be evaluated by the soliciting Department and the City's Department of Technology to identify existing or potential cyber risks to City. Should such risks be identified, City may afford a potential Proposer an opportunity to cure such risk within a period of time deemed reasonable to City. Such remediation and continuing compliance shall be subject to City's on-going review and audit through industry-standard methodologies, including but not limited to: on-site visits, review of the entities' cybersecurity program, penetration testing, and/or code reviews.

3.8 Solicitation Errors and Omissions:

Proposers are responsible for reviewing all portions of this Solicitation. Proposers are to promptly notify the City, in writing and to the Procurement Officer if the Proposer discovers any ambiguity, discrepancy, omission, or other error in the Solicitation. Any such notification should be directed to the City promptly after discovery, but in no event later than the deadline for questions. Modifications and clarifications will be made by addenda.

3.9 Objections to Solicitation Terms:

Should a Proposer object on any ground to any provision or legal requirement set forth in this Solicitation, the Proposer must, no later than the deadline for questions, provide written notice to the City setting forth with specificity the grounds for the objection. The failure of a Proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

3.10 Protest Procedures:

A. Protest of Solicitation Content

Any Proposer who contends that the terms, conditions, or specifications of this Solicitation are unduly restrictive, improperly limit competition, or appear to be written in a manner that favors a particular vendor, may submit a written protest of the Solicitation content. Such protest must be received by the City no later than the deadline for submission of questions as set forth in the Solicitation schedule. The written protest must clearly identify each allegedly restrictive specification, explain in detail why the specification is deemed restrictive or biased, and include all supporting facts, evidence, and any applicable law, rule, ordinance, or procedure. The protest must be signed by an individual authorized to represent the Proposer. Failure to submit a timely protest will be deemed a waiver of the Proposer's right to challenge the content of the Solicitation.

B. Protest of Non-Responsiveness Determination

Within three business days of the City's issuance of a Notice of Non-Responsiveness, a Proposer may submit a written Notice of Protest of Non-Responsiveness. The Notice of Protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest.

C. Protest of Non-Responsible Determination

Within three business days of the City's issuance of a Notice of Non-Responsibility, a Proposer may submit a written Notice of Protest of Non-Responsibility. The Notice of Protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest.

D. Protest of Contract Award

Within three business days of the City's issuance of a Notice of Intent to Award, a Proposer may submit a written Notice of Protest of Contract Award. The Notice of Protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The Notice of Protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure or Solicitation provision on which the protest is based. In addition, the Notice of Protest must specify facts and evidence sufficient for the City to determine the validity of the protest. Please note that a disagreement with how an individual evaluator scored a Proposal does not constitute valid grounds for a protest.

E. Delivery of Protests

A Notice of Protest must be delivered to the Procurement Officer whose name and contact information appears in this Solicitation, and to My Lan Do Nguyen, Manager of Contractual Pre-Award, at mylando.nguyen@sfdph.org. A Notice of Protest must be written; protests made orally (e.g., by telephone) will not be considered. It must be transmitted by a means that will objectively establish the date the City received the Notice of Protest, and received by the due dates stated above. If a Notice of Protest is mailed, the protestor bears the risk of non-delivery within the deadlines specified herein.

3.11 Proposal Term:

Submission of a Proposal signifies that the proposed products, services and prices are valid for 180 calendar days from the Proposal due date and that the quoted prices are genuine and not the result of collusion or any other anti-competitive activity. At Proposer's election, the Proposal may remain valid beyond the 180-day period. The City reserves the right to award additional contracts under this Solicitation if additional funding becomes available or programmatic needs change. Such awards may be made to Proposers that submitted Proposals in response to this Solicitation, whether or not they were selected for an initial award, provided the Proposers met the Minimum Qualifications and their Proposals were determined to be responsive. Any additional awards must occur during the initial contract term identified in Section 1.2 (Contract Term) of this Solicitation (excluding any options to extend) and will be limited to the scope of services, products, and pricing proposed by the Proposers as of the deadline identified in Section 1.3 (Solicitation Schedule) as the "Deadline to Submit Proposals."

3.12 Revision to Proposal:

A Proposer may revise a Proposal on the Proposer's own initiative at any time before the deadline for submission of Proposals. The Proposer must submit the revised Proposal in the same manner as the original. A revised Proposal must be received on or before, but no later than the Proposal due date and time. In no case will a statement of intent to submit a revised Proposal, or commencement of a revision process, extend the Proposal due date for any Proposer. At any time during the Proposal evaluation process, the City may require a Proposer to provide oral or written clarification of its Proposal. The City reserves the right to make an award without further clarifications of Proposals received.

3.13 Proposal Errors and Omissions:

Failure by the City to object to an error, omission, or deviation in the Proposal will in no way modify the Solicitation or excuse the Proposer from full compliance with the specifications of this Solicitation or any contract awarded pursuant to this Solicitation.

3.14 Financial Responsibility:

The City accepts no financial responsibility for any costs incurred by a Proposer in responding to this Solicitation. Proposers acknowledge and agree that their submissions in response to this Solicitation will become the property of the City and may be used by the City in any way deemed appropriate.

3.15 Proposer's Obligations under the Campaign Reform Ordinance:

A. If a contract awarded pursuant to this Solicitation has (A) a value of $100,000 or more in a fiscal year and (B) requires the approval of an elected City official, Proposers are hereby advised:

B. Submission of a Proposal in response to this Solicitation may subject the Proposers to restrictions under Campaign and Governmental Conduct Code Section 1.126, which prohibits City Contractors, Proposers, and their affiliates from making political contributions to certain City elective officers and candidates; and

C. Before submitting a Proposal in response to this Solicitation, Proposers are required to notify their affiliates and subcontractors listed in the awarded contract or Proposal of the political contribution restrictions set forth in Campaign and Governmental Conduct Code section 1.126.

D. This restriction applies to the party seeking the contract, the party's board of directors, chairperson, chief executive officer, chief financial officer, chief operating officer, any person with an ownership interest greater than 10%, and any political committees controlled or sponsored by the party, as well as any subcontractors listed in the awarded contract or Proposal. The law both prohibits the donor from giving contributions and prohibits the elected official from soliciting or accepting them.

E. The people and entities listed in the preceding paragraph may not make a campaign contribution to the elected official at any time from the submission of a Proposal for a contract until either: (1) negotiations are terminated and no contract is awarded; or (2) twelve months have elapsed since the award of the contract.

F. A violation of Section 1.126 may result in criminal, civil, or administrative penalties. For further information, Proposers should contact the San Francisco Ethics Commission at (415) 252-3100 or visit the San Francisco Ethics Commission website.

3.16 Reservations of Rights by the City:

The issuance of this Solicitation does not constitute a guarantee by the City that a contract will be awarded or executed by the City. The City expressly reserves the right at any time to:

1. Waive or correct any defect or informality in a Proposal or in the Proposal submission procedure;
2. Reject any or all Proposals;
3. Reissue the Solicitation;
4. Prior to submission deadline for Proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this Solicitation, or the requirements for contents or format of the Proposals;
5. Procure any materials, equipment or services specified in this Solicitation by any other means; or
6. Determine that the subject goods or services are no longer necessary.

3.17 No Waiver:

No waiver by the City of any provision of this Solicitation shall be implied from the City's failure to recognize or take action on account of a Proposer's failure to comply with this Solicitation.

3.18 Investigations:

A. The City may make such investigation, as it deems necessary, prior to the award of this contract to determine the conditions under which the goods are to be delivered or the work is to be performed. Factors considered by the City shall include, but not be limited to:

   1. Any condition set forth in this Solicitation;
   2. Adequacy of Proposer's plant facilities and/or equipment, location and personnel location to properly perform all services called for under the Purchase Order; and
   3. Delivery time(s).

B. City reserves the right to inspect an awarded Proposer's place of business prior to award of and/or at any time during the contract term (or any extension thereof) to aid City in determining an awarded Proposer's capabilities and qualifications.

C. Failure to timely execute a contract, or to furnish any and all insurance certificates and policy endorsements, surety bonds or other materials required in the contract, shall be deemed an abandonment of a contract offer. The City, in its sole discretion, may select another Proposer and may proceed against the original selectee for damages.

D. City reserves the right to reject any Proposal on which the information submitted by Proposer fails to satisfy City and/or if Proposer is unable to supply the information and documentation required by this Solicitation within the period of time requested.

E. Any false statements made by a Proposer or any related communication/clarification may result in the disqualification of its Proposal from receiving further evaluation and a contract award.

3.19 Insurance:

Insurance provisions are contained in Attachment M (City's Contract Terms) included in the Solicitation. The successful Proposer will be required to comply with these provisions. It is recommended that Proposers have their insurance provider review the insurance provisions before they submit their Proposal.

3.20 Compliance with Law:

Proposer warrants that all services rendered shall be performed in accordance with all applicable federal, state, and local laws, statutes, ordinances, lawful orders, rules, and regulations.

3.21 City Nonprofit Supplier Compliance with California Attorney General Registry of Charitable Trusts:

Nonprofit Proposers are required to review the City's Policy and Procedures regarding City Nonprofit Supplier Compliance with California Attorney General Registry of Charitable Trusts. To receive a contract under this Solicitation, any nonprofit Proposer must be in good standing with the California Attorney General's Registry of Charitable Trusts by the time of contract execution and must remain in good standing during the term of the contract. Upon request, Proposer must provide documentation to the City demonstrating its good standing with applicable legal requirements. If Proposer will use any nonprofit subcontractors to perform the contract, Proposer will be responsible for ensuring they are also in compliance with all requirements of the Attorney General's Registry of Charitable Trusts at the time of contract execution and for the duration of the contract.

3.22 Licenses, Permits, Fees and Assessments:

Proposer represents and warrants to City that it will obtain all licenses, permits, qualifications, and approvals of whatever nature that are legally required to practice its profession and perform the work and services requested in this Solicitation. Proposer represents and warrants to City that Proposer shall, at its sole cost and expense, keep in effect at all times during the term of the contract if so awarded, any license, permit, qualification, or approval that is legally required for Proposer to perform the work and services under the contract if so awarded. Proposer shall have the sole obligation to pay for any fees, assessments, and taxes, plus applicable penalties, and interest, which may be imposed by law and arise from or are necessary for the Proposer's performance of the work and services required under the contract if so awarded. Proposer shall indemnify, defend, and hold harmless City against any such fees, assessments, taxes, penalties, or interest levied, assessed, or imposed against City to the fullest extent permitted by law.

3.23 Right to Accept or Reject Proposals:

The City reserves the right to waive any informality or technical defect in a Proposal and to accept or reject, in whole or in part, any or all Proposals and to cancel all or part of this Solicitation and seek new Proposals, as best serves the interests of the City. The City furthermore reserves the right to contract separately with others certain tasks if deemed in the best interest of the City.

3.24 Non-Collusion:

The undersigned, by submission of Proposal, hereby declares that the Proposal is made without collusion with any other business making any other Proposal, or which otherwise would make a Proposal.

3.25 Signed Proposal and Exceptions:

Submission of a signed Proposal will be interpreted to mean that the firm responding to this RFP has hereby agreed to all the terms and conditions set forth in the Solicitation, and any attached sample contract. Exceptions to any of the language in either the Solicitation documents or attached sample contract, including the insurance requirements, must be requested under the request for clarifications/questions process by the deadline for questions. Any requested changes to the contract will be considered at that time and if changes are allowed, they will be sent out through an addendum to all Proposers. Exceptions to the City's Solicitation document or standard boilerplate language, insurance requirements, terms, or conditions, etc. may only be considered during the early stage of the Solicitation process; and shall not be included in the submitted Proposals. The City makes no guarantee that any exceptions will be approved but will consider any requests put forward in the request for clarification/question process.

3.26 Green Purchasing Requirements:

Prior to submitting any Proposal to this Solicitation, Proposers are required to review the City's Mandatory Green Purchasing Requirements to ensure that all goods and services offered to the City pursuant to this Solicitation comply with the City's Green Purchasing Requirements. Proposers are further encouraged to refer to Attachment M (City's Contract Terms) for additional details regarding the Green Purchasing Requirements applicable to any contract awarded pursuant to this Solicitation.

3.27 Protected Health Information and Business Associate Agreement

The City is a Covered Entity as defined in the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") and must comply with the HIPAA Privacy Rule governing the access, use, disclosure, transmission, and storage of protected health information (PHI), and with the Security Rule under the Health Information Technology for Economic and Clinical Health Act, Public Law 111-005 ("the HITECH Act").

A Business Associate Agreement (BAA) applies to this Solicitation if the services described will require Proposer to do one or more of the following:

A. Create, receive, maintain, or transmit PHI for or on behalf of City/DPH (including storage of PHI, digital or hard copy, even if Proposer does not view the PHI or only does so on a random or infrequent basis); or

B. Receive PHI, or access to PHI, from City/DPH or another Business Associate of City, as part of providing a service to or for City/DPH, including legal, actuarial, accounting, consulting, data aggregation, management, administrative, accreditation, or financial; or

C. Transmit PHI data for City/DPH and require access on a regular basis to such PHI, (such as health information exchanges (HIEs), e-prescribing gateways, or electronic health record vendors).

If any of the above apply, Proposer will be a Business Associate of City/DPH as defined under HIPAA. The DPH Business Associate Agreement will automatically become part of any resulting contract, and Proposer must comply with its terms.

If none of the above apply, Proposer will not be a Business Associate of City/DPH, and the DPH Business Associate Agreement will not apply to any resulting contract.

3.28 Protected Health Information

Proposer, and any subcontractors, agents, and employees of Proposer or its subcontractors, must comply with all federal and state laws governing the transmission, storage, and protection of private health information disclosed by City in the performance of any resulting contract. Any

failure to comply with federal, state, or local privacy laws will be a material breach of the contract. If City pays a regulatory fine or is assessed civil penalties or damages through private rights of action based on an impermissible use or disclosure of protected health information given to Proposer or its subcontractors or agents by City, Proposer will indemnify City for the amount of such fine, penalties, or damages, including notification costs. In addition to any other remedies available under equity or law, City may terminate the contract in such an event.

3.29 Exclusion Lists and Employee Verification

Upon hire and monthly thereafter, Proposer must check the exclusion lists published by the Office of the Inspector General (OIG), General Services Administration (GSA), and the California Department of Health Care Services (DHCS) to confirm that no employee, temporary employee, volunteer, consultant, or governing body member responsible for overseeing, administering, or delivering state or federally funded services appears on these lists. Anyone on an exclusion list may not work on the program or with the agency. Proposer must retain proof of these checks for seven years.

3.30 Prevention of Fraud, Waste and Abuse

Proposer must comply with all laws designed to prevent fraud, waste, and abuse, including provisions of state and federal law applicable to healthcare providers and transactions, such as the False Claims Act (31 U.S.C. § 3729 et seq.), the Anti-Kickback Statute (42 U.S.C. § 1320a-7b(b)), the Physician Self-Referral Law (Stark Law, 42 U.S.C. § 1395nn), and California Business & Professions Code § 650. Proposer must immediately notify City of any suspected fraud, waste, or abuse under state or federal law.

3.31 Participate in DPH Performance Improvement Process (PIP) and Monitoring

DPH requires vendors to participate in periodic and annual review of the contract deliverables. DPH will work with the Proposer to select appropriate measurable data to use as a measure of satisfactory delivery of the service or products. This may include delivering various reports or data periodically to DPH.

3.32 Web Content Accessibility Guidelines (WCAG) 2.1 Level AA

If the technology to be procured under this Solicitation will be public facing (i.e., members of the public will use it to learn about, apply for, pay for, or otherwise access City services or information), the following requirements apply: A Proposer selected pursuant to this Solicitation shall adhere to the requirements of the Americans with Disabilities Act of 1990, as amended (42 U.S.C. Sec. 1201 et seq.), including the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA, as specified in the Department of Justice's Title II Rule on the accessibility of web content and mobile applications. The awarded Proposer shall ensure that all information content and technology provided under the resulting contract fully conform to the Department of Justice's Title II rules and, where applicable, the applicable Revised 508 Standard, prior to delivery and before the City's final acceptance of the services and/or deliverables.

SECTION 4 – SCOPE OF WORK

4.1 Background:

The California Department of Public Health (CDPH) established the California Perinatal Equity Initiative (PEI) to reduce disparities in birth outcomes. PEI funds Local Health Jurisdictions, including DPH, to carry out evidence-based, evidence-informed and innovative strategies that show promise for improving birth outcomes. These strategies include group prenatal care, home visiting, doula services, personalized case management, integration of mental health services into perinatal care and wraparound services.

San Francisco has extensive health care, public health and community resources for pregnant people and families, yet disparities in preterm birth, low birth weight, maternal complications and access to timely, respectful prenatal care persist. These outcomes are shaped by social and economic conditions such as housing instability, food insecurity, behavioral health needs, intimate partner violence and fragmented health care systems.

Clinical prenatal care alone is often not enough to address these needs. Pregnant people may also need doula or non- clinical midwifery support, behavioral health care, housing and nutrition assistance, transportation, benefits assistance, lactation services and postpartum support. Today, families are often left to find and coordinate these services across multiple organizations and referral processes on their own, which creates barriers to care.

Through PEI, DPH seeks to fund a community-based care model that coordinates care around the needs of pregnant people, so they do not have to navigate multiple systems on their own. The care model may be a community-based doula model, a non-clinical midwifery support model, a group prenatal care model or an innovative model, delivered by one organization or through a coordinated network of partners. Each participant should have a trusted point of contact, an individualized care plan, active navigation with warm handoffs and follow-up, and support through birth and the transition to postpartum and infant care. By bringing these services together, DPH aims to improve maternal and infant health outcomes and reduce disparities across San Francisco.

4.2 Scope of Work:

A. Target and Priority Population

1. Eligible participants are pregnant people who live in San Francisco and are enrolled in or eligible for Medi-Cal.
2. Contractor shall provide intentional outreach and enhanced support to eligible participants facing the greatest disparities in preterm birth and other risk factors for adverse outcomes. Risk factors include previous preterm birth, late or inconsistent prenatal care, housing instability or homelessness, food insecurity, behavioral health needs, intimate partner violence, transportation or financial instability, limited social support, language barriers, chronic medical conditions and difficulty navigating health care systems.
3. Contractor shall serve the number of participants stated in Contractor's approved work plan.

B. Care Model

1. Contractor shall implement the care model described in Contractor's approved work plan. The care model shall be one of the following:
    a. Community-Based Doula Model. Contractor shall provide sustained, non-clinical education, advocacy, emotional support, care navigation and companionship throughout pregnancy and, when feasible, during labor, birth and the postpartum period. Contractor's doulas shall coordinate with participants' prenatal clinical providers.

b. Non-Clinical Midwifery Support Model. Contractor shall provide culturally responsive, community-based midwifery support focused on prenatal education, care navigation, advocacy, birth preparation, social support and connections to clinical and community services. Contractor shall maintain referral pathways to licensed prenatal care and higher-risk care. Midwifery support under this Agreement shall not include clinical care.

c. Group Prenatal Care Model. Contractor shall provide facilitated group prenatal education that includes peer support and relationship-building, health education, participant outreach and engagement, care coordination and navigation, connection to community resources and referral follow-up.

d. Innovative Model. Contractor shall provide a new approach, or an enhancement of an existing program, that incorporates doula or midwifery care.

i. Contractor may deliver the care model alone or through a coordinated network of providers and community partners. Services do not all need to be delivered in one physical location.

ii. If Contractor uses Agreement funds to expand or enhance an existing program, Contractor shall clearly distinguish existing services and infrastructure from the services, expansion or enhancements funded under this Agreement.

C. Care Model Selection

DPH will fund only one care model under this Agreement.

1. Selected Care Model. If Contractor's Proposal included more than one care model, DPH will select, at its sole discretion, the care model to be funded under this Agreement. Contractor shall implement the care model selected by DPH as described in Contractor's approved work plan.

2. No Obligation to Fund Other Care Models. DPH's selection of one care model does not obligate DPH to fund any other care model included in Contractor's Proposal.

3. Future Expansion of Services. If additional funding becomes available during the term of this Agreement, DPH may, at its sole discretion and subject to the availability of funds and the mutual written agreement of DPH and Contractor, amend this Agreement to add one or more care models that were included in Contractor's Proposal. DPH is not obligated to add any care model or increase funding under this Agreement.

D. Required Program Components

1. Connection to Prenatal Clinical Care. Contractor shall ensure participants have access to appropriate prenatal clinical care. Contractor shall maintain processes for communication, referrals, escalation of concerns and continuity of care with clinical providers.

2. Relationship-Based Doula or Midwifery Support. Contractor shall provide sustained, relationship-based support through doulas, midwives or both, including prenatal and health education, birth preparation, participant advocacy, emotional support and support through the postpartum transition.

3. Care Coordination and Navigation. Contractor shall provide each participant with:

a. A trusted point of contact;

b. An assessment of clinical and social needs;

c. An individualized care and support plan;

d. Appointment navigation;

e. Warm handoffs, referral tracking and follow-up;

f. Coordination across providers and with the planned delivery setting; and

g. A coordinated transition to postpartum and infant services.

E. Health-Related Social Needs

1. Contractor shall identify and respond to participants' health-related social needs in the following priority areas:

a. Housing stability, including housing navigation, rental assistance, emergency housing and housing-related legal support;

b. Food and nutrition, including WIC, CalFresh, nutrition counseling and food assistance;

c. Behavioral health, including depression, anxiety, trauma, substance use needs and peer support;

d. Intimate partner violence and safety, including confidential screening, safety planning, advocacy and emergency resources; and

e. Financial and practical supports, including public benefits, transportation, childcare, employment and legal services.

2. Contractor is not required to provide all of these services directly. Contractor shall connect participants to services through active navigation and warm handoffs.

F. Culturally Responsive and Respectful Care

1. Contractor shall deliver services that are person-centered, respectful, culturally responsive, trauma-informed, language accessible and inclusive, and grounded in participant autonomy, shared decision-making and responsiveness to participant feedback.

2. Contractor shall support respectful maternity care through staff recruitment, training, supervision and organizational policies.

G. Partnerships

Contractor shall establish and maintain the clinical and community partnerships needed to deliver the care model. These include referral pathways, processes for communication and information sharing, and care coordination with partners.

H. Work Plan and Implementation

1. DPH and Contractor shall agree in writing on the due date for Contractor's 12-month work plan. Contractor shall submit the work plan to DPH for approval by that date. The work plan shall include services to be delivered, enhancements to existing programs (when applicable), staffing, outreach and enrollment, clinical and community partnerships, social needs screening and navigation, major milestones, performance monitoring, continuous quality improvement and sustainability activities.

2. DPH and Contractor shall agree in writing on the date by which Contractor will begin or expand direct services. Contractor shall begin or expand direct services by that date.

I. Performance Measurement and Reporting

1. Contractor shall collect and report performance data using the Results-Based Accountability (RBA) framework, which measures how much was done, how well it was done and whether participants are better off.

a. Measures may include enrollment and retention, early prenatal care, service use, social needs screening and referrals, participant experience, gestational age at birth and preterm birth outcomes.

b. Contractor shall use the RBA Turn the Curve approach to improve preterm birth outcomes and reduce disparities in San Francisco. When appropriate, Contractor shall break down data by language, insurance, geography and other factors DPH identifies to find inequities and guide program improvements.

c. DPH and Contractor shall agree in writing on the frequency and format of performance reports. Contractor shall submit performance reports accordingly and participate in PEI data collection, evaluation and reporting as required by DPH or CDPH.

J. Sustainability

1. Contractor shall develop and carry out a plan to sustain the care model and funded enhancements beyond the Agreement term. Strategies may include Medi-Cal doula benefits, reimbursement for eligible midwifery services, Comprehensive Perinatal Services Program reimbursement, managed care plan partnerships, hospital or health system support, integration into existing clinical operations, and public or philanthropic funding.

2. If Contractor uses Agreement funds to enhance an existing program, Contractor shall show how the funding results in lasting improvements to infrastructure, workforce capacity, partnerships, referral systems, service delivery or financing.

K. Funding, Reporting and Compliance Requirements

1. Funding

a. Services under this Agreement are funded by the California Perinatal Equity Initiative (PEI). The California Department of Public Health, Maternal, Child and Adolescent Health Division (CDPH/MCAH) administers PEI funds annually to Local Health Jurisdictions through contracts or allocation agreements. DPH receives these funds as a Local Health Jurisdiction and passes them through to Contractor.

b. All funding is subject to federal and state funding appropriations, and continued funding beyond the Agreement term is not guaranteed.

c. Agreement funds may be used only for non-clinical, community-based services consistent with the approved PEI intervention and budget. Contractor shall not use Agreement funds for licensed clinical care. Contractor shall bill Medi-Cal or other applicable third-party payers for covered clinical services, such as through Medi-Cal managed care or the Comprehensive Perinatal Services Program.

d. Contractor shall use Agreement funds to supplement, and not supplant, other funding for infant health equity programs, as required by California Health and Safety Code Section 123260(d).

2. Reporting

a. Contractor shall collect and report performance and equity data as described under Performance Measurement and Reporting in this Agreement.

b. Contractor shall submit to DPH any reports DPH needs to meet its PEI reporting obligations to CDPH/MCAH, in the format and by the dates DPH provides.

3. Compliance

a. As a Local Health Jurisdiction receiving PEI funds, DPH must comply with CDPH/MCAH requirements and funding restrictions. Contractor shall comply with the requirements DPH passes down to Contractor, including but not limited to reporting requirements, confidentiality standards, time studies and nondiscrimination requirements, as set forth in the following documents, as amended:

i. CDPH MCAH Policies and Procedures

ii. CDPH MCAH Fiscal Policies and Procedures

b. Contractor shall not invoice DPH under this Agreement for any service that Contractor also bills to another payer. Contractor shall maintain financial controls that separate non-clinical activities funded under this Agreement from clinical billing to prevent duplicate billing.

c. Contractor shall complete time studies in the format and on the schedule DPH requires, submit them to DPH and retain time studies and supporting documentation for at least seven years.

4.3 Reserved (Schedule).

4.4 Compensation:

A. Price.

1. Initial Term. During the initial term, work will be compensated on a cost-reimbursable basis for actual, allowable and reasonable costs incurred in performing the work, up to the not-to-exceed amount specified in this Agreement. Contract pricing must include all labor, materials, travel and incidentals necessary to complete the work described in this Agreement. Allowable costs are non-clinical costs for the services described in this Agreement that are consistent with the approved PEI intervention and budget and with the CDPH/MCAH requirements DPH passes down to Contractor, including limits on indirect costs. Contractor shall submit monthly invoices for actual costs incurred during the previous month, in the format and by the date DPH provides. Invoices shall be based on actual costs, not approved budget amounts, and shall be supported by appropriate documentation. Personnel costs shall be supported by time cards and the time studies required under this Agreement, and DPH may withhold payment for personnel costs until the related time study is submitted. No additional compensation will be due from the City unless this Agreement is modified to include additional work requested by the City.

2. Option Years. Compensation during each option year will remain on a cost-reimbursable basis as described for the initial term, unless DPH changes the payment method. Before any option year begins, DPH may, with CDPH/MCAH approval, change the payment method for that option year to one of the following:

   i. Fee-for-service, where DPH pays Contractor a set rate for each unit of service delivered; or

   ii. A combined method, where DPH pays a set rate for each participant served, set monthly amounts for staff positions and set annual amounts for operating costs such as supplies, travel and participant materials.

   If DPH changes the payment method, DPH and Contractor shall agree on the new rates and amounts in a written amendment. The rates and amounts will be based on the actual costs Contractor incurred under this Agreement in the years before the change. A change in payment method does not change the not-to-exceed amount of this Agreement, and total payments to Contractor may not exceed that amount.

B. Price Adjustment.

1. If the Contractor is a for-profit firm, the pricing will remain fixed for the initial term of the Agreement. For any subsequent optional years, the Contractor may request a price adjustment. The adjustment may not exceed the percentage change in the Consumer Price Index (CPI) for All Urban Consumers in the San Francisco-Oakland-Hayward, California region, as published by the U.S. Bureau of Labor Statistics, for the 12-month period immediately preceding the anniversary date of the Agreement. All price

adjustments and optional renewal terms are subject to the mutual written agreement of the City and the Contractor.

2. If the Contractor is a nonprofit firm, the pricing will remain fixed for the first year of the Agreement term. Price adjustments shall follow the “Guidance to Departments on the Treatment of the Cost-of-Living Adjustment (COLA) and Cost of Doing Business (CODB) Allocation within Nonprofit Contracts and Grants” issued annually by the City Controller’s Office, based on the City’s approved budget for each fiscal year. In addition, contract rates or contract value may be adjusted due to changes in federal, state, or local policy, or based on funding availability. All adjustments must be approved by the City and will be made only if consistent with the goals and scope of the Agreement.

SECTION 5 – PROPOSAL FORMAT AND ORGANIZATION

5.1 Proposal Requirements:

A. Proposers should describe the methodology to be used to accomplish the project objectives. The Proposal should also describe the work necessary to satisfactorily complete the requirements outlined in Section 4 (Scope of Work).

B. This Solicitation cannot identify each specific, individual task required to implement this project successfully and completely. The City relies on the professionalism and competence of the Proposer to be knowledgeable of the general areas identified in the scope of work and to include in its Proposal all required tasks and subtasks, personnel commitments, man-hours, direct and indirect costs, etc.

C. The Proposals must be in an 8 ½ X 11 format, minimum 10pt font size, minimum ¾" margins, and may be no more than a total of 25 electronic pages, *including* cover letters, organization charts, staff resumes, and appendices.

D. Front and back covers, section dividers, MQ third-party documentation, mandatory form attachments, and the Cost Proposal do not count toward the Proposal page limit. All other content does count towards the page limit.

5.2 Proposal Content:

A. Proposers must address the information identified below. All such information shall be presented in a format that directly corresponds to the numbering scheme identified here. The City reserves the right to deem any Proposal that does not follow the requirements below non-responsive.

B. Care Model Selection. Proposers may propose one or more of the care models described in the Scope of Work and must submit a single Proposal, whether proposing one care model or more than one. Proposers must clearly state on the first page of the Proposal which care model or models they are proposing. Proposers proposing more than one care model must respond to Content C separately for each care model and must complete a separate budget for each care model in the Cost Proposal, as described in Content F. Each Proposal will receive one score, regardless of the number of care models proposed.

C. Each Proposal submission must include three separate electronic files as follows:

1. Electronic File #1: Technical Proposal

The file must be clearly marked "RFP272026ProposerNameTechProposal." It must be submitted as a single PDF and shall include all items listed in Content A, B, and C. Content must appear in order from A through C, with all required items included.

Content A: Firm (including any subcontractors) Qualifications and Experience including References

A.1 Firm Overview. Please describe your firm's mission, how long your firm has been in operation and the maternal and infant health, prenatal support, doula, midwifery support, care navigation or related services your firm has provided in San Francisco or other jurisdictions. Describe your firm's experience serving San Francisco communities experiencing maternal and infant health disparities and any unique features of the services your firm offers. If you are submitting as the lead agency of a partnership, describe the partnership and your role as lead agency.

A.2 Prior City Work. If your firm has prior experience working with the City, do not assume this prior work is known to all members of the evaluation panel. All firms are evaluated on the information contained in their Proposal, information obtained from references (including the City and past performance, if applicable) and interviews if

requested. All Proposals should be prepared as if the evaluation panel members have no knowledge of the firm, their qualifications or past projects.

A.3 Subcontractors. Please identify any subcontractor firms that will be used to implement the scope of work. Describe each firm's qualifications, background and specific expertise relevant to the services.

A.4 References. In addition to completing Attachment C (Reference Form), please use this section to share any additional information about the work you did with those references that is relevant to the services described in this RFP. As part of the evaluation, DPH will contact the references listed in your Attachment C to ask about your firm's past work, then compile their responses and share them with the evaluation panel. References are generally asked to reply within three calendar days of our request. It is your responsibility to make sure the contacts you provide are current, reachable, and willing to speak with us. DPH must receive responses from all your references.

A.5 Organizational Capacity and Implementation Readiness. Please describe your firm's organizational capacity and readiness to begin or expand services within the 12-month contract term, including the existing infrastructure, staff, systems and partnerships that will allow services to start promptly. Describe any start-up activities needed before services begin. Describe your firm's fiscal and administrative controls, including how your firm will track Perinatal Equity Initiative (PEI) funded non-clinical activities separately from clinical services billed to Medi-Cal or other third-party payers so that no service is billed to more than one payer. Describe how your firm will complete required PEI time studies.

Content B: Staff, Teams (including any subcontractors) Qualifications and Experience

B.1 Staffing. Please describe how your firm plans to staff the contract, including the roles, number of staff and level of effort assigned to doula or midwifery support, care navigation, outreach and enrollment, supervision and data reporting. Identify any new hires or local partnerships your firm would need to establish to fulfill the contract requirements and describe how your firm will maintain continuity of providers for participants.

B.2 Key Staff Qualifications. Please list the name and qualifications of the key staff and team members who will be assigned to the contract, including relevant doula training or certification, midwifery credentials, care navigation experience and the languages staff speak. If applicable, provide detailed qualifications of the manager who will be assigned to the project.

B.3 Partners. Please list the prenatal clinical providers and community-based organizations your firm will partner with to implement the scope of work. For each partner, describe its role, whether the relationship is existing or new and how referrals, communication and information sharing will work. Letters of support or agreements with partners may be included if available. Proposals will be evaluated on the quality of partnerships and the extent to which the proposal leverages existing resources.

B.4 Training and Supervision. Please describe how your firm will train and supervise staff and partners to provide culturally responsive, trauma-informed and respectful care. Include training on confidentiality and protection of participant health information, nondiscrimination requirements and the restriction against using PEI funds for clinical care.

Content C: Demonstrated Understanding of the Overall Project and Requested Scope of Work

Proposers proposing more than one care model must respond to C.1 through C.5 separately for each care model, clearly labeled with the name of each care model. The evaluation panel will consider the responses for each care model in assigning a single score for Content C.

C.1 Proposed approach for implementing the scope of work.

a. The maternal and infant health disparities and community needs your care model will address and how your firm knows about them.

b. How your firm plans to implement the scope of work, including your proposed doula, midwifery or integrated care model and why it is the right approach for the priority populations who experience maternal and infant health disparities, including preterm birth.

c. How your firm will reach and enroll eligible pregnant people from these populations, the anticipated number of participants to be served and the frequency and duration of support.

d. If you are expanding or enhancing an existing program, how existing services differ from those DPH funding will support and how this investment will add value and result in lasting improvements.

e. How your firm will work with DPH to implement the services.

C.2 Participant Support, Care Navigation and Clinical Coordination. Please describe how your firm will provide relationship-based support, prenatal education, birth preparation and transition to postpartum services. Describe how your firm will screen for and address social determinants of health (SDOH), such as housing, food, behavioral health, intimate partner violence and financial or practical needs, through warm referrals to wraparound services and follow-up to confirm participants received them. Include examples of past results. Describe how your firm will connect participants to prenatal clinical care and coordinate with their clinical providers and planned delivery setting, including communication and escalation of concerns, and identify the separate billing pathway for any clinical services in your model.

C.3 Maternal Health Equity Strategy and Accessibility. Please describe your firm's strategy for reducing maternal and infant health disparities and your demonstrated ability to do so, including examples of results. Describe how your firm will provide culturally and linguistically responsive care, address bias and discrimination, support participant autonomy and use participant feedback to improve services. Describe where services will be delivered, such as community, clinical-partner, home-based or virtual settings, and how your firm will make them accessible.

C.4 Work Plan, Data and Continuous Quality Improvement. Please provide a 12-month work plan with services, milestones and a timeline. Describe how your firm will collect and report performance and equity data using Results-Based Accountability, use the Turn the Curve approach to improve preterm birth outcomes and reduce disparities, and keep participant information confidential.

C.5 Sustainability and Key Issues. Please describe how the proposed model and funded enhancements can be sustained beyond the contract term. Identify any key or critical issues your firm may encounter based on prior experience and the steps your firm will take so they do not affect service delivery.

C.6 Additional Considerations. Proposers should provide any insights or advice they feel may assist the City in implementing the scope of work.

2. Electronic File #2: Minimum Qualifications and Mandatory Forms

The file must be clearly marked "RFP272026ProposerNameMQsForms." It must be submitted as a single PDF and content must appear in the order listed below, with all required items included.

Content D: Minimum Qualifications

D.1 Provide a written explanation of how the firm meets the Minimum Qualifications. Describe how the services shown in your submitted documents are the same as, or substantially similar to, the services described in this Solicitation.

D.2 Provide third party documentation to prove that your firm meets the Minimum Qualifications described in Section 2.4. Acceptable third-party documents include contracts or letters of attestation from clients or funders. Contracts must be fully executed, include the beginning and end dates of the services provided, and for ongoing services, must include the start date and clearly indicate that the services are current. These dates must be easily identifiable within the document or clearly highlighted by the Proposer. Letters of attestation must be signed by the client or funder and must also include the period of performance. These documents do not count toward the Proposal page limit.

Content E: The forms are located in the "Mandatory Forms" zip archive, available for download on the San Francisco City Partner website.

A. Attachment A (Contact Information Cover Sheet)

B. Attachment B (Non-Collusion Affidavit Form)

C. Attachment C (Reference Form)

D. Attachment D (12L Compliance)

E. Attachment E (CMD LBE Form 2A)

F. Attachment F (Minimum Compensation Ordinance (MCO) Declaration)

G. Attachment G (Health Care Accountability Ordinance (HCAO) Declaration)

H. Attachment H (First Source Workforce Projection Form and Fact Sheet)

3. Electronic File #3: Cost Proposal

The file must be clearly marked "RFP272026ProposerNameCostProposal." It must be submitted as an Excel file. Do not include contents from Electronic File #1 and #2.

Content F: Cost Proposal

A. Proposers must use Attachment I (Cost Proposal Form) in this RFP.

B. The Cost Proposal shall be based on Section 4.4 (Compensation), above, and must be inclusive of all costs to perform the scope of work. Failure to use the Cost Proposal Form provided by the City will be cause for rejection of a Proposal. Cost Proposals will be evaluated by utilizing the method outlined in Section 6.2 (Cost Proposal Scoring).

C. Proposers proposing more than one care model must complete a separate UOS Cost Allocation tab and Budget Justification tab for each care model, numbered B-1, B-2 and so on, and enter the name of the care model as the Program Name.

SECTION 6 – PROPOSAL EVALUATION, SELECTION PROCESS AND AWARD OF CONTRACT

6.1 Evaluation of Proposals:

A. This Solicitation has been developed in the best value format. Accordingly, Proposers should take note that multiple factors as identified in the Solicitation will be considered by the evaluation panel to determine which Proposal best meets the requirements set forth in the Solicitation document. Price alone will not be the sole determining criteria.

B. An evaluation panel, using the following evaluation criteria for this RFP, will evaluate all responsive Proposals to this Solicitation. Proposers are requested to submit their Proposals so that they correspond to and are identified with the following specific evaluation criteria as outlined in Section 5.2:

Evaluation Criteria	Points
Minimum Qualifications	Pass/Fail
Section 5.2 Content A: Firm's (including any subcontractors) qualifications and experience in providing similar services as defined in the RFP, including References	25
Section 5.2 Content B: Staff or Team's (including any subcontractors) qualifications and experience in providing similar services as defined in the RFP	20
Section 5.2 Content C: Demonstrated understanding of the overall project and requested scope of work	30
Section 5.2 Content F: Cost Proposal	20
Total Points	**100**
Application of LBE Rating Bonuses	See Section 3.1.B

1. **Interviews –** The City reserves the right to interview a subset of top-scored Proposers, based on a natural break in the evaluation scores. A natural break is defined as a clear point in the scoring distribution where there is a significant gap between the scores of higher-ranked Proposers and the next group of lower-ranked Proposers. The intent is to ensure that only the most competitive Proposers advance to the interview stage. If interviews are required, the Proposers invited to interview will be notified in advance and provided a format and time for the interviews. An additional 25 points will be used to score the interview based on the same criteria listed in the RFP. The 25 points will be prorated in the same proportion as the Proposal scoring listed in the table above.
2. **LBE Rating Bonuses –** If applicable, a Contract Monitoring Division (CMD) Contract Compliance Officer will assess Proposal compliance with Local Business Enterprise (LBE) requirements and assign a rating bonus to Proposal scores. The CMD-adjusted scores (if applicable) will then be tabulated and used to determine each Proposer's final score. LBE Rating Bonuses shall be applicable to each phase of the Solicitation evaluation and selection process, in accordance with the values shown in Section 3.1.B (Application of LBE Rating Bonuses).

C. **Best and Final Offers –** The City reserves the right to ask for best and final offers where costs are over budget.

D. **Tie Breaker –** The following criteria shall be applied to resolve tied scores:

1. A San Francisco Proposer receives consideration over an out-of-town Proposer.
2. A California Proposer receives consideration over an out-of-state Proposer.
3. As a final resort, the Procurement Officer may randomly select a name by drawing with a second City representative present to witness the process. Proper documentation of the selection and award will be kept on file.

6.2 Cost Proposal Scoring:

If a Proposer proposes more than one care model, the evaluation panel will consider the Cost Proposal for each care model in assigning a single Cost Proposal score. Cost Proposals will be evaluated based on the following:

1. Proposed operating expenses are reflective of the proposed scope of work.
2. Proposed budget is reflective of the staff outlined in the proposed scope of work.
3. Proposed budget is reasonable and competitive for services solicited.
4. Proposed cost per participant is reasonable for the frequency, duration and type of support proposed. Cost per participant is the total proposed budget divided by the projected number of unduplicated participants.
5. Proposed budget is reflective of the estimated annual amount of $175,000 for year one.
6. Proposed budget includes only non-clinical, PEI-eligible costs and does not include costs for licensed clinical services or services billed to another payer. PEI-eligible costs are non-clinical costs for the services described in this RFP, such as staff time for doula or midwifery support, care navigation, outreach and data reporting.

6.3 Selection Process:

A. Each Proposal will receive one final score, regardless of the number of care models proposed. The final score will be calculated by totaling the points from the Technical Proposal, the Cost Proposal and the interview, if applicable. The City will recommend for award the Proposer or Proposers that meet the Minimum Qualifications of this Solicitation and receive the highest final scores. If a recommended Proposer proposed more than one care model, DPH will select, at its sole discretion, which care model to fund under that Proposer's contract.

B. The City reserves the right to negotiate the terms and conditions of any resulting contract. Final contract award, if any, will be made by the Director of Health or Board of Supervisors depending on value. The selected Proposer will be required to comply with all insurance and license requirements of the City.

6.4 Award of Contract:

A. The City shall award one or multiple contracts to the Proposers that meet the Minimum Qualifications of this Solicitation whose Proposals receive the highest number of points. The City will determine the number of awards based on programmatic needs and available funding. All recommended Proposers will be awarded a contract and will receive work under the resulting contracts; however, no minimum amount of work is guaranteed to any Contractor.

B. If the contract amount exceeds $10 million or the term exceeds 10 years, approval by the Board of Supervisors will also be required. The decision of the Board of Supervisors will be final.

SECTION 7 – CITY'S CONTRACT TERMS

The successful Proposer will be required to enter into a contract substantially in the form of Attachment M (City's Contract Terms) presented in this Solicitation. Proposers must review this contract for acceptance during the Solicitation process, and any change requests or questions must be submitted during the question-and-answer period outlined in the Solicitation. The City will not accept any changes to the contract after the question period closes. **Proposals submitted with exceptions to the scope or contract terms will not be advanced in the evaluation process.**

Contract exceptions must be submitted as a separate Word document following the format below. Requests that do not follow these instructions will not be considered.

a. State the original contract term as written.

b. Provide the proposed revised contract term, with:

   i. Added language in **bold and highlighted in yellow**

   ii. Deleted language shown using ~~red strikethrough~~

c. Explain the rationale for each proposed change.

The City will review the proposed exceptions and respond by indicating whether each request is accepted or denied. The City's response to the exception requests will be issued as part of the Question-and-Answer Addendum.

SECTION 8 – RFP ATTACHMENTS

8.1 RFP Attachments:

The Proposer's legal name **must appear exactly the same on all Proposal documents**, in all databases listed in Section 3.3.B (Notice of Intent to Award – Required Documentation), and in the City's Supplier System (if registered). The firm submitting the Proposal must be the same firm that enters into the contract. If the Proposer operates under a "Doing Business As" (DBA) name, it is the Proposer's sole responsibility to ensure that the DBA is properly registered and included as part of their legal name in all systems and documents.

A. ATTACHMENT A (Contact Information Cover Sheet).

- Must be completed and included with Electronic File #2.

B. ATTACHMENT B (Non-Collusion Affidavit Form).

- Must be completed and included with Electronic File #2.

C. ATTACHMENT C (Reference Form).

- Must be completed and included with Electronic File #2.

D. ATTACHMENT D (12L Compliance).

- Must be completed and included with Electronic File #2.

Non-Profit Entities: If a Contractor is a non-profit entity that receives a cumulative total per year of at least $1,000,000 in City funds or City-administered funds and is a non-profit organization as defined in Chapter 12L of the S.F. Administrative Code, the Contractor must comply with Chapter 12L and include in its Proposal:

1. A statement describing its efforts to comply with the Chapter 12L provisions regarding public access to Contractor's meetings and records, and
2. A summary and disposition of all complaints concerning the Contractor's compliance with Chapter 12L that were filed with the City in the last two years and deemed by the City to be substantiated. If no such complaints were filed, the Contractor shall include a statement to that effect.

Failure to comply with the reporting requirements of Chapter 12L or material misrepresentation in Contractor's Chapter 12L submissions shall be grounds for rejection of the Proposal and/or termination of any subsequent contract reached on the basis of the Proposal.

E. ATTACHMENT E (CMD LBE Form 2A).

- Must be completed and included with Electronic File #2.

F. ATTACHMENT F (Minimum Compensation Ordinance (MCO) Declaration Form).

- Must be completed and included with Electronic File #2.

G. ATTACHMENT G (Health Care Accountability Ordinance (HCAO) Declaration Form).

- Must be completed and included with Electronic File #2.

H. ATTACHMENT H (First Source Workforce Projection Form and Fact Sheet).

- Must be completed and included with Electronic File #2.

Proposers must complete and submit the required form via the DocuSign link above. Upon successful submission, Proposers will receive a copy of the completed form via email. A copy of this form must be included in the Proposal as Attachment H to verify that the form was submitted correctly and on time.

More information about the City's First Source Hiring Program can be found at the First Source Hiring Program website.

Note: Proposers are not required to register with the WorkforceLinkSF database at the time of Proposal submission.

I. ATTACHMENT I (Cost Proposal Form).

- Proposers must follow the instructions in Section 5.2.C.3 (Electronic File #3 Cost Proposal).

J. Reserved (ATTACHMENT J (Funder Terms, Conditions, and Requirements)).

K. Reserved (ATTACHMENT K (Vendor Attestation of Digital Accessibility Compliance)).

L. Reserved (ATTACHMENT L (Web Content Accessibility Guidelines 2.1 Level AA ("WCAG") Information Factsheet)).

M. ATTACHMENT M (City's Contract Terms).

- Proposers must follow the instructions in Section 7 (City's Contract Terms).