



Mark Farrell, Mayor

Department of Human Services
 Department of Aging and Adult Services
 Office of Early Care and Education

Trent Rhorer, Executive Director

MEMORANDUM

TO: HUMAN SERVICES COMMISSION

THROUGH: TRENT RHORER, EXECUTIVE DIRECTOR

FROM: NOELLE SIMMONS, DEPUTY DIRECTOR
 JOHN TSUTAKAWA, DIRECTOR OF CONTRACTS *JT*

DATE: JUNE 22, 2018

SUBJECT: NEW GRANT: **DRESS FOR SUCCESS SAN FRANCISCO (NON-PROFIT)** TO PROVIDE INTERVIEW SUITING SERVICES

GRANT TERM: July 1, 2018 through June 30, 2021

GRANT AMOUNT:	New	Contingency	Total
	\$141,750	\$14,175	\$155,925

ANNUAL AMOUNT:	FY 18/19	FY 19/20	FY 20/21
	\$47,250	\$47,250	\$47,250

Funding Source	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
FUNDING:	\$43,971	\$21,557	\$76,222	\$14,175	\$155,925
PERCENTAGE:	31%	15%	54%		100%

The Department of Human Services (DHS) requests authorization to enter into a new grant agreement with Dress for Success San Francisco for the provision of interview suiting services for women entering the workforce for the period of July 1, 2018 through June 30, 2021, in an amount of \$141,750 plus a 10% contingency for a total amount not to exceed \$155,925.

Background

Dress for Success San Francisco has operated since June 2006 as the local affiliate to Dress for Success Worldwide, a global non-profit organization that empowers women to achieve economic independence. The purpose of this program is to address and fulfill the needs of low-income women who have emerged from the welfare system and are met with challenges of entering the workforce. Dress for Success provides its clients, who often do not own interview-appropriate clothing, with attire suitable for job interviews. Through this program, these women may obtain social and economic security, giving them power to permanently improve their lives. The Human

Services Agency started referring women to this program in 2008.

Services to be Provided

Welfare-to-Work staff will refer clients with scheduled job interviews to grantee for services. Clients will receive one-to-one assistance from Grantee's trained, volunteer personal shoppers who will help them select an appropriate suit, shoes, and accessories for a professional interview. Volunteers will guide the clients through the selection process, making recommendations and educating them on conventional workplace expectations. When the clients secure employment, they are eligible to receive additional clothing appropriate for their new job.

Grantee will serve up to 300 clients from CalWORKs and 50 from PAES/ABAWD each fiscal year.

Selection

Contractor was selected through Request for Proposals 791, which was competitively bid in March 22, 2018.

Funding

Funding for this grant will be provided by a combination of County General, State, and Federal Funds.

ATTACHMENTS

Appendix A

Appendix B

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Appendix A – Services to be Provided
Dress for Success San Francisco
Interview Suiting Services
July 1, 2018 – June 30, 2021

I. Purpose

This grant provides low-income women who are engaged in job readiness and/or job search activities administered by the Welfare to Work Services Program at HSA with interview-appropriate clothing or business attire. The purpose of this grant is to address and fulfill the needs of low-income women who are met with the challenge of entering the workforce. Once employed, low-income women and their families may obtain social and economic security, giving them power to permanently improve their lives.

II. Definitions

ABAWD	Able-Bodied Adults Without Dependents, i.e., CalFresh recipients age 18 to 49 who are able to work and do not share a household with a minor child.
CAAP	County Adult Assistance Program
CalFresh	CalFresh program 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.
CalWORKs	California Work Opportunity and Responsibility to Kids, welfare-to-work program for families receiving Temporary Aid to Needy Families (TANF) cash aid.
DHS	San Francisco Department of Human Services, a division of HSA
Grantee	Dress For Success San Francisco
HSA	Human Services Agency
Launchpad	A client tracking system used by HSA
OCM	Office of Contract Management, San Francisco Human Services Agency.
PAES	Personal Assisted Employment Services, an HSA program that provides a cash stipend and employment services to low-income San Franciscans with no children.
SOGI	Sexual Orientation and Gender Identity. A City ordinance requiring grantees to collect data concerning SOGI information on clients they serve.

III. Target Population

The target population is women residents of San Francisco who receive CalWORKs, CAAP/PAES, or CalFresh/ABAWD and are in an employment activity or path and referred by HSA staff.

IV. Services to be Provided

Participants are referred by HSA Welfare to Work staff (Employment Specialists and Workforce Development staff). All participants are required to have a job interview scheduled in order to receive services. After participant orientation, participants receive 1:1 assistance from trained, personal shoppers who help select an appropriate suit, shoes, and accessories for a professional interview. Personal shoppers gently guide the participants through the selection process, making recommendations and educating them on workplace expectations.

1. During initial visit participants will receive the following services (Estimated Duration: 1 Hour):
 - Wardrobe Consultation (All sizes from 0-26 should be available)
 - Professional Attire (including matching suit, shoes, accessories, professional handbag, toiletries, and make-up)
 - Overall confidence boost to increase self-esteem and self-confidence
2. After participants secure employment they are invited back for a 2nd visit and receive the following services (Estimated Duration is 1 Hour):
 - Additional suit, separates and accessories to help build a working wardrobe for professional office attire.
 - Wardrobe Consultation.
 - Overall confidence boost to increase self-esteem and self-confidence.
3. Provide mobile suiting services at HSA sites.
4. Through Grantee's connections to the community, Grantee will refer potential CalWORKs clients to HSA to be screened for CalWORKs eligibility.

V. Location and Times of Services

Services will be provided at the Mission Career Link Center, 3125 Mission Street, and at Southeast Workforce Center, 1800 Oakdale Avenue, San Francisco, Wednesdays, 11:00am to 3:00pm. As needed, services may also be provided at Dress for Success, 500 Sutter Street, Suite 218, San Francisco, 94102.

VI. Service Objectives

On an annual basis, the Grantee will meet the following Service Objectives:

- A. Provide services to a minimum of 300 CalWORKs participants annually
- B. Provide services to a minimum of 50 PAES/ABAWD participants annually

VII. Outcome Objectives

On an annual basis, the Grantee will meet the following Outcome Objectives:

- A. In a Participant Satisfaction Survey, 75% of the participants will report that the services prepared them for their interviews.
- B. 30% of participants who secure employment will return for a second visit.

VIII. Reporting Requirements

- A. Grantee will provide a monthly report of activities, referencing the tasks as described in Section VI- Service Objectives and Section VII- Outcome Objectives. Grantee will upload the monthly metrics in the CARBON database by the 10th of the following month.
- B. Grantee will provide an annual report summarizing the contract activities, referencing the tasks as described in Section VI & VII- Service and Outcome Objectives. If applicable, Grantee will enter the annual SOGI aggregate data in the CARBON database by the 10th of the month following the end of the program year.
- C. Grantee shall verify eligibility of participants for the prior month before invoices are paid. Any written communication that contains client confidential information shall be transmitted through a secured method approved by HSA or by using ZixCorp. Additional client tracking may be done through Launchpad.
- D. For assistance with reporting requirements or submission of reports, please contact:

Esperanza Zapien
Contract Manager
esperanza.zapien@sfgov.org

Marlén Sanchez
Contract Monitor
marlen.sanchez@sfgov.org

X. Monitoring Activities

Program Monitoring: Program monitoring will include a site visit, review of periodic reports, and review of case files and back-up documentation verifying progress towards meeting service and outcome objectives.

Fiscal Compliance and Contract Monitoring: Fiscal monitoring will include review of the Grantee's organizational budget, the general ledger, quarterly balance sheet, cost allocation procedures and plan, State and Federal tax forms, audited financial statement, fiscal policy manual, supporting documentation for selected invoices, cash receipts and disbursement journals. The compliance monitoring will include review of Personnel Manual, Emergency Operations Plan, Compliance with the Americans with Disabilities Act, subcontracts, and MOUs, and the current board roster and selected board minutes for compliance with the Sunshine Ordinance.

Appendix B - Calculation of Charges

Dress for Success San Francisco Interview Suiting Services

July 1, 2018 – June 30, 2021

- I.** The City and County will reimburse the grantee for the services specified in Appendix A at a cost per client of \$135, which includes 1st and 2nd visit.

- II.** Annual Breakdown:
CalWORKs Clients: 300 Clients x \$135 per client = \$40,500
PAES/ ABAWD Clients: 50 Clients x \$135 per client = \$6,750
Total Annual Amount = \$47,250

- III.** Total amount for the period of July 1, 2018 through June 30, 2021 is not to exceed \$141,750.

