



Edwin M. Lee, Mayor

Trent Rhorer, Executive Director

MEMORANDUM

TO: HUMAN SERVICES COMMISSION

THROUGH: TRENT RHORER, EXECUTIVE DIRECTOR

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

DATE: APRIL 21, 2017

SUBJECT: GRANT RENEWAL: DRESS FOR SUCCESS (NON-PROFIT) TO PROVIDE WOMEN'S INTERVIEW CLOTHING SERVICES

	<u>Current</u>	<u>Renewal</u>	<u>Contingency</u>	<u>Total</u>	
GRANT TERM:	7/1/14- 6/30/17	7/1/17- 6/30/18			
GRANT AMOUNT:	\$126,786	\$43,336	\$4,334	\$47,670	
ANNUAL AMOUNT:	<u>FY 17/18</u> \$43,336				
Funding Source	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
	\$8,486	\$7,189	\$27,661	\$4,334	\$47,670
PERCENTAGE:	20%	16%	64%		100%

The Department of Human Services (DHS) requests authorization to renew the grant with Dress for Success for the period of July 1, 2017 through June 30, 2018, in an amount of \$43,336 plus a 10% contingency for a total amount not to exceed \$47,670. The purpose of the grant is to provide career development services and job interview clothing to women clients of the CalWorks and Personal Assisted Employment Services (PAES) programs.

Background

Dress for Success San Francisco has been in business since 1977. 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. The program provides these clients with self-sufficiency tools through employment retention and career development services. Dress for Success also provides its clients, who often do not own interview-appropriate

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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 and non-profit partners will refer clients with scheduled job interviews to grantee for orientation. After client orientation, clients will receive one-to-one assistance from grantee's trained, volunteer personal shoppers who will help 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.

Grantee will serve up to 300 clients from CalWorks and 30 from PAES this fiscal year.

Performance

Grantee received a program monitoring visit on March 7, 2017, and a fiscal and compliance monitoring visit on April 11, 2017. No significant findings emerged from either of the monitoring visits.

Selection

Grantee was selected through Informal Bid #605, which was competitively bid in March 2014.

Funding

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

ATTACHMENTS

Appendix A – Scope of Services

Appendix B – Calculation of Charges

Appendix A – Services to be Provided
Dress for Success
Interviewing Suiting Services
July 1, 2017 – June 30, 2018

I. Purpose

The purpose of this grant is to address and fulfill the needs of low-income women who have left the welfare system or are emerging from unemployment and are met with the challenge of entering the workforce. Often, women emerging from low-income or poverty-stricken backgrounds do not own interview-appropriate clothing or business attire. The program provides necessary tools needed to become self-sufficient through employment retention and career development services. In turn, low-income women and their families may obtain social and economic security, giving them power to permanently improve their lives.

II. Definitions

Grantee	Dress For Success San Francisco
CW	CalWORKs
HSA	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.

III. Target Population

Unemployed, low income women (exclusively CalWORKs and PAES Participants) who are engaged in job readiness and/or job search activities administered by the Welfare to Work Services Program at HSA.

IV. Eligibility for Services

Eligible participants are those who are enrolled in or have completed job readiness or technical skills training program or are in Job Search. Participants must also be job-ready, actively seeking employment, have an interview scheduled and be in need of an interview suit. These participants will be identified and referred to Dress for Success by Welfare to Work Services staff, and identified employment service partners. Participants referred by HSA staff have eligibility already confirmed. Participants referred by partner agencies will be served by the service provider, and eligibility for service through this grant will be reviewed by program before invoices are paid.

V. Services to be Provided

Participants are referred to Grantee from HSA Welfare to Work staff (Employment Specialists and Workforce Development staff) and approved Community Based Organization partner staff providing employment services with WTW participants (list to be provided). 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, volunteer personal shoppers who help select an appropriate suit, shoes, and accessories for a professional interview. Volunteers gently guide the participants through the selection process, making recommendations and educating them on workplace expectations.

During initial visit, participants receive the following services (Estimated Duration: 1 Hour):

- Interview Skills Assessment, Education and Training
- Wardrobe Consultation (All sizes from 0-26 are available)
- Professional Attire (including matching suit, shoes, accessories, professional handbag, toiletries, and make-up)
- Overall Confidence Boost to increase self-esteem and self-confidence
- Opportunity to utilize Career Center

After participants secure employment they are invited back for 2nd visit and receive the following services (Estimated Duration: 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
- Opportunity to utilize Career Center

VI. Location and Times of Services

Services will be provided at the Mission Career Link Center, 3120 Mission Street, San Francisco, on 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.

VII. 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 30 PAES participants annually

VIII. Outcome Objectives

On an annual basis, the Grantee will meet the following Outcome Objectives: 75% of the participants utilizing the service will rate their average satisfaction at 3 or better on a scale of 1 - 5 on the Participant Satisfaction Survey.

IX. Reporting Requirements

- A. Grantee will provide a monthly report of activities, referencing the tasks as described in Section VI- Service Objectives. Grantee will enter the monthly metrics in the CARBON database by the 15th of the following month.
- B. Contractor shall provide monthly reports on Participant outcomes, as mutually agreed to with HSA, and reports will be by the 10th of the following month
- C. Reports are to be submitted electronically to the following HSA staff:

Justin Chan
Contracts Manager
justin.chan@sfgov.org

Kameisha James
Workforce Development Division Liaison
kameisha.james@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 Training & Suiting Services

July 1, 2014 – June 30, 2017

- I. The City and County will reimburse the grantee for the services specified in Appendix A at a cost per client of \$131.32, which includes 1st and 2nd visit as well as possible participation in the weekly job search program and monthly employment retention program.
- II. Annual Breakdown:
CalWORKs Clients: 300 Clients x \$131.32 per client = \$39,396
PAES Clients: 30 Clients x \$131.32 per client = \$3,940
Total Annual Amount = \$43,336
- III. Total amount for the period of July 1, 2017 through June 30, 2018 is not to exceed \$43,336.