

File No. 111194

Committee Item No. \_\_\_\_\_  
Board Item No. 21

**COMMITTEE/BOARD OF SUPERVISORS**  
AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting

Date November 8, 2011

Cmte Board

- |                          |                                     |  |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/>            | Motion                                       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/> | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/> | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Budget Analyst Report                        |
| <input type="checkbox"/> | <input type="checkbox"/>            | Legislative Analyst Report                   |
| <input type="checkbox"/> | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/> | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input type="checkbox"/> | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/> | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Ethics Form 126                              |
| <input type="checkbox"/> | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/> | <input type="checkbox"/>            | Correspondence                               |

OTHER

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Andrea Ausberry Date November 3, 2011

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document is in the file.

1 [Accept and Expend Gift - Donor Database - \$75,000]

2  
3 **Resolution authorizing the Recreation and Park Department to retroactively accept and**  
4 **expend an in-kind gift valued at \$75,000 from the Salesforce.com Foundation to**  
5 **provide the department with a web-based donor database and 10 user licenses for a**  
6 **period of over five years (2011-2015).**

7  
8 WHEREAS, The Salesforce.com Foundation is the charitable enterprise of  
9 Salesforce.com that aims to donate software and employee time to public and non-profit  
10 organizations; and

11 WHEREAS, The Recreation and Park Department (RPD) has increased its efforts to  
12 generate contributed income from individuals, corporations, and private foundations in order  
13 to meet its budget shortfall; and,

14 WHEREAS, A donor database is needed to manage donor relationships, track donor  
15 history and manage workflows; and,

16 WHEREAS, RPD staff evaluated a number of database products before concluding  
17 that the web-based platform provided by Salesforce.com best meets its needs; and,

18 WHEREAS, RPD evaluated the security measures utilized by Salesforce.com and  
19 found that RPD data will be well protected from interference or access from outside intruders  
20 through firewalls and other advanced technologies; and,

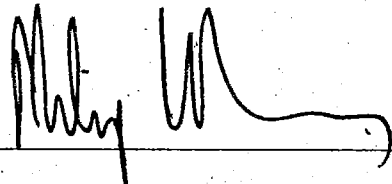
21 WHEREAS, The Salesforce.com Foundation awarded RPD with a donor database and  
22 10 user licenses valued at \$15,000 per year; and,

23 WHEREAS, The Recreation and Park Commission recommends that the San  
24 Francisco Board of Supervisors retroactively accept and expend the in-kind gift, valued at  
25 \$75,000 over 5 years; and,

1           WHEREAS, The City recognizes the generosity of the Salesforce.com Foundation with  
2 sincere appreciation; now, therefore, be it

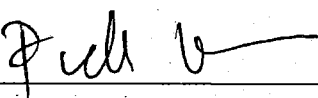
3           RESOLVED, That the Board of Supervisors approves the Gift and authorizes the  
4 Recreation and Park Department General Manager to retroactively accept and expend the in-  
5 kind Gift from the Salesforce.com Foundation to provide RPD with a web-based donor  
6 database and 10 user licenses, valued at \$75,000 over 5 years (2011-2015).

7  
8 Recommended:

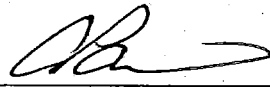
9  
10   
11 \_\_\_\_\_

12 General Manager, Recreation and Park Department

13  
14 Approved:

15  
16  
17   
18 \_\_\_\_\_

19 Mayor

20   
21 \_\_\_\_\_

22 Controller



Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

**TO:** Angela Calvillo, Clerk of the Board of Supervisors  
**FROM:** Daliah Khoury, Assistant Director of Development  
**DATE:** September 6, 2011  
**SUBJECT:** Accept and Expend Resolution for Subject Grant  
**GRANT TITLE:** Donor Database, \$75,000 over 5 years

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Attached please find the original and 4 copies of each of the following:

- Proposed grant resolution; original signed by Department, Controller
- Grant information form, including disability checklist
- Grant budget: Donor Database and 10 user licenses (\$15,000 per year)
- Grant award letter from funding agency
- Other (Explain):

**Special Timeline Requirements:** n/a

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**Departmental representative to receive a copy of the adopted resolution:**

Name: Daliah Khoury

Phone: 415/831-6897

Interoffice Mail Address: RPD, McLaren Lodge, 501 Stanyan Street

Certified copy required Yes

No X

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases, ordinary copies without the seal are sufficient).

**Grant Information Form**

File Number: 111194 (Provided by Clerk of Board of Supervisors)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

- 1. Grant Title: Donor Database
- 2. Department: Recreation and Park Department
- 3. Contact Person: Daliah Khoury, Assistant Director of Development, Institutional Giving, Telephone: (415) 831-6897

4. Grant Approval Status (check one):

Approved by funding agency                       Not yet approved

5. Amount of Grant Funding Applied for: \$75,000 over 5 years (in-kind)

6a. Matching Funds Required: No.

b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: Salesforce.com Foundation

b. Grant Pass-Through Agency (if applicable): N/A

8. Proposed Grant Project Summary:

This in-kind gift will provide RPD's Resource Development staff with a safe and secure web-based donor database system with which they can manage donor relationships, track donor history, and manage workflows.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: n/a                      End-Date:

10. Number of new positions created and funded: 0

11. If new positions are created, explain the disposition of employees once the grant ends? N/A

12a. Amount of Grant budgeted for contractual services: \$0

b. Will contractual services be put out to bid?

c. If so, will contract services help to further the goals of the department's DBE requirements?

d. Is this likely to be a one-time or ongoing request for contracting out?

13a. Does the Grant budget include indirect costs?  Yes  No

b1. If yes, how much?

b2. How was the amount calculated?

c. If no, why are indirect costs not included?

Not allowed by granting agency  To maximize use of grant funds on direct services

Other (please explain):

14. Any other significant grant requirements or comments: No

\*\*Disability Access Checklist\*\*

15. This Grant is intended for activities at (check all that apply):

Existing Site(s)  Existing Structure(s)

Existing Program(s) or Service(s)  Rehabilitated Site(s)

Rehabilitated Structure(s)  New Program(s) or Service(s)

New Site(s)  New Structure(s)

16. The departmental Inclusion Services Coordinator has reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

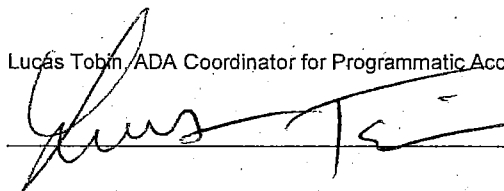
RPD will provide reasonable accommodation to children with disabilities to participate in our programs. Special needs children applying for accommodation should provide their IEP report, which includes the stated accommodation(s) to be provided.

Children with disabilities should have specific written accommodation in their Individualized Education Program (IEP). A child's IEP report will qualify the child to receive inclusion services corresponding to the appropriate benefit level through the San Francisco Unified School District (SFUSD) in collaboration with the San Francisco Recreation and Park Department (RPD).

ADA Coordinator for Programmatic Access:

Lucas Tobin, ADA Coordinator for Programmatic Access

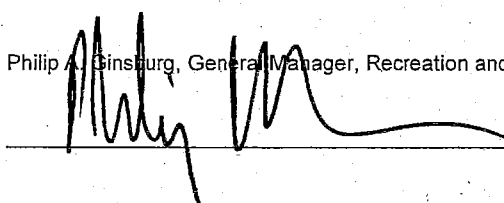
(Signature/Date)

 9/14/11

Department Approval:

Philip A. Ginsburg, General Manager, Recreation and Park Department

(Signature/Date)

 10/19/11



## Welcome to the Cloud!

We are going to do great things together.

Dear Daliah,

Congratulations! San Francisco Recreation and Park Dept's application has been approved and you are now an official Salesforce customer.

The force.com platform is powerful technology, but our collective success comes in what YOU make of it.

### Getting started

If you want to get up and running quickly, and you have a budget for implementation, find a partner to help you.

The first step in any Salesforce CRM project is to get oriented—and then to get a plan. Getting Started on the Salesforce.com Community site is an implementation guide with an overview of the steps we recommend when implementing Salesforce:

- STEP 1: Plan and Prepare
- STEP 2: Set Up Salesforce CRM
- STEP 3: Make Salesforce Your Own
- STEP 4: Ready, Set, Go
- STEP 5: Make Salesforce CRM a Success

### Support

As a Salesforce customer, one of the best resources available to you is the **Help & Training** application that is part of Salesforce. To access it, just login to Salesforce and click on the **Help & Training link** at the top right of the page. From here you can access the user guide, try training on demand (we particularly recommend Administration Essentials), and search the knowledge base.

For technical support, you can log cases through the Help and Training link or by calling (866) 614-7375.

### Need More?

If you are interested in purchasing additional licenses or additional Salesforce services, please email [nonprofitsales@salesforce.com](mailto:nonprofitsales@salesforce.com) and we will be happy to help you get what you need.

Thank you for choosing Salesforce!

-The Salesforce Team

## INTRODUCTION FORM

By a member of the Board of Supervisors or the Mayor

Time Stamp or  
Meeting Date

I hereby submit the following item for introduction:

- 1. For reference to Committee: \_\_\_\_\_  
An ordinance, resolution, motion, or charter amendment
- 2. Request for next printed agenda without reference to Committee
- 3. Request for Committee hearing on a subject matter
- 4. Request for letter beginning "Supervisor \_\_\_\_\_ inquires..."
- 5. City Attorney request
- 6. Call file from Committee
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File Nos.
- 9. Request for Closed Session
- 10. Board to Sit as A Committee of the Whole
- 11. Question(s) submitted for Mayoral Appearance before the BOS on \_\_\_\_\_

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:


- |   |  |
|---|--|
| <input type="checkbox"/> Small Business Commission      | <input type="checkbox"/> Youth Commission    |
| <input type="checkbox"/> Ethics Commission              | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Building Inspection Commission |  |

**Note:** For the Imperative Agenda (a resolution not on the printed agenda), use a different form.]

**Sponsor(s):** Supervisor Carmen Chu

**Subject:** \$75,000 Grant accept and expend for Recreation & Park Dept Donor Database

The text is listed below or attached:

Signature of Sponsoring Supervisor: 

**For Clerk's Use Only:**

11194