

REQUEST FOR QUALIFICATIONS AND PROPOSAL

HOUSING FOR ALL OUTREACH AND ENGAGEMENT CAMPAIGN STRATEGY AND MATERIALS

July 17, 2019

BACKGROUND

Housing for All (H4A) is a Central Oregon Consortium of regional partners who believe that the lack of safe and affordable housing in Central Oregon is an economic development barrier, a strain on household finances and public coffers, and a public health crisis. Low-income families in all three counties struggle to find affordable housing with very low rental vacancy rates. Homelessness persists and is becoming more widespread. The regional housing crisis is widening and exacerbating inequities and health disparities.

H4A members understand that addressing the housing crisis is a complex task and will require the integrated efforts of many partners—including health and human services, private developers, regional businesses, non-profits, local governments, state and federal agencies, advocates, and community members. H4A seeks to integrate the efforts of many regional partners to save time and money, improve inter-agency mutual understanding and networks, and allow for the implementation of solutions that address the full complexity of the problem.

A brief overview of H4A and the H4A Charter can be accessed here: <https://coic2.org/community-development/housing-for-all/>.

H4A recently completed a Regional Housing Needs Assessment (RHNA) for Central Oregon, including the following sections:

- The impact of the housing crisis on households, health, public safety, economic development, etc. – including data and stories (Chapter 2)
- A regional socioeconomic overview (Chapter 3)
- Housing market trends – what is being produced (Chapter 4)
- Housing needs – the gap between what is being developed and what households in Central Oregon need, including 10-year projections, as well as some contributing factors/causes (Chapter 5)
- Proposed Strategies/Best Practices for addressing housing needs in Central Oregon (Chapter 6).

The RHNA is a wealth of information, but at 160 pages and with a great deal of technical jargon and information, it is not “consumer friendly to help inform the public and decision makers and help drive changes in policy.

The RHNA and a list of RHNA Select Findings can be accessed here: <https://coic2.org/needs-assessment/>

PROJECT OVERVIEW

Housing for All is seeking an experienced outreach and engagement, marketing, and/or PR consultant to provide technical services to help translate the RHNA into more consumer-friendly materials, create a communications strategy, and help H4A develop our information clearinghouse functions. The ultimate goal of this project is to increase citizen and decision-maker awareness and understanding of the housing crisis in Central Oregon, in order to impact policy and programs to better address the housing needs of citizens and families. The consultant will work in close collaboration with the H4A Outreach Subcommittee to guide the development of the following key project deliverables:

1. **Campaign: create a communications strategy and consumer-friendly materials to convey the critical findings in the RHNA:** This includes identification and development of preferred types of materials and tools, including but not limited to short videos, slide decks, radio spots, press releases, etc.; as appropriate to our goals and budget. H4A members and COIC staff will help identify the priority findings and messages in the RHNA. The communications strategy will outline a plan for disseminating information via H4A networks or other means as well as evaluation metrics to help us track success.
 - a. In creating this campaign, we have committed to engaging target populations – e.g. low income renter households, racial and ethnic minorities, and youth and seniors, etc. – in campaign development. COIC and H4A members will manage this engagement, but we want our selected consultant to have some familiarity with this sort of work as well as to identify ways to integrate this input. We are also engaging a Diversity, Equity, and Inclusion (DEI) consultant for the project and we will plan some joint meetings with the selected outreach consultant and DEI consultant to help guide the campaign.
 - b. We also have funding to pass through to regional organizations that are working on housing issues. The campaign materials will be provided to these organizations along with guidance on how to use them. We are expecting to conduct a workshop in late October 2019 and part of the scope of work will be to have the selected consultant participate in this workshop.
2. **Information Clearinghouse:** Help H4A develop our information clearinghouse functions regarding housing issues in the region. We anticipate this to include a website (to be housed on the COIC website that is currently being rebuilt) as well as, potentially, a regular email newsletter. Our expectation is that this will not require any new coding or web page

development but rather will utilize the functionality and “look and feel” currently being developed for the overarching COIC website. Web functionality could include an overview of H4A and partners, a data dashboard, an event calendar, landing pages for H4A campaign “pushes”, and a resources section.

EXPECTED TIMELINE (SUBJECT TO REVISION AS NECESSARY):

- July 17: RFQ released
- July 31: Statement of Qualifications and Proposals due
- Week of August 5: Consultant selection and contract finalized
- Ongoing: Project Management meetings with COIC and H4A Outreach Subcommittee
- Early September: Review proposed Outreach Tools (e.g. list of tools such as videos, slide decks, etc. - and justification for each) and Communications Strategy
- Late September: Review Draft Outreach Tools
- Mid October: Final Communications Strategy and Materials/Tools
- Late October: Participate in H4A outreach workshop

COMPENSATION

COIC will pay up to \$25,000 for this project scope of work. This total will include professional fees for consultation, communication strategy development, and related, as well as production of materials/tools. Consultant will keep track of time spent on the project and other expenses, and submit invoices with progress reports. Payment will be made within 30 days of receipt of invoice. Consultant to include preferred payment schedule in proposal.

HOW TO SUBMIT A BID

Please prepare a short proposal (no more than 20 pages) which includes:

- Name, Company Name, Physical and Mailing Address
- Contact Information
- Statement of Qualifications
- Proposed Statement of Work to Achieve the Outcomes
- Compensation schedule

Proposals must be submitted no later than **5pm on Wednesday, July 31st 2019**. Proposals will be accepted by email at the following address: dgreenwald@coic.org.

Questions or Comments? If before July 23, please contact Scott Aycock, COIC CED Manager, at scotta@coic.org or 541-548-9523. Beginning July 24, please contact Dana Greenwald, COIC Program Assistant at dgreenwald@coic.org or at 541-548-9535.

