



Request for Proposals to Develop Public Performance Dashboard for A Home for All - Housing Provider Recruitment

Introduction

Housing Collaborative is seeking proposals from qualified firms to develop a public-facing performance dashboard related to its housing provider recruitment efforts under A Home for All, a community-wide initiative to address homelessness and housing instability.

A Home for All Overview

Developed from extensive research, data analysis and strategic collaboration among 250+ organizations and stakeholders, A Home For All is an initiative designed to address all aspects of homelessness and housing instability to ensure every individual and family has a stable roof over their head. Mecklenburg County leaders selected United Way of Greater Charlotte to lead implementation of the A Home for All initiative.

Over the last two years, United Way convened a Technical Committee comprised of 80+ community stakeholders to develop the implementation plan that will guide work on A Home for All for the next four years. The implementation plan focuses on four pillars: (1) person-directed care, (2) prevention, (3) housing supply production, and (4) emergency response. Each pillar represents a key systematic change that is required to create a more responsive system of support that will move Charlotte-Mecklenburg towards a community where “homelessness is rare, brief, and non-recurring and every person has access to permanent, affordable housing and the resources to sustain it.”

About Housing Collaborative

Founded in Charlotte, N.C. in 1999, [Housing Collaborative](#) helps secure and retain housing for those experiencing homelessness; for those who have lost housing due to disaster or displacement; and for those experiencing housing instability. We work in collaboration with property providers and mission-



based organizations by leveraging their supportive services and/or programmatic resources with our housing expertise and housing-related resources.

Housing Collaborative’s Role in A Home for All

Housing Collaborative was selected as A Home for All’s nonprofit partner that focuses on increasing affordable housing opportunities for the Charlotte community by launching a large-scale campaign to recruit more property providers through a combination of recruitment and retention incentives. A \$1.5M investment will build on the work Housing Collaborative already does, which is to increase the number of property providers who will accept subsidies and vouchers through centralized recruitment and incentives, with a goal of securing 600 new units by June 2026.

The funds invested in this partnership by the City of Charlotte and Mecklenburg County will go toward:

- Housing Provider Recruitment and Retention: Offer housing provider incentives and “insurance”-type support funds, and marketing to support Housing Collab’s efforts of reaching this goal.
- Assistance for Households: Assist with finding/matching to available housing units, quickly pay application fees, facilitate lease-up and assist with lease renewals as needed.
- Data Reporting and Impact Measurement: **create a public dashboard**, administer surveys, develop program guidelines, and adhere to monthly reporting requirements to measure success.

Housing Collaborative’s Public-Facing Performance Dashboard

Housing Collaborative will engage an experienced partner to develop and implement a public performance dashboard, drawing data from our existing Salesforce-based platform. The primary goal of the public dashboard is to keep community partners apprised of Housing Collaborative’s work on A Home for All. The contract to develop the public dashboard is expected to begin January 20, 2025 and conclude by March 31, 2025. There is an additional budget allowance, separate from this contract, for any licenses associated with software required to implement and maintain the dashboard, if applicable. Housing Collaborative already has an *internal* dashboard attached to this RFP for reference. Some of the elements may be replicated in the new public-facing dashboard, but additional data points (and their source reports) will need to be created by the vendor.

Timeline

Proposals must be submitted to lsantos@housingcollab.org via email no later than 5:00 p.m. on Friday, January 3, 2025. Respondents will be notified of a decision by Friday, January 10, 2025 and a contract effective dJanuary 20, 2025 will be created and executed.

Instructions

Proposals should be concise and must include a resume or statement of qualifications for each member of the firm that will be involved in the delivery of the requested services.

Respondents are advised that all submissions (including those not selected) may be made available to the public upon request after completion of the process, selection of the successful proposal, and signing of a contract for the requested services. Accordingly, any information included in the proposal that the respondent believes to be proprietary or confidential should be clearly identified as such.

Scope of Work

Housing Collaborative seeks to engage a qualified vendor to provide:

- Consultation with Housing Collaborative leadership to determine the data points to be displayed in the public-facing performance dashboard.
- Development of custom reports within Housing Collaborative's Salesforce platform, which will feed to public-facing performance dashboard.
- Identification of the necessary software (eg, Tableau) and service/license level or type needed to create the public-facing dashboard.
- Creation of the dashboard using the identified software.
- Installation of the dashboard on Housing Collaborative's existing website.
- Creation of a simple guide for Housing Collab to maintain the reports and dashboard without (or with minimal) need for external support.

The following items are NOT needed as part of this Scope of Work:

- Development of a Data System of Record – Housing Collaborative has a robust, custom-designed Salesforce platform where it tracks all its programmatic work.
- Ongoing support for the resulting public-facing dashboard.

Items to be Included with Your Proposal

1. Provide the following details about your firm:

- a. Name of the principals of the firm
- b. Name, telephone number, and email address of a representative of the firm authorized to discuss your proposal
- c. Address of all offices of the firm
- d. Number of employees of the firm
- e. The firm's Employer ID number (EIN) and proof of incorporation
- f. Attach proof of the firm's Sam.gov registration and/or Minority-, Disability-, or Women-Owned Business Certification status, if applicable.

2. Describe Your Experience

- a. Describe your firm and its capabilities. In particular, support your capacity to perform the Scope of Work.
- b. Describe any work your firm has completed related to the issues of affordable housing or homelessness.
- c. Include examples of performance dashboards your firm has created.
- d. Indicate which principals and associates from your firm would be involved in providing services to Housing Collaborative. Provide appropriate background information for each such person and identify their responsibilities.
- e. Provide at least three references including a contact name and telephone number for organizations or businesses for whom you have performed similar work.
- f. Identify any potential conflict of interest that may arise as a result of business activities or ventures by your firm and associates of your firm, employees, or subcontractors as a result of any individual's status as a member of the board of directors or employee of any organization likely to interact with Housing Collaborative.
- g. Identify any material litigation, administrative proceedings or investigations, in which your firm, or any of its principals, partners, associates, subcontractors, or support staff was a party, that has been settled within the past two (2) years.

3. Detail Your Fee Structure and Timeline

The cost of services is one of the factors that will be considered in awarding this contract. The information requested in this section is required to support the reasonableness of your fees.

- a. Provide a detailed cost proposal for performing the Scope of Work.
- b. Housing Collaborative anticipates a two-month engagement. Provide a timeline for key actions and deliverables to meet this goal.
- c. Provide any other fee information applicable to the engagement that has not been previously covered that you wish to share with Housing Collaborative. This may include items not listed in the scope of work (eg, software license fees).
- d. Outline expectations around payment – Housing Collaborative prefers to pay a monthly fee, but will entertain other payment schedules.

4. Miscellaneous

- a. Housing Collaborative encourages the participation of persons of color, women, persons with disabilities and members of other federally and state protected classes. Include the number and percentage of members of federally and state protected classes who are either principals or senior managers in your firm, and the number and percentage of members of federally and state protected classes in your firm who will work on Housing Collaborative engagement.

5. Certifications

- a. Include a letter from the head of your firm certifying that (i) no member of your firm has made inquiries or contacts with respect to this RFP other than in an email or written communication to Leslie Santos at lsantos@housingcollab.org seeking clarification on the Scope of Work set forth in this proposal, from the date of this RFP's release through the date of your proposal, (ii) no member of your firm will make any such inquiry or contact until after January 3, 2025, (iii) all information in your proposal is true and correct to the best of your knowledge, (iv) no member of your firm gave anything of monetary value or promise of future employment to a Housing Collaborative employee or commissioner, or a relative of the same, based on any understanding that such persons action or judgement will be influenced.

Evaluation and Selection

A selection committee consisting of Housing Collaborative employees will review all proposals and decide based on the following factors:

- Professional capacity to undertake the Scope of Work
- Proposed fee structures
- Ability to perform within time and budget constraints
- Previous work experience and performance specific to affordable housing and/or homelessness
- Examples of public performance dashboards created by the firm
- Presence of Persons of Color, Women, and/or People with Disabilities among ownership and/or leadership of firm
- Recommendations by references

In its sole discretion, Housing Collaborative may negotiate with one or more firms who have submitted qualifications to submit more detailed proposals on specific projects as they arise.

By this RFP, Housing Collaborative has not committed itself to undertake the work set forth. Housing Collaborative reserves the right to reject any and all proposals, to rebid the original or amended scope of services and to enter into negotiations with one or more respondents. Housing Collaborative reserves the right to make those decisions after receipt of responses. Housing Collaborative's decision on these matters is final. For additional information, contact Leslie Santos, Director of Compliance, at lsantos@housingcollab.org.

Appendix A: Housing Collaborative's Internal Performance Dashboard

