



**Request for Proposal
Event and Community Outreach Manager**

October 26, 2018

Request for Proposal

Primary Contractor: Colorado Coalition for the Homeless

Project Name: Health Disparities Grant Program - Statewide Affordable Housing Policy

Position: Event and Community Outreach Manager

1. Summary

Colorado Coalition for the Homeless (Coalition, Primary Contractor) is accepting proposals for an Event and Community Outreach Manager to coordinate the Coalition's Health Disparities Grant Program (HDGP) – Statewide Affordable Housing Policy. The Coalition is a 501c3 non-profit organization providing housing, health care and supportive services to well over 18,000 families and individuals experiencing homelessness each year. The purpose of this Request for Proposal (RFP) is to identify an individual or team qualified to prepare for and plan the statewide community engagements described in the grant. The Contractor will provide leadership, guidance, and input on the planning and implementation of 10 educational events throughout the state of Colorado and effectively monitor the approved budget for such events.

2. About the Coalition

Our Mission

The mission of the Coalition is to work collaboratively toward the prevention of homelessness and the creation of lasting solutions for homeless and at-risk families, children, and individuals throughout Colorado. The Coalition advocates for and provides a continuum of housing and a variety of services to improve the health, well being and stability of those it serves.

What We Do

Colorado Coalition for the Homeless moves Coloradans into safe homes and provides critical health care and support services for people experiencing homelessness. Each year, the Coalition helps more than 13,000 homeless men, women and children with medical and behavioral health care through its Stout Street Health Center and satellite locations in the Denver metro area and at the Ft Lyon Residential Recovery Community in Southeastern Colorado.

The Coalition also provides supportive, affordable housing through its 19 housing developments and more than a dozen rural housing partners across the state. Overall, the cost of housing one chronically homeless individual saves more than \$30,000 in emergency services. Last year, the Coalition houses more than 4,123 households, transforming the lives of thousands while saving taxpayers millions. Every day, the Coalition provides support that helps families and individuals overcome the trauma of homelessness, working toward a future in which everyone has a stable home.

3. Background

Term

FY2019-2021

July 16, 2018–June 30, 2021

Project Description

The Health Disparities Grant Project is administered by the Colorado Department of Public Health and Environment (CDPHE), the principal department of the Colorado state

government responsible for public health and environmental regulation. The purpose of the grant is to ensure all Coloradans have an equal opportunity to live in thriving communities and achieve their full potential – including preventing diseases such as cancer, cardiovascular disease, and pulmonary disease, and addressing health disparities – by focusing on factors that affect where Coloradans are born, grow, live, learn, work, play and age. Reducing health disparities through policies, practices, and organizational systems, including housing and other social and economic factors that impact public health, improves opportunities for all Coloradans.

Through this grant program, the Coalition aims to build statewide support for a policy that identifies and implements a dedicated funding source for affordable housing that will aid people experiencing homelessness and extremely-low income families and individuals to attain the housing and health equity they deserve.

Expected Results

- Gauge public awareness, interest, knowledge and support of dedicated funding source for affordable housing.
- Educate community members and consumers about affordable housing and health.
- Engage community members and consumers in dialogue about affordable housing and health.
- Increase community awareness of housing needs, solutions and impacts on health.

Project Collaborators

Balance of State Continuum of Care (CoC): The Balance of State CoC, housed within the Coalition, is the continuum of care planning organization for Colorado’s 56 non-metro and rural counties (statewide, excluding metro Denver and Colorado Springs). The mission of the Balance of State CoC is to improve the delivery of supportive housing and supportive services to homeless families and individuals, with the long-term goal of ending homelessness.

Colorado Fiscal Institute (CFI): CFI is a non-partisan 501c3 non-profit organization that provides credible, independent, and accessible information and analysis of fiscal and economic issues facing Colorado.

Colorado Center on Law and Policy (CCLP): CCLP is a non-partisan 501c3 non-profit organization that advances the health, economic security and well being of low-income Coloradans through research, education, advocacy and litigation.

4. Scope of Work

Goal: Develop policy that identifies and establishes a statewide dedicated funding source to increase affordable housing in Colorado and prevent homelessness.

Objective: Inform community members about affordable housing and gain their support for policy change through a series of ten (10) statewide community engagement meetings throughout the term of the grant.

Responsibilities of Event and Community Outreach Manager

- Attend planning sessions with the Primary Contractor and Project Collaborators to develop a plan for community engagement meetings based on results and analysis of the statewide poll.
- Create and maintain a master schedule of key tasks required for the successful implementation of each community event. Communicate needs and deadlines to Primary Contractor and Project Collaborators and monitor progress of task completion.
- Handle all logistics for community engagement meetings to inform community on affordable housing crisis and gain community support for statewide funding of affordable housing.
- Acquire venues for ten (10) engagement meetings in locations identified by the Primary Contractor and Project Collaborators.
- Conduct outreach and invite local community stakeholders (i.e. homeless housing and service providers, church groups, elected officials, and target policy consumers) to engagement meetings.
- Produce agenda for all events, moderator notes, and arrange for volunteer assistance as needed.
- Ensure that the proper educational materials on affordable housing are prepared and available at each community engagement meeting.
- Provide and/or coordinate all logistical support onsite for events including securing necessary AV, arranging room set up, arranging for signage as needed, and distributing name badges and handouts.
- Arrange for and oversee food and beverage requirements as needed.
- Coordinate transportation for consumers of policy to and from meetings with support from the Primary Contractor and staff from Balance of State Continuum of Care.
- Distribute a survey following each community engagement meeting to gather feedback and comments from meeting participants to demonstrate increased knowledge and support for as well as obstacles to policy change.
- Review and report on community engagement survey results to the Primary Contractor and Project Collaborators.

5. Standards and Requirements

- Must have experience with event coordination and management
- Proficiency with basic computer software required – must have own computer and cell phone.
- Excellent verbal and written communications skills are required.
- Demonstrated organizational skills are required.
- Ability to travel within Colorado for events required.
- Event and Community Outreach Manager will work closely with and report to the Coalition’s Advocacy Manager.
- The Event and Community Outreach Manager shall assist in preparing quarterly progress reports on a template provided by CDPHE.
- The Event and Community Outreach Manager will assist in preparing data and records as required by the HDGP evaluation contractor to include: semi-annual reports; annual reports; and other evaluation monitoring and data submissions as determined by the evaluation contractor and HDGP.

- The Event and Community Outreach Manager shall participate in conference calls with CDPHE staff as needed.

6. Timeframe

Proposals are due no later than 5:00pm (MST), Friday, November 16, 2018. Proposals will be evaluated thereafter and we may notify candidates if we are in need of more information. A selection will be made and negotiations and contract will be completed on or about December 14, 2018. Work will begin on January 1, 2019.

7. Proposal Instructions

All proposals must be received no later than 5:00pm (MST), Friday, November 16, 2018. Please include the following in your proposal:

- Sample project plan addressing all of the details outlined in points 4, 5, and 6;
- Your company's experience, statewide professional relationships, approach to preparing for and planning community events;
- List of three existing client references;
- Identify your project team and their credentials; and
- Contact name, email and phone number if clarification is needed or your company is selected.

Each event will have a working budget of approximately \$3,000 to be provided by the Primary Contractor to cover all travel and logistical support. The compensation for the Event and Community Outreach Manager shall not exceed \$3,750 per month. Please submit your proposal via email to ahasvold@coloradocoalition.org.

8. Contact Information

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