

# SFLGBTCENTER

## Request for Proposal Recruitment Strategy and Outreach: Host Homes Program

**Issued:** August 4, 2020

**Issued by:**

San Francisco Lesbian Gay Bisexual Transgender Community Center

**SF LGBT Center Representative:**

Roberto Ordeñana

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### Introduction & Background

The SF LGBT Center (the Center), a 501(c)3 non-profit organization aimed at creating a stronger, healthier, and more equitable world for LGBTQ+ people, needs to recruit 20-25 hosts to open their homes to LGBTQ+ young adults in need of housing for 3-12 months to launch a new pilot program to address the youth housing crisis in San Francisco. The Center receives major funding for this program from the San Francisco Department of Homelessness and Supportive Housing through funds for the Youth Homelessness Demonstration Project of HUD.

The Center is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified contractor to provide strategic direction for and implementation of an outreach and recruitment campaign to recruit hosts.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to the Center. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

### Submission Guidelines & Requirements

*The following submission guidelines & requirements apply to this Request for Proposal:*

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than August 18, 2020.
3. Bidders must list at least three projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided.
4. A technical proposal must be provided that is not more than six pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel

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performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.

5. A price proposal must be provided that is not more than two pages.
6. Proposals must be signed by a representative that is authorized to commit bidder's company/organization.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to August 21, 2020 to be considered. Respondents should be available to meet with Center representatives as part of selection process.
9. Proposals must remain valid for a period of 45 days.
10. Per program funding requirements, the selected contractor is limited to performing procured services that stay within Department of Homelessness and Supportive Housing (HSH) and HUD regulations for outreach and marketing included in the guidance attached. All activities paid for and performed must be eligible under HSH and HUD guidelines.

## Project Description

*The purpose of this project is as follows:*

Host Homes is an innovative, community response to the youth housing crisis. LGBTQ+ young adults (ages 18-24) are paired with temporary San Francisco community hosts and receive case management services from staff at the Center, to help them secure stable housing. Matches between hosts and guests will be made based on aligned values, interests, and lifestyles. Despite some coverage in local papers, including [The San Francisco Chronicle](#), and in-person outreach to local businesses, organizations, and other stakeholders we would like to reach a larger audience of interested and able potential hosts. Though this is the first program of its kind to be implemented in San Francisco, similar initiatives have demonstrated success in other cities.

The criteria below are the minimum host requirements; this should help shape your target audience:

- Host has an extra bedroom or space that can be turned into a private bedroom
- Host provides guest with access to a kitchen in which to prepare meals and access to shared or private bathroom
- Host lives in San Francisco
- Host commits to hosting youth guest for 3-12 months
- Host has verifiable renters/homeowners' insurance
- Host completes screening and is approved by Center Host Homes staff
- Host completes an application, interview, and home visit
- Host attends a Host Homes training
- Host completes check-ins with the Host Homes Staff

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- Host commits to providing a welcoming, safe, non-judgmental environment and to supporting the self-determined goals of guest

More about the Center: <https://www.sfcenter.org/>

More about Host Homes: <https://www.sfcenter.org/host-homes/>

*The description of the project is as follows:*

The Center hopes to find a contractor that can provide a roadmap to host recruitment and then implement this plan. **Anecdotal evidence in San Francisco and other cities has shown that earned media has been the most effective strategy for host recruitment.** Other outreach tactics may include, social media, paid ads (digital, OOH, or other), organizing, or other.

## **Project Scope**

The successful bidder will be responsible for planning and implementing a recruitment process that results in at least 20 hosts.

The criteria set forth below should be met to achieve successful completion of the project:

1. Conduct an information collection/intake process by meeting with 2-4 Center and Host Homes representatives
2. Propose a recruitment plan and timeline that takes the specific needs of LGBTQ+, youth of color and unhoused youth into account.
3. Create collateral needed to implement recruitment plan
4. Implement recruitment plan (i.e., pitch reporters, place ads, conduct outreach, etc. as determined by recruitment plan.
5. Drive at least [35-40] host applicants to result in 25 strong host prospects.

## **RFP & Project Timelines**

The expected Request for Proposal timeline (subject to change) is as follows:

- |                     |   |
|---------------------|---|
| August 4, 2020:     | Request for proposal issued                                       |
| August 14, 2020:    | Stated Interest in submitting proposal preferred (via e-mail)     |
| August 21, 2020:    | 5pm Deadline for Proposal Submission (via e-mail)                 |
| September 18, 2020: | (On or before date) Notification of Award                         |
| September 21, 2020: | (On or before date) Contract negotiation starts                   |
| September 30, 2020: | (On or before date) Contract signed/Unsuccessful bidders notified |

The need-date for project start is on or before October 1, 2020. Bidders may propose a date earlier or later and will be evaluated accordingly.

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## **Budget**

The Center's budget for the project (strategy and implementation) is \$30,000.

## **Evaluation Factors**

*The Center will rate proposals based on the following factors, with cost being the most important factor:*

1. Responsiveness to the requirements set forth in this Request for Proposal.
2. Relevant past performance/experience, especially work for similar initiatives and/or experience working with the LGBTQ+ community, especially our most vulnerable community members – people of color, transgender people, youth, immigrants, and low-income individuals.
3. Samples of work.
4. Cost

The SF LGBT Center reserves the right to award to the bidder that presents the best value to the Center determined solely by the Center in its absolute discretion.

## **Proposals must be submitted via e-mail to:**

Roberto Ordeñana  
Deputy Executive Director  
[robertoo@sfcenter.org](mailto:robertoo@sfcenter.org)

**Subject Line: RFP Host Homes Program**