



General Information:

Habitat for Humanity Portland Region (Habitat) is seeking services from a consultant or consulting firm to develop and execute a series of community listening sessions and interviews. The estimated budget for this contract is \$18-20,000.

Schedule:

RFP Announcement: October 2nd, 2023

Proposal Due Date: November 15th, 2023

Issue of Notice to Intent to Award: November 30th, 2023.

Project Start Date: As early as December 15th, 2023, as late as February 5th, 2024. Start date depends on Proposer's availability and proposed project timeline.

Project Completion Date: Deliverables must be turned over by June 30th, 2024

Single Point of Contact:

The Single Point of Contact is Rachel Axtman, rachel.axtman@habitatportlandregion.org, 503.287.9529 ext. 1386.

Project Overview:

At Habitat for Humanity Portland Region (Habitat), we believe that everyone deserves a stable and affordable place to call home. Founded in 1981, we have built and repaired homes in partnership with over 3,000 people across the Portland region. We are invested in creating a region where everyone has the opportunity to build a better life.

Foundational to our vision of a world where everyone has a decent place to live, Habitat's [Advancing Black Homeownership](#) (AHB) initiative addresses structural and deep-seated inequality in the U.S. housing market. Discriminatory housing policies in the U.S. have been a prime engine of social and economic inequality among communities of color for generations. While many people experience these barriers, aspiring Black homeowners are most hindered by a system of discriminatory policies and practices that limit access to affordable housing. In communities across the U.S., Black families are less likely to own their home than white families; in fact, at more than 30 percentage points, the homeownership rate gap is its biggest in almost 40 years.

Throughout our 42-year history, Habitat has consistently worked with Black families to achieve first-time homeownership. While our work on this issue is not new, Habitat's ABH initiative makes our commitment to Black homeowners explicit and provides a strategy to deepen efforts in the ongoing work of Habitat locally and at the national level. AHB is a collaborative effort that brings together Habitat offices, partner organizations and communities to identify innovative tools and remove barriers to closing the homeownership gap for Black households.

Through this initiative, Habitat is requesting proposals for contractors to support the collection of feedback and qualitative data from our local community. This feedback and data will be used to help the Habitat team better understand barriers to accessing and success in its homeownership program. The information gathered will help drive programmatic innovations to address barriers that might exist and changes to remove these barriers within our programs. Through community outreach to partner and affinity group organizations, listening sessions, and interviews, the contractor will help Habitat for Humanity Portland Region identify patterns in the feedback about our organization, programs, application process and other aspects of our programming.

Purpose:

Listen to and learn from our community and community partners. Identify barriers to homeownership through both Habitat for Humanity Portland Region's homeownership programs and the traditional homeownership market for underserved populations with a focus on Black households in the Portland, Oregon metro area.

Goals & Objective:

Through listening sessions, interviews and other methods of data collection or listening as decided upon by Habitat and the Proposer, gather accurate and insightful qualitative and quantitative data from stakeholders to identify patterns and major barriers to access to and success in HFHPR's homeownership program in the Portland Metro Area.

Major Requirements and Tasks:

- With the HFHPR (Habitat for Humanity Portland Region) team, identify major stakeholders, community partners, affinity groups, community leaders and grassroots organizations with whom to conduct listening sessions, surveys, and interviews.
- With HFHPR team, identify questions and topics of conversation for listening sessions.
- Coordinate and facilitate at least four listening sessions with community members, with a focus on engaging folks who are Habitat homeowners, potential homeowners, and the broader community.
- Summarize listening sessions and qualitative data in an organized report to the HFHPR team.
- Optional/at the discretion of the Proposer and Habitat Portland Region team, a community survey may be designed and distributed.

- With HFHPR team, develop interview questions and protocol for community leaders and partner organizations.
- Conduct interviews; record and report outcomes to Habitat project team
- Develop and share a report that identifies major patterns and takeaways from listening sessions, surveys and interviews as well as data/feedback limitations and recommendations.

Proposal Submission Requirements:

Proposals must address each of the items listed in this section and all other requirements set forth in this request for proposals (RFP). Proposer must describe the services to be performed. A proposal that only offers to provide services as stated in this RFP may be considered non-responsive to this RFP and will not be considered further. Your proposal must describe in detail how the requirements of this RFP will be met and may provide additional related information. Proposals should be straightforward and address the requests of the RFP. Proposals containing unsolicited marketing or advertising material may receive a lower evaluation score if specific information is difficult to locate.

Include the following in your proposal:

1. Table of contents with page numbers.
2. Proposer Information, including name of Proposer, entity type, address, contact name, phone number, and email address.
3. Firm/entity information
 - a. Organizational history, leadership, and general operations including how your organization is best suited to conduct the project outlined in this RFP.
4. Firm/entity qualifications and experience
 - a. Explain your experience conducting community outreach, including listening sessions or focus groups, with culturally specific organizations.
 - b. Explain your experience working on data-driven projects that advance racial equity, reduce economic disparity or otherwise better our wider community.
 - c. Explain how your firm centers equity and antiracism in your work.
5. References
 - a. A minimum of three references from current or former clients for similar projects performed within the last five years.
 - b. References must be able to verify the quality of the previous, related work. Include client email and phone contact, entity type, and a brief project summary, including deliverables.
6. Key persons and their resumes.
 - a. Include a summary of key people's roles, with an organizational chart if applicable.

- i. There should be no more than two key people identified as leads for the work described in this RFP. Other key people may be identified as project support staff.
 - b. Provide the name and phone number for the contact person authorized to negotiate terms and render binding decisions on contract matters.
- 7. Work Plan and Approach
 - a. Explain how you would use the following modes of gathering data to gather the most accurate and valuable feedback about Habitat and its programs.
 - i. Focus groups/Listening sessions
 - ii. One on one interviews
 - iii. Community surveys
 - b. Describe your strategy for designing and facilitating listening sessions and interviews.
 - i. Include your strategy for identifying stakeholders and leaders to invite to listening sessions and interviews.
 - c. Explain your survey design process, including how you manage survey responses and data analysis. What is your approach to hand off surveys and responses to the HFHPR team in a sustainable and living way?
 - d. Describe your approach to communication with Habitat for Humanity Portland Region and its team that will be collaborating on this project.
 - e. Explain how you will measure whether listening sessions are successful.
 - f. Describe what you expect your final report will look like and how it will be presented to the HRHPR team.
- 8. Proposed fees
 - a. Provide a fee proposal for the work outlined in the Major Requirements and Tasks section.
 - b. Provide a fee proposal for any other fees or expenses expected to be incurred while completing this project.

Other submission requirements:

- 1. Submit proposal in a single PDF file to Rachel Axtman at rachel.axtman@habitatportlandregion.org
- 2. Submit proposals before 8:00 pm on November 15th, 2023. Proposals submitted after 8:00 pm on November 15th will not be considered.
 - a. Incomplete proposals—proposals missing any of items 1 through 8 in the requirements section of this document—may not be considered.