



## Attachment A: Master Leasing and Landlord Engagement Proposal Instructions

Issue Date: Tuesday, January 31, 2023

Responses Due:

**Friday, February 24, 2023, 11:59 PM**

Optional Info Session:

Tuesday, February 7, 2023, 1-2 PM

Refer Questions to:

Erin Goldwater

Phone: 503-310-4353

Email: [erin.goldwater@multco.us](mailto:erin.goldwater@multco.us)

### **PROPOSAL SUBMISSION**

Thank you for your interest in providing Master Leasing and/or Landlord Engagement services as part of the Multnomah County Local Implementation Plan for the Metro Supportive Housing Services Measure. The Joint Office of Homeless Services (JOHS) seeks responses from all qualified providers through JOHS or tri-county RFPQ procurements (see Appendix B of the NOFA Announcement for the list of qualified providers). Proposals should be sent **as a PDF** in an email to [erin.goldwater@multco.us](mailto:erin.goldwater@multco.us) by **11:59 PM on Friday, February 24, 2023**. Responses will be used to evaluate and prioritize providers for contracted services.

Please answer the following questions relevant to your proposal. Note that some questions may only be applicable if you are submitting a proposal for a Master Leasing program, a Landlord Engagement program, or organizational partnerships.

**Your submission should be no more than 7 pages in 12-point font and single spaced (this limit does not include answers to questions 6, 7, or any letters of support).** Bullet point lists/answers are acceptable as long as they sufficiently address the questions.

## CONTACT INFORMATION

Provide the following contact information:

- Provider
- Contact name
- Email address
- Alternative contact name
- Alternative email address
- Indicate whether you are applying for *Master Leasing and/or Landlord Engagement*

## PROPOSAL QUESTIONS

1. **If submitting a Master Leasing proposal: Program Description (15 points)**

Please provide a concise description of your proposed program, including all of the following components:

- a. Describe the target population that the project will serve and how this population will benefit from a master leasing program. If your proposal includes Permanent Supportive Housing (PSH) services, referrals will come through Coordinated Access. If your proposal is not PSH, describe how you will identify households for the program and ensure that master leased units serve those who private market landlords are unlikely to rent to due to barriers such as criminal history, immigration status, lack of rental history, and past evictions.
- b. Describe the master leasing model. What is your approach to partnering with landlords/owners and ensuring that units are accessible to households with significant barriers to housing? What number of units and unit-size mix do you plan to master lease?
- c. Describe the supportive services model. What services will be provided and what is the staffing plan? Are you leveraging existing client services and/or proposing new services to be funded through this NOFA?
- d. If awarded in April 2023, when do you expect to begin implementing the master leasing program? Please include a brief timeline of anticipated milestones.

2. **If submitting a Landlord Engagement proposal: Program Description (15 points)**

Please provide a concise description of your proposed program, including all of the following components:

- a. Describe the landlord engagement model and staffing plan. What strategies would you use to recruit new and retain existing landlords and otherwise increase access to private market units? In addition to the Risk Mitigation Program, what specific kinds of incentives would be deployed?
- b. Describe your approach to working collaboratively with landlords, Regional Long-term Rent Assistance (RLRA) service providers, and voucher holders.
- c. If awarded in April 2023, when do you expect to begin implementing the landlord engagement program? Please include a brief timeline of anticipated milestones.

3. **Experience (15 points)**

Proposals that demonstrate the ability and expertise to serve households with the highest barriers with a focus on serving Black, Indigenous and other People of Color will be prioritized. Describe why your organization is well suited to provide this program to the identified target population(s) and your strategies for serving high-barrier households. Please highlight specific programmatic expertise and experience with related types of programs. How have you built or plan to build relationships with the community you propose to serve?

4. **Racial Equity (15 points)**

How would your master leasing program and/or landlord engagement program advance racial equity and ensure that the services are respectful of and relevant to the beliefs, practices, culture and linguistic needs of diverse populations and communities?

5. **If applicable: Partnerships (10 points - will not impact score if proposal doesn't include partnerships)**

- a. If your proposal includes more than one organization, provide a list and brief description of the specific role each organization will play in the program and how organizations will work together.
- b. In the past, some subcontracting relationships and partnerships between large, mainstream providers and small and/or culturally specific providers have created an exploitative power dynamic. If your proposal includes subcontracting or partnering with small and/or culturally specific providers, how does your proposal uplift and center these small and/or culturally specific providers in a way that builds power in those organizations?
- c. **Letters of Support (not included in page limit)** Attach a letter of support or endorsement from each organization that is listed as a partner above.

**Answers to Questions 6 and 7 are not included in the page limit.**

**6. Budget (10 points)**

Demonstrate financial reasonability through allocation of resources by providing a comprehensive budget. Please use **Attachment B - NOFA FY 2023 JOHS Budget Template**. If you have any questions about this budget template, email Erin Goldwater [erin.goldwater@multco.us](mailto:erin.goldwater@multco.us).

a. If your proposal includes rent assistance costs for master leasing, please indicate which rent assistance costs apply:

- We will use the following JOHS provided rent estimates:
  - Studio: \$12,622/unit/year
  - 1 BR: \$15,832/unit/year
  - 2 BR: \$17,886/unit/year
  - 3 BR: \$22,650/unit/year
- We will leverage existing rent assistance. If so, briefly describe the existing rent assistance.
- We will calculate our own rent assistance costs based on existing programming. If so, briefly describe how those costs will be calculated.

**7. Support (0 points, informational only and not included in page limit)**

As a government entity, JOHS has a fundamental responsibility to be effective stewards of public dollars. JOHS needs to hold contractors accountable for outcomes and to provide the appropriate level of support to meet those outcomes. What support would be needed from JOHS to successfully meet your desired outcomes?

## EVALUATION PROCESS

Upon closure of the application period, a review panel composed of JOHS staff and other homeless services representatives will individually review and score applications.

In the event a proposal doesn't score at least 50% of the available points, JOHS may provide the applicant with supplemental questions at its discretion. Please note applicants who do not fully respond to all aspects of a question will not be considered for supplemental questions.

Based on the final scores, the review panel will make recommendations to JOHS on allocations. Any final decisions on the allocation of services contracts will be made solely by JOHS.

## PROPOSAL EVALUATION

JOHS intends to award funding to proposals that it determines will provide the best overall program services within a reasonable pricing structure. Staff reserves the right to reject all proposals or any proposal that is not responsive to the NOFA. JOHS intends to evaluate the proposal objectively in accordance with the criteria below.

EVALUATION CRITERIA
<b>Excellent:</b> Applicant addresses every part of the question. Their response demonstrates a thorough understanding of the impact of the key components in the question on their organization, the people they serve and/or the wider community. Their response demonstrates a clear ability to perform the work described. Examples given are clear and relevant.
<b>Very Good:</b> Applicant addresses every part of the question. Their response acknowledges where the key components of the question have impact. Examples are clear and relevant.
<b>OK:</b> Most of the question is addressed in the applicant's response. The provider's response acknowledges the impact of the key components of the question but relevant examples aren't provided.
<b>Needs Improvement:</b> The applicant's response to the question does not demonstrate an understanding of the key components. The provider does not acknowledge the impact of key components and does not give any examples.
<b>N/A:</b> Applicant does not respond to question.

## **CONFIDENTIALITY**

Multnomah County is required to disclose non-exempt public documents pursuant to ORS 192.410-192.505). ORS 192.502(4) exempts the County from disclosing information submitted in response to a solicitation where the information is such that it "should reasonably be considered confidential." A respondent who determines that information within a response meets the statutory requirement and desires that such information remain confidential shall mark the bottom of the pages containing such information with the word "CONFIDENTIAL."

If a respondent marks every page of a response as "CONFIDENTIAL", the statutory requirement is not met; any response so marked will not be deemed to have been submitted in confidence, and upon request, the entire response will be disclosed.

The County will keep properly marked information confidential unless ordered to release the information and materials by the District Attorney pursuant to ORS 192.460.

If you have additional questions or comments, please direct them to Erin Goldwater at [erin.goldwater@multco.us](mailto:erin.goldwater@multco.us).