

Bring California Home Request for Proposals for Coalition Management

Background: The Bring California Home Coalition (BCH) is an engaged, statewide, multi-sector coalition of partners who came together in 2019 around a bold but achievable goal: to secure ongoing funding at scale to solve homelessness in California. Over the past five years, the coalition has built a strong and engaged network of over 100 organizations to engage and educate legislators and meaningfully impact state policy making around homelessness, while helping protect and secure billions more in short-term homeless funding.

Key administrative functions and strategic direction of the coalition are carried out by a nine-member coordinating committee that includes member organizations and impacted people. Housing California serves as a leader and fiscal sponsor of the coalition.

The Problem: California's housing and homelessness crisis stems from decades of disinvestment in affordable housing and the social safety net, leading to a shortage of 1.3 million units of housing that are affordable and accessible to low-income Californians, and incomes not keeping pace with skyrocketing rents. Even though almost 200,000 Californians experience homelessness on any given day, California has yet to invest significant, ongoing funding to address the affordable housing and homelessness crisis. In the absence of ongoing funding, local homeless response systems struggle to build a sustainable workforce, maintain service delivery capacity, and invest in the types of lasting solutions that many unhoused Californians need to permanently exit homelessness and move into housing. While there is a growing bipartisan consensus among state legislators that California should provide ongoing funding to state homelessness programs, state policymakers are yet to make sustainable investments to move the needle.

Scope of Work: To build its power and achieve the goal of ongoing funding for housing and services for people experiencing homelessness, BCH is seeking a consultant to help manage the coalition's efforts to build its capacity in several key areas between now and the middle of 2026. In developing a short- and long-term strategy to achieve the coalition's ultimate goal of ongoing funding, the consultant will:

- **Refine and advise on coalition infrastructure:** To have a strong and vibrant coalition visible to decision-makers and allies, coalition spaces must be accessible, well-functioning, and maintain frequent and clear communication with members. A consultant will evaluate existing structures such as meeting cadence, committees, etc and make recommendations to improve accessibility, clarity of communication, and efficiency of coalition spaces.
- **Manage day-to-day operations of the coalition:** Administrative functions such as meeting facilitation, agenda setting, contact management, and following-up with coalition members on next steps and action items is critical for the continued success of Bring California Home. A consultant will ensure the day-to-day operations of the coalition move forward and action items are completed in a timely manner, which will increase the

capacity of the Coordinating Committee members to focus on strategic outreach and member engagement.

- **Deepening coalition members engagement and involvement with strategic direction:** BCH is in the process of establishing a strategic work plan to set clear action steps, strategies, communications and narrative campaigns, and outcome goals to reach ongoing funding at scale. As these processes move forward, a consultant will set quarterly reviews and updates to the work plan to measure progress and follow up with coordinating committee members to check on progress and where necessary, re-assign work. Throughout this process, a consultant will ensure processes are being followed by Coordinating Committee members to regularly interface with the broader coalition membership and keep them engaged and apprised.
- **Project manage coalition outreach and engagement:** BCH partners include key state and national advocates and policy experts, many of the largest homeless service providers, leaders with lived experience of homelessness, several Continuums of Care, representatives of local jurisdictions, and allies from health, housing development, and business sectors. However, hundreds of additional organizations and impacted individuals could be cultivated as future champions and allies of the coalition's work. Further, there are key untapped allies such as partners in labor, civil rights, business, and racial equity sectors who we seek to build partnerships with. These alliances will work toward shared goals including new, dedicated, progressive revenue, and equitable solutions to our affordable housing and homelessness crisis. The coalition has developed a list of key targets, and a consultant would assist with project managing and creating key materials for this outreach.
- **Build infrastructure to support people with lived experience:** This coalition aims to build the power and elevate the voice of people with lived experience of homelessness. To date, advocates with lived experience have been central to the coalition's work and the coalition has recently begun compensating people with lived experience, which requires structures to track, record, and report hours to the fiscal sponsor for compensation. Additional structures and onboarding processes are also needed to support these advocates and grow the base of advocates with lived experience. A consultant will play a key role in developing and maintaining practices that poise the coalition for more inclusive growth in this arena.

We are seeking consultants who have:

- Attention to detail and are well-organized;
- A demonstrated commitment to racial, gender, disability, economic, and housing justice;
- A strong track record of collaborating, developing, and maintaining strong working relationships among partners with different backgrounds;
- Some knowledge of housing and/or homelessness policy advocacy, the legislative process, and/or community organizing;
- A strong understanding of the affordable housing/homelessness ecosystem in California;
- Demonstrated experience developing, working with, or leading multi-sector committees, coalitions, networks, or similar infrastructures;

- Demonstrated experience serving as a project manager for multi-year projects;
- Strong meeting facilitation skills;
- A proven ability to communicate (written and verbally) effectively with a variety of audiences, including policymakers, advocates, funders, community-based organizations, and people who live in affordable homes or are experiencing homelessness;
- An ability to see the big picture and to execute through strong organizational and project management skills; and
- A demonstrated commitment to meeting a high bar with a history of getting things done, even in the face of obstacles or multiple competing demands.

Proposals

Qualified consultants are invited to submit a proposal of no more than three pages that includes:

- **Team:** Names of team members, including identifying staff that will be the project lead and spend the majority of time interacting with coalition members and coalition leaders. Experience and qualification of individuals proposed for involvement, including previous involvement in coalition management, recruitment of coalition partners, strategies for influencing policymakers, and organizing lobbying efforts.
- **Analysis Plan:** Based on the information included in this RFP, provide information related to your proposed scope of work. Include expected outcomes, processes, and goals as well as identification of anticipated challenges and limitations.
- **Experience Working with Impacted Populations:** As noted above, people with lived experience of homelessness are central to the work of this coalition. Please share your experiences working with impacted advocates, including but not limited to people with lived experience of homelessness, criminal legal system, foster care system, or other systems and experiences.
- **Estimated Costs:** Please provide the monthly estimated cost of providing these services.

Funding and Application Process:

We are looking for a commitment through 2025 and potentially beyond, funding permitted. We have allotted approximately \$8,000 per month for this consultant.

We hope to conduct interviews starting in late October with the goal of bringing on a consultant by December.

To apply for this opportunity, please submit a proposal as outlined above and three clients or former clients who have received similar services to cmartin@housingca.org. Prior to selection, applicants will be asked to participate in an interview.