

# United Way of Greater Cleveland

## Tenant Resources – Evaluation

### Request for Proposals



#### Background

Cleveland Tenants Organization, a nonprofit that maintained the tenant-renter information line and offered eviction diversion services, ceased operations in 2018 and the need for housing services and assistance has consistently increased. Many organizations in the Greater Cleveland area provide services and assistance to tenants. However, despite the number of organizations doing this work, housing data reflects an increasing demand for housing services and assistance, without an aligned increase of available resources and services.

United Way will serve as the fiscal agent, administrator and convener for a new tenant coalition, with the goal of creating collaboration and coordination within the tenant housing landscape to increase tenant housing stability. Through this coalition an influx of dollars will be invested into the rental housing ecosystem, through current direct service nonprofit organizations, selected through a RFP process. As there are presently many nonprofit organizations doing this great work, an evaluation component is necessary to identify systemic root changes required to increase the impact of tenant housing resources and service and increase tenant housing stability.

United Way is accepting proposals from Greater Cleveland area firms or individual(s) to conduct an evaluation of the tenant housing landscape. United Way is interested in measuring and analyzing quantitative and qualitative housing outcomes, housing stability and the subsequent well-being of tenants who receive tenant services.

The selected firm or individual(s) will work with United Way over a three-year period to study and evaluate the tenant housing ecosystem, specifically:

- Increasing housing stability
- Return on investment;
- Financial impact of increasing tenant housing resources and service capacity;
- Opportunities for increased resource and service offering efficiency.

#### Scope of Services

Develop and share with United Way a package of outcomes and metrics the selected organizations will be required to track and share with the firm or individual(s) and United Way as part of the three-year evaluative process.

- An analysis of the data and key research findings
- Significant outcomes of the tenant work, including a return on investment analysis

- Recommendations to sustain and increase on-going outcomes and metrics
- An evaluation of challenges in implementation to inform efforts and improve services delivered, and
- Recommendations to increase housing stability within Greater Cleveland



## Proposal Guidelines

Maximum proposal length, including title page, cover letter, proposal, qualifications, and budget, should not exceed 12 pages, although shorter proposals are welcome. Please use fonts no smaller than 12 point. A lens of race, diversity, equity, and inclusion is critical to successful evaluative work for RTC-C.

Proposals should address the following:

### Individual or Firm Profile

- Names, qualifications, education, and experience of person(s) assigned to the project
- Individual/firm experience and types of clients and projects
- If the individual/firm anticipates engaging any other vendor(s) to assist with any portion of the planning or evaluation process, please describe in detail.

### Process

- Description of the process the individual/firm proposes to use for this project
- How collaboration with other researcher projects in Cleveland (e.g. Lead Safe Cleveland Coalition) will inform the final product(s) (*if applicable*)
- At least one example deliverable (e.g. final report, white paper, dashboard, etc.) provided to a previous client, preferably on a similar project.

### Experience

- Description of relevant evaluation experience, especially with non-profit organizations that work with low-income communities
- Description of comparable work done by you or by others which can serve as models for the project
- Names and contact information for two (2) references, preferably other housing stability or nonprofit organizations.

### Timeline

- A proposed three (3) year timeline with identified benchmarks and deliverables.
- Product
- A description of the product(s) United Way will have at the end of the process.

**Timeline**

Proposals are due by 5pm on April 5, 2024. They will be evaluated and finalists selected. United Way will interview finalists with an anticipated selection date by April 30, 2024. The project will begin July 1, 2024 and conclude by June 30, 2027.

**Budget**

If you are proposing an hourly rate contract, please provide the hourly rate, proposed total for the project and any variables influencing total costs. If proposing a flat fee contract, please provide the proposed fee for the contract and any variables that may impact the fee. The attached itemized budget template must be completed with the proposal submission.

**Questions**

Please direct questions regarding the RFP and submission to Ashley King, Director of Housing Stability, via email at [aking@unitedwaycleveland.org](mailto:aking@unitedwaycleveland.org)