



## **Best Start Region 2: Parent Engagement Consultant Scope of Work**

**Release Date: Feb 7, 2024**

## **I. OVERVIEW**

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The Coalition for Responsible Community Development (CRCD) has been contracted by Rising Communities (formerly Community Health Councils) to engage parents with children 0-5 in Best Start Region 2 (Broadway-Manchester, Compton, Watts/Willowbrook, West Athens) through culturally competent and accessible surveys and focus groups. Engagement will focus on parents eligible or accessing Best Start Early Childhood Education (ECE) services with the goal of quantifying their needs and priorities around safe and affordable housing.

Best Start Region 2 is an initiative of First 5 LA and works across the South LA communities of Broadway-Manchester, Compton, Watts/Willowbrook, and West Athens to empower the families and residents who live, work, and are invested in this region. As part of the “South LA Decides” initiative, Best Start Region 2 brought together community members to identify important policy issue areas for community advocacy and facilitated a community participatory grant-making process. Through this process, safe and affordable housing was identified as a key priority area, and CRCD was selected as a 2024 grantee to carry out parent engagement around this issue.

CRCD is seeking an experienced research consultant to lead the survey and focus design process, analyze the survey and focus group results, and produce a final report with key findings and policy recommendations. The consultant will be working directly with CRCD’s Senior Director of South LA All In and Community Engagement Manager.

## **II. ORGANIZATION DESCRIPTION**

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CRCD is a place-based, community development corporation with a mission to better sustain, coordinate, and improve local planning, development, and community services that address the needs of low-income and working-class residents and small businesses in South Los Angeles. CRCD was founded in 2005 by a group of South LA community leaders who came together to create more equitable opportunities for South LA residents and to advance neighborhood revitalization efforts.

To operationalize its mission, CRCD uses a neighborhood-based community development approach. This means CRCD has a long-term commitment to improving the quality of life in its service area, cultivating meaningful ties to local residents, businesses, community-based organizations, and other neighborhood institutions, respectfully uplifting local history, and continuing a collaborative approach to supporting the community’s vision for the future.

CRCD collaborates with an array of diverse partners, including community residents, local businesses, community-based organizations, educational institutions, local, State, and Federal government, national affiliates, the justice, child welfare, and homeless services systems, foundations, corporations, donors, and others.

CRCD achieves its mission and vision by providing the following continuum of services:

**YOUTH DEVELOPMENT** -- CRCD offers education, workforce development, leadership development, community service opportunities, occupational training, and job placement for youth aged 16-24, based on best practices. CRCD is focused on low-income youth - primarily Black and Latino - with the greatest barriers to employment: youth involved in the foster care and justice systems, youth experiencing homelessness, and youth who have been kicked out or pushed out of the traditional school system. CRCD offers an alternative high school program at CRCD Academy, which features dual enrollment in college and intensive case management and is located on campus at LA Trade Technical College.

**HOUSING & SUPPORT SERVICES** -- Ruth’s Place, named after CRCD co-founder Ruth Teague, is CRCD’s drop-in center for homeless youth. Ruth’s Place helps meet basic needs for youth ages 18-24 and provides linkages to housing resources and support services. CRCD serves as the lead agency for the Coordinated Entry System (CES) for Youth to improve the coordination of homeless youth service providers in South LA (SPA 6), thanks to new resources from the LA Homeless Services Authority.

**REAL ESTATE** -- CRCD collaborates with development partners to provide affordable and permanent supportive housing with on-site support services for transition-age youth, families, and veterans experiencing homelessness and other low-income residents. The agency owns and operates 14 developments with 464 units, representing a

combined investment of \$160 million in South LA affordable housing. CRCD has another \$665 million in pre-development, representing an additional 1,022 units, with 25% set aside for transition-age youth.

**SMALL BUSINESS & ECONOMIC DEVELOPMENT:** CRCD engages in economic development work, which has provided resources to and leveraged the power of Vernon-Central small businesses for over 10 years. CRCD helped establish a business improvement district on historic Central Avenue and launched a business census and anti-displacement strategy along Washington Boulevard, where local businesses are threatened by displacement. CRCD operates the Southeast LA BusinessSource Center and the Business Empowerment Center, which provide free and cost-effective tools and support for resident entrepreneurs and small business owners in the South LA community

**WORKSOURCE CENTER** – CRCD has operated a city-funded WorkSource Center since 2014, which helps local residents aged 18 and older find jobs while also helping businesses recruit workers. The WorkSource Center is located on the campus of LA Trade-Technical College, with a focus on vulnerable populations such as individuals with a criminal record or currently unhoused. Our on-site Financial Services Center offers best-practice, one-on-one financial coaching, credit counseling, and credit repair education services.

**SOCIAL ENTERPRISE** -- CRCD Enterprises is a separate business venture and a licensed general contractor providing commercial/residential painting and facilities management, graffiti abatement, business district maintenance, office maintenance, unit turnover services, and urban infrastructure. CRCD Enterprises has received multi-year support from the national social enterprise intermediary REDF.

### **III. DELIVERABLES**

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The selected consultant will be responsible for the following scope of work:

- Lead survey and focus design process for parent engagement initiative.
- Include Best Start “Parent Ambassadors” and other relevant stakeholders in survey and focus group design.
- Convert final survey into an online platform that can be deployed in the field using tablets.
- Train CRCD staff, Parent Ambassadors and subcontractors on survey and focus group implementation.
- Setup systems to capture focus group input and discussion.
- Analyze survey and focus group results.
- Produce final report with analysis and key findings of survey and focus group data.
- Provide draft policy recommendations based on key findings.
- Support finalization of policy recommendations with input from “Parent Ambassadors” and other stakeholders.
- Participate in presentation of findings at community conversation with ECE stakeholders.
- Meet with CRCD team to track progress on at least a bi-weekly basis.

### **IV. TIMELINE**

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Project will start immediately upon contract execution and be completed by November 30, 2024.

### **V. FUNDING AVAILABLE**

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Submitted quotes shall not exceed \$25,000. All quotes must include a detailed budget and justification for all costs associated with this project. Costs must detail all components of the project. CRCD reserves the right to tie payment to receipt of deliverables.

### **VI. SUBMISSION INSTRUCTIONS**

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A. Interested parties must submit the following documents by February 16<sup>th</sup>, 2024, to be considered complete and competitive:

- Statement of Interest
- Quote for Requested Services

B. Please direct any questions to Kenta Estrada-Darley at [kestrada-darley@coalitionrcd.org](mailto:kestrada-darley@coalitionrcd.org)