



**South LA Community Advisory Group:
“Helping Families Thrive”**

Request for Proposals: Evaluation Consultant

Release Date: May 28, 2024

I. BACKGROUND

The South LA Community Advisory Group (SLACAG), formed in 2022, is a collaborative of community-based organizations dedicated to the elimination of homelessness and creation of pathways to economic stability for South Los Angeles residents. The SLACAG consists of the following members: the Coalition for Responsible Community Development (CRCD), Homeless Outreach Program Integrated Care System (HOPICS), Sanctuary of Hope (SOH), Shields for Families and Watts Labor Community Action Committee (WLCAC). The members have a rich legacy of regional coalition building that stems from the SPA 6 Homeless Coalition and other collaborative efforts to improve coordination of services and increase funding to support families and youth experiencing homelessness in South Los Angeles.

The SLACAG has designed a holistic, equity-driven and culturally responsive intervention model to advance economic mobility and stability of families during and after a housing crisis called “Helping Families Thrive.” This pilot initiative will focus on both housing and economic stability, and other support services to bridge gaps in public and private support systems and promote thriving families.

The SLACAG has secured an initial, multi-year investment from the Carl & Roberta Deutsch Foundation to launch the “Helping Families Thrive” initiative and serve 40 South LA families experiencing homelessness over three years. CRCD is serving as the grant administrator for the initiative and is seeking an experienced and community-centered research consultant to serve as an evaluator for the initiative.

II. ORGANIZATION DESCRIPTION

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 improve the quality of life in its service area, cultivate meaningful ties to local residents, businesses, community-based organizations, and other neighborhood institutions, respectfully uplift local history and continue a collaborative approach to supporting the community’s vision for the future.

CRCD collaborates with diverse array of 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 age 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 LA Homeless Services Authority.

REAL ESTATE & ECONOMIC DEVELOPMENT -- CRCD develops affordable housing and permanent supportive housing for low-income and vulnerable populations. With real estate partners, CRCD developed/owns 309 units of affordable housing in South LA, including 46 units set aside for youth age 16-24 experiencing homelessness or

severe housing instability. CRCD also 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.

WORKFORCE Development – CRCD has operated a City-funded WorkSource Center since 2014, which helps local residents, age 18 and older to find jobs, while also helping businesses recruit workers. The WorkSource Center is located on campus at LA Trade Technical College, with a focus on vulnerable populations such as individuals with a criminal record. Our on-site Financial Opportunity Center (one of only two in Los Angeles, and the only one in South LA) offers best-practice, one-on-one financial coaching.

SOCIAL ENTERPRISE -- CRCD Enterprises is a separate business venture providing employment opportunities for local youth in three lines of business: painting, urban infrastructure, and facilities maintenance.

III. DELIVERABLES

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

- Review current assessment tools provided by SLACAG and public systems partners and craft a streamlined, human-centered assessment tool,
- Provide input to SLACAG on program design and logic model,
- Develop an evaluation plan to measure progress, effectiveness and impact of initiative,
- Facilitate finalization of program metrics, key performance indicators and overall projected impact to align with project evaluation plan,
- Create a data collection plan, including the recommendation of a low-barrier data collection system or platform, to streamline data collection across SLACAG partners and systems,
- Train SLACAG implementation staff on assessment tool and data collection processes,
- Provide quarterly updates on performance indicators and evaluation progress,
- Participate in SLACAG project meetings as needed,
- Engage a lived-experience advisory board of 5 SLACAG alumni to test the assessment tool, inform on the evaluation plan and participate in periodic project updates,
- Compensate lived-experience advisory members for their time and participation,
- Produce a final evaluation report at the end of the 3-year pilot period, including a presentation deck for external meetings,
- Participate in community conversations organized by SLACAG to share key findings and learnings from initiative.

IV. TIMELINE

Project will start July 1st, 2024 and will end December 31, 2026.

V. FUNDING

Submitted quotes shall not exceed \$120,000 over a 30-month period. 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

- A. To respond to this Request for Proposals, interested parties must submit the documents below to CRCD_RFP@coalitionrcd.org
- Organizational Statement and History

- Organizational Leadership and Biographies
- Statement of Interest
- Quote for Requested Services
- Portfolio of Relevant Experience
- References

B. All proposals must be submitted via email in PDF format by June 10th, 2024

C. Any follow-up questions may be directed to Kenta Estrada-Darley, Senior Director of South LA All In at kestrada-darley@coalitionrcd.org