



Request for Proposal (RFP) - Lobbying Firm Services California Council for Affordable Housing

Issue Date: November 18, 2024

Proposal Due Date: December 9, 2024

I. Introduction

The California Council for Affordable Housing (CCAH) is seeking an experienced lobbying firm to support its advocacy efforts in promoting affordable rental housing policies throughout the state of California. CCAH represents the interests of production focused affordable housing developers, some non-profit organizations, and other stakeholders who are committed to expanding rental housing options for low- and moderate-income Californians. The selected firm will work closely with CCAH to strengthen its legislative influence and secure positive outcomes for affordable housing policies.

II. Background Information

CCAH was first founded in 1978 as the Rural Housing Coalition and rebranded in 1998 as the California Council for Affordable Housing. We advocate for policies that address California's housing crisis by promoting affordable, accessible, and sustainable rental housing solutions. We focus on legislative priorities surrounding increased and stable funding for housing development, preserving existing affordable housing stock, streamlining regulations, and supporting incentives like Low-Income Housing Tax Credits (LIHTC). Our goal is to influence policies that remove barriers to affordable rental housing development and protect the interests of Californians who rely on affordable housing.

III. Scope of Work

The selected lobbying firm will provide the following services:

1. **Legislative and Regulatory Advocacy**
 - Monitor, analyze, and report on California state legislation and regulatory developments that affect affordable rental housing.
 - Develop and execute advocacy strategies to advance CCAH's policy priorities, including funding, tax incentives, and regulatory reform.
 - Draft policy briefs, position statements, and testimony on key issues impacting affordable housing.

2. **Relationship Management**

- Build and maintain relationships with California state legislators, relevant agencies, and housing advocates.
- Facilitate meetings and discussions between CCAH leadership and policymakers to strengthen alliances and promote our agenda.
- Advise CCAH on effective engagement tactics for strengthening legislative support.
- **3. Strategic Communications and Public Relations**
- Assist in framing and communicating CCAH's positions in public forums and media to increase visibility and support for affordable housing initiatives.
- Coordinate media relations and public outreach related to lobbying efforts and important policy developments.

4. **Reporting and Compliance**

- Ensure adherence to all California lobbying regulations and reporting requirements.
- Prepare regular reports summarizing lobbying activities, updates on relevant legislation, and outcomes aligned with CCAH's goals.

IV. Proposal Requirements

Proposals should include the following sections:

1. **Firm Background and Qualifications**

- Overview of the firm, including history, relevant expertise, and specific experience in affordable housing and California state policy.
- Description of past work with trade associations, non-profits, or clients in the housing sector.
- Key personnel assigned to this account and their experience with California housing issues.

2. **Approach and Methodology**

- Outline of the firm's proposed approach to achieve CCAH's legislative and regulatory objectives.
- Specific strategies for supporting affordable housing initiatives and maintaining an active presence in Sacramento.
- Communication plan for keeping CCAH informed of progress and developments.

3. **Case Studies and References**

- Examples of previous lobbying successes, particularly in affordable housing or closely related policy areas.
- Contact information for three client references, ideally from housing industry or advocacy organizations.

4. Pricing and Fees

- Detailed breakdown of fees, including any retainer, hourly rates, and additional expenses.
- Payment terms and information on discounts for multi-year agreements.

V. Evaluation Criteria

Proposals will be evaluated based on:

1. Experience and expertise in California affordable housing policy
2. Proven track record of successful lobbying in California
3. Quality and feasibility of the proposed approach
4. Cost-effectiveness of the proposal
5. Strength of client references

VI. Submission Instructions

Submit proposals electronically by December 9, 2024 to jabbott@californiacouncil.com. Proposals received after this deadline may not be considered. For questions about this RFP, contact Jenna Abbott at 916 216 9501 or jabbott@californiacouncil.com.

VII. Timeline

- RFP Issued: November 18, 2024
- Proposal Due Date: December 9, 2024
- Review Period: up to December 16, 2024
- Selected Firm Notification: December 18, 2024
- Contract Start Date: January 1, 2025

VIII. Confidentiality

All information in this RFP and any additional information provided by CCAH is confidential and to be used only for preparing proposals.

Thank you for your interest in supporting the California Council for Affordable Housing in advancing affordable housing initiatives. We look forward to reviewing your proposal.