



## **City of Petaluma**

# **Request for Proposals to Provide Housing Programs and Homeless Services**

**April 2024**

**City of Petaluma**

**Request for Proposals to Provide Housing Programs  
and  
Homeless Services**

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# I. Introduction and Vision Statement

Affordable housing developments play a crucial role in addressing the affordable housing crisis, ensuring that everyone has access to stable and affordable housing, regardless of income level. The City is focused on continuing to support the development of deed restricted affordable housing at or below 60% of Area Median Income (AMI). Projects must be aligned with City with Council goals, the City Housing Element and Climate Action Plan. The City Housing Element can be found at: <https://cityofpetaluma.org/documents/the-housing-element-2023-2031/>.

**Applications for Affordable Housing Development do not submit applications through the City Data portal. Go to the City housing webpage at: <https://cityofpetaluma.org/documents/affordable-housing-development-application-2024/> download the fillable form and submit the application by email to: [housing@cityofpetaluma.org](mailto:housing@cityofpetaluma.org)**

The City of Petaluma (City) is seeking qualified proposals to support the implementation of the City's [Three-Year Strategic Action Plan to End Homelessness](#). This Plan, which was adopted in June of 2022, was based on a yearlong community planning process, which included input from people with lived experience of homelessness, local service providers, and regional stakeholders. The plan aligns with City Council goals, the City Housing Element, and Climate Action Plan. Its vision is to reach functional zero chronic homelessness in Petaluma and, in the process, create a crisis response system that ensures homelessness becomes a rare, brief, and one-time experience in our community.

To achieve this vision, the City is seeking to build a more effective and streamlined "Pathway to Housing" (visual included as Attachment A) that can accommodate the unique needs of people experiencing homelessness in our community. Petaluma, which is located in Sonoma County in the North Bay region of the San Francisco Bay Area, is home to approximately 60,000 people, and on any given night, according to the Sonoma County Point-in-Time Count, approximately 300 residents are experiencing homelessness.

Agencies can propose to provide services in one or more key categories below, however, separate applications will be required for each service area, as detailed in section "VI. Proposal Contents and Format."

1. Prevention
2. Street Outreach
3. Shelter – Congregate/Non congregated
4. Homeownership
5. Housing Options

Applications in response to this RFP must be received by April 30, 2024. The City anticipates announcing awards in June of 2024 with services to begin in July 2024.

The City sincerely appreciates applicants' time and consideration of this opportunity.

## II. Submission Instructions and Deadline

For Homeless and Community Service programs, all applications must be submitted via the City's online application portal at City Data Services <https://www.citydataservices.net/>. Follow instructions in ***Attachment B: Instructions for Completing City of Petaluma Homeless Services and Housing Program Grant Application in City Data Services.***

**NOTE REGARDING BUDGET/FUNDING LEVEL:** The City requests that applicants submit a budget the service provider determines is necessary to provide services and achieve outcomes as proposed. The City has not set a required minimum or maximum budget request.

Please make sure to complete and submit your proposal in the City Data Services System **by the application deadline of 5:00PM PST on Tuesday, April 30, 2024.** Late proposals will not be accepted.

An optional Technical Assistance Workshop is scheduled for Thursday, April 18, 2024, from 10-11 pm via Microsoft Teams. No RSVP is required; please use the following meeting invitation to join:

Topic: City of Petaluma Homeless Services and Housing Programs RFP  
Information Session Time: April 18, 2024, 10:00 PM Pacific Time (US and Canada)

Join Team Meeting: [City of Petaluma 24-25 Homeless Services and Housing Technical Assistance Workshop](#)

Meeting ID: 225 791 308 56 / Passcode: pNDH95

Dial by your location: [+1 707-596-6804,9707236#](#) US

For **technical questions regarding** accessing or submitting the application online, please contact City Data Services via email at [support@citydataservices.com](mailto:support@citydataservices.com).

### III. Anticipated Timeline (subject to change)

RFP Released	Friday, April 12, 2024
Applicants' Informational Session	Thursday, April 18, 2024
<b>Proposals Due by 5:00 PM PST</b>	<b>Tuesday, April 30<sup>th</sup> 2024</b>
Proposal Review (Applicants available for questions)	Week of June 3, 2024
Award Announcement	Week of June 17, 2024
Contracting/Onboarding Begins	July 2024

### IV. Requests of Application Support

Please email questions regarding this RFP to the City of Petaluma Housing Team @ [housing@cityofpetaluma.org](mailto:housing@cityofpetaluma.org) by Tuesday, April 18<sup>th</sup>, 2024. Answers will be provided during the informational session.

### V. Scope of Services

With this Request for Proposals, the City is seeking high-quality scopes of work and cost-effective fee proposals for the below service areas: Agencies can propose to provide one service or apply for multiple service areas. **Applicants must submit separate applications for each service area. If you are applying in multiple service areas, please coordinate with City Data so the general agency information can be copied to the additional services areas.**

1. Prevention
2. Street Outreach
3. Shelter – Congregate/Non congregated
4. Homeownership
5. Housing Options

The following sections describe in detail service components requested through this RFP.

## **1. Prevention**

Homelessness prevention services are a vital thread of support, weaving together resources and interventions to safeguard individuals and families from the precipice of homelessness. These services encompass a proactive approach, offering financial assistance, rental subsidies, and eviction prevention programs to address the root causes of housing instability. Beyond financial aid, they provide counseling, mediation, and advocacy, empowering individuals to navigate challenges and maintain stable housing. Anchored in collaboration between government agencies, nonprofits, and community organizations, homelessness prevention services serve as a beacon of hope, striving to break the cycle of homelessness before it begins, ensuring that every individual has the opportunity to thrive in a safe and stable home.

## **2. Street Outreach**

Street-based outreach is one of the most important “front doors” to a homeless system of care. It is a combination of client engagement outside the traditional office setting, networking to identify clients, and meeting clients where they are, on their own terms, to connect them with services. Homeless outreach should be face-to-face and take place on the streets, in encampments, under bridges, in temporary motels, shelters, meal sites, libraries, public facilities, and wherever else people might be located.

## **3. Shelter – Congregate/Non congregate**

Congregate and non-congregate shelters offer contrasting yet equally essential forms of refuge for those experiencing homelessness. Congregate shelters, characterized by communal living spaces, foster a sense of community and camaraderie among residents, providing shared facilities and opportunities for peer support. On the other hand, non-congregate shelters, such as hotel or motel placements, offer individuals privacy and autonomy, allowing for a more personalized experience and potentially reducing the risk of conflicts inherent in communal living. Each model presents unique advantages and challenges, but both serve as vital lifelines for individuals in need, offering safety, stability, and the opportunity for individuals to reclaim their autonomy and dignity as they work towards securing permanent housing.

## **4. Homeownership**

Within the realm of homeless services, homeownership stands as a beacon of long-term stability and empowerment. It represents the culmination of efforts to break the cycle of homelessness by providing individuals and families with a permanent place to call home, fostering a sense of belonging and security. Through initiatives such as affordable housing programs, financial literacy training, and down payment assistance, homeless services aim to facilitate the transition from temporary shelter to sustainable homeownership. By empowering individuals to become

homeowners, these services not only address the immediate need for shelter but also pave the way for generational change, creating pathways to economic independence and resilience within communities.

## **5. Housing Options**

In alignment with City Council goals, the City Housing Element, which prioritizes the development of workforce housing and efforts to alleviate homelessness and reach functional zero chronic homelessness in Petaluma, the City seeks applications for funds to support housing options, services and affordable housing development. Funds may be used for eligible programs meeting the funding guidelines, including acquisition, development, and rehabilitation of affordable housing inside the Petaluma city limits.

Permanent Local Housing Allocation Program:

<https://www.hcd.ca.gov/grants-funding/active-funding/plha.shtml>

# ATTACHMENT A:

## CITY OF PETALUMA PATHWAYS TO HOUSING OVERVIEW

(from City of Petaluma [Strategic Plan to End Homelessness](#) Approved 6/20/22)

### STEP:

# A Template for a More Connected System of Care

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STEP is an example of how to think about a more effectively coordinated system of care.

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**S – Systems:** The conditions that are making it more likely for a personal crisis to result in homelessness

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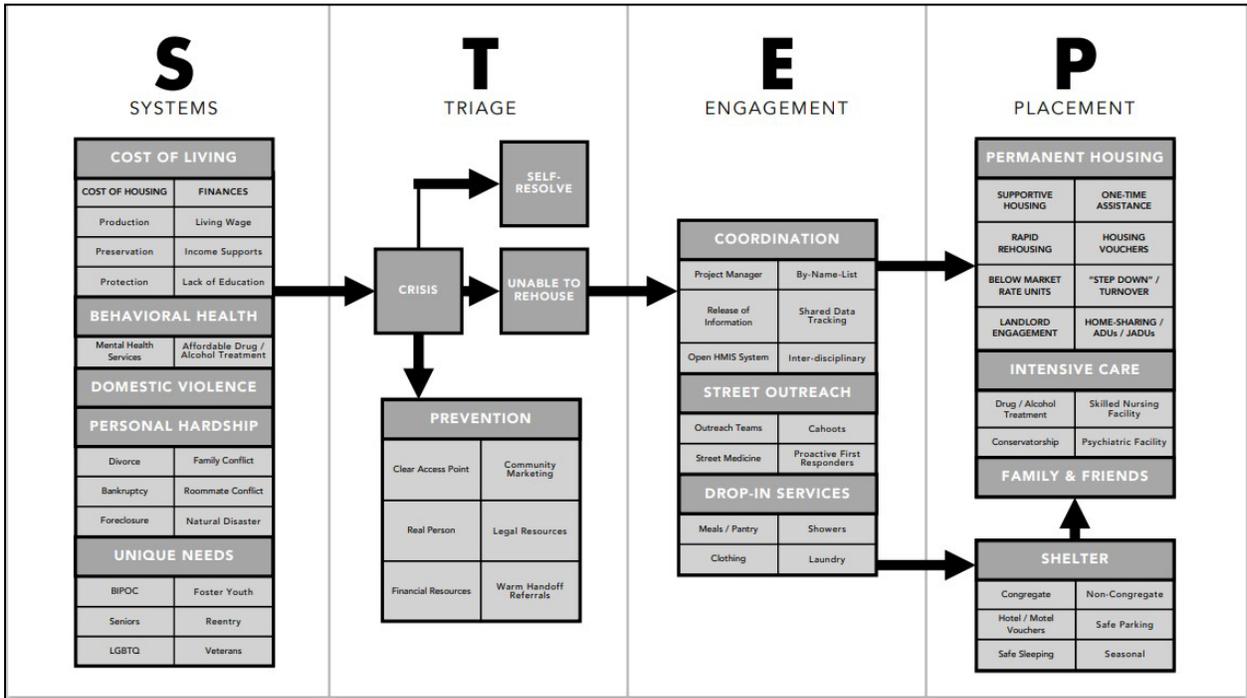
**T – Triage:** Creating a crisis response system that can quickly prevent and divert people from homelessness

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**E – Engagement:** Having a clear process for identifying and coordinating care for people who are currently homeless

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**P – Placements:** Orienting every point of engagement towards permanent (or temporary then permanent) housing



## **ATTACHMENT B: Instructions for Completing City of Petaluma Housing and Homeless Services Grant Application**

1. Applications for **Affordable Housing Development** do not submit applications through the **City Data portal**. Go to the City housing webpage at: <https://cityofpetaluma.org/documents/affordable-housing-development-application-2024/> download the fillable form and submit the application by email to: [housing@cityofpetaluma.org](mailto:housing@cityofpetaluma.org)
2. Applications for Homeless Services, please submit the application through the City Data portal using the instructions below:
3. Go to the Website: <http://citydataservices.net/>

If you are a **New** City of Petaluma service provider/agency and new to using City Data Services, enter **Log In: PET2024** and **Password: PET2024** (The login and password are Case Sensitive, so capitalize the "PET.")

Existing City of Petaluma service provider agencies, use your same City Data Services log in and password that you have been using and go to #5 in these directions. Applicants will go to <https://www.citydataservices.net/>. There they will use "PET2023" as the username and password. This will take them to a page where they will enter their information, and then be given their own unique login



4. **New agencies, complete information to Request an Account.**

City Data Services - ...

City: **Concord**



Maria Parada  
1950 Parkside Drive, MS/10  
Concord, CA 94519  
Phone: (925) 671-3327  
Email: maria.parada@cityofconcord.org

Cathy Gaughan  
1950 Parkside Drive, MS/10  
Concord, CA 94519  
Phone: (925) 671-3111  
Email: cathy.gaughan@cityofconcord.org

[Help with this page](#)  
[Logout](#)  
[Info for Concord](#)

**DO NOT use this form if you are funded by a Contra Costa County jurisdiction, and have a City Data Services login.**

If you already have a City Data Services account with a jurisdiction in Contra Costa County, log in under that account, and either re-apply for your existing program, or choose buttons in the upper right corner to apply for a new program.

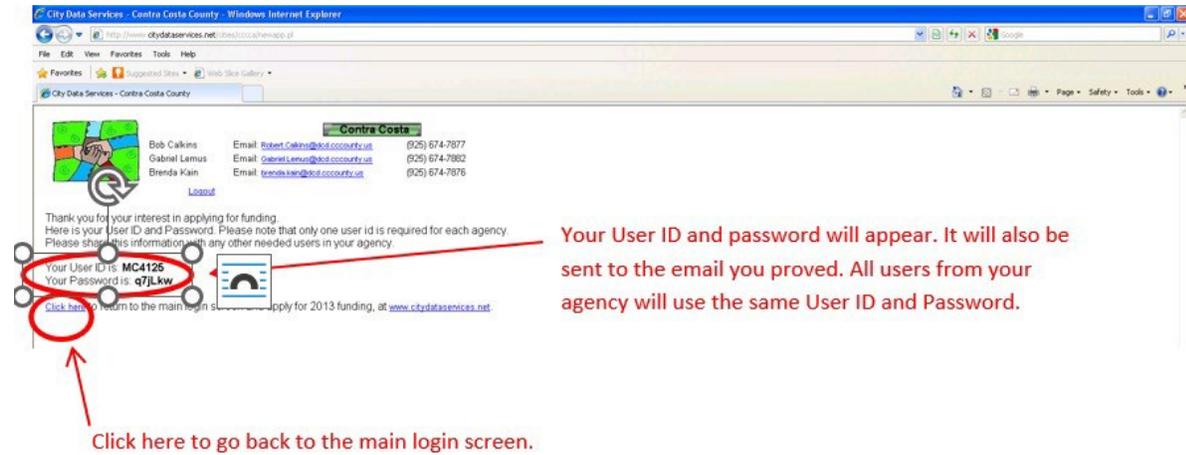
Complete this form to request an account:

AGENCY NAME:	
AGENCY ADDRESS:	
AGENCY CITY:	AGENCY ZIP:
AGENCY TELEPHONE NUMBER:	AGENCY FAX NUMBER:
PROJECT NAME:	
CONTACT PERSON:	CONTACT TELEPHONE:
EMAIL ADDRESS:	

After completing this form, click the submit button below. The subsequent screen will display your login information. Follow the link shown to log in and begin your application. Please record your login information. Login information will also be emailed to the email address given.

5. A screen with a new user ID and password will appear. Make sure to write the information down for future reference. Also, an email with your log in and password will be sent to the Contact email address that you entered in step 2.

There is only one (1) log in per agency, so share with persons that need to access this site. Click on the link to return to the main login screen and apply for Homeless Services 2024 Funding.



6. New agencies, enter your new Log In and Password into Log In screen.

