

Request for Proposals
PARTNER SERVICES TO SUPPORT
County of Los Angeles Rent Relief Grant Program

ABOUT THE CENTER BY LENDISTRY

The Center by Lendistry (TCBL) is a nonprofit organization that supports diverse small businesses through education, technical assistance, and access to competitive financing. Our mission is to close the racial wealth gap by anchoring small businesses and the communities where they do business. TCbL is the non-profit educational and technical assistance strategic partner to Lendistry, a minority-led, technology enabled Community Development Financial Institution (CDFI) that provides loans and other financial products to underserved small business owners.

Women- and diverse-owned businesses have disproportionately faced obstacles to success. TCbL is committed to removing those barriers and transforming communities most impacted by historical disinvestment by putting small businesses first. Our initiatives aim to advance equitable economic development strategies to drive small business growth, job creation, and generational wealth-building in underserved communities across the country.

Over its history, TCbL has assisted over 11,000 small businesses including 6,300 women-owned, 8,200 diverse-owned, and 350 veteran-owned businesses nation-wide.

PROJECT OVERVIEW

Los Angeles County (County) through its Department of Consumer and Business Affairs (DCBA) seeks to implement the Los Angeles County Rent Relief Program (Project) that will provide direct financial assistance in the amount of \$43,000,000 to qualifying landlords located within the County, but not in the City of Los Angeles. The Center by Lendistry was selected to administer the County of Los Angeles Rent Relief Program on behalf of DCBA. This program is funded by resources allocated through the American Rescue Plan Act (ARPA) by the Board of Supervisors.

This Program will prioritize small, mom-and-pop landlords to help them mitigate the detrimental economic impacts of the pandemic. This includes reducing the number of tenants being evicted in the County due to unpaid rents and helping ensure the viability of small mom-and-pop landlords.

Landlords who meet the conditions of the Program will be eligible for disbursements of up to \$30,000 per rental unit, with a maximum disbursement of \$120,000 per unique landlord, to cover qualifying unpaid rental debt and any related expenses, such as utilities.

OPPORTUNITY OVERVIEW

TCbL is seeking partners (nonprofits and for-profits) who can provide technical assistance, outreach and language support services to landlord applicants across Los Angeles County (but not in the City of Los Angeles) in connection with TCbL's administration of the Program. The goal is to ensure that the tenants and landlords with the highest need are served. Program eligibility and priority considerations include:

Eligibility

1. Eligible Landlord: an individual, group, or corporate entity that is seeking relief from rental arrearages or other Eligible Expenses of one (1) or more rental properties located within Los Angeles County, but not in the City of Los Angeles.
2. Eligible Tenant(s): individuals or all members of a household that reside in a rental property located within Los Angeles County, but not in the City of Los Angeles, that have unpaid rent or other unpaid Eligible Expenses related to the unit. Please note: this is not a tenant-led application. Tenants will be encouraged to submit referrals to the Program to encourage their landlords to participate.

Priority Considerations

1. Units located in LA County Equity Atlas defined highest and high need geographies.
2. Property owners whose household income is 80% of LA County Area Median Income.
3. If landlord income is not available, then priority will be applied to Tenant households whose income is 80% of LA County Area Median Income.

Important Note: Final program design is pending approval. Therefore, this list is not comprehensive. Other eligibility and priority requirements may apply.

SCOPE OF WORK

Outreach: Provide, promote and host Webinar and Marketing Outreach for The Program (Via In-Person and/or Virtual Platforms, Website, Social Media, Email, In-Person Meetings, Applicable In-Person Events etc.) Outreach providers will have a minimum outreach/marketing requirement.

Technical Assistance (“TA”): Provide direct one-on-one technical assistance to help business owners interpret the eligibility requirements, navigate the application process, gather and submit required documents, support successful submission of the application and provide support to applicants as needed throughout the grant program. TA Providers should be able to serve applicants as needed in person. TA providers should be able to accept applicant referrals from the Program partners. TA providers will have a minimum application submission requirement.

Language Support (Outreach & TA): Promote the Program and/or provide technical assistance in multiple languages with knowledge of region-specific language variations and familiarity with any locally relevant language needs throughout the County of Los Angeles. High need languages include: Spanish, Korean, Mandarin, Cantonese, Tagalog, and Russian.

Contract awards will range from \$50,000-\$100,000 depending on the partner’s capacity to perform outreach, TA, and language support activities to applicants from December 2023 – June 2024. The Program is anticipated to launch late December 2023 and be fully disbursed by June 2024.

EVALUATION METRICS AND CRITERIA

TCbL will consider the following criteria in evaluating proposals:

1. **Experience:** Providers will be evaluated based on the type, depth, and length of their experience and the areas and levels of their past responsibilities related to supporting grant programs, including experience supporting landlords and tenants throughout Los Angeles County.

YOU MUST have been operating continuously as a business/nonprofit for a minimum of 24 months and possess full-service capabilities with a cohesive team of managers and subject matter experts who possess the education, experience, knowledge, skills, and qualifications to provide these needed services.

2. **Service Delivery Plan:** Service delivery plan that addresses operational efficiency, knowledge of region-specific small landlord and/or tenant needs. Management and support of language variations throughout Los Angeles County.
3. **Offer a competitive cost of services:** The provider will be evaluated to assure that the proposed scope and associated costs can be professionally executed with uninterrupted operations.
4. **Reporting:** Ability to track and report on operations and participant data relevant to Program.

SUBMISSION REQUIREMENTS

A submission should include the following elements:

1. **General Overview:** Description of the organization including brief history, mission, core services, geography covered, and leadership structure.
2. **Business Experience:** A one-page narrative demonstrating the organization's capacity to perform the Scope of Work (including staff/resources you will dedicate to this project) and outlines the organization's strengths and distinguishing skills or capabilities as they relate to the Project Goals and Scope of Work in this RFP.
3. **Technical & Logistical Scope:** Detailed logistical plan including potential outreach and technical assistance timeline as it relates to the Scope of Work, including number of applicants served (via outreach and TA). Inclusion of direct one-on-one support is preferred.
4. **Proposed Budget:** Detailed budget in accordance with scope of work.

TIMELINE

Date	
November 6, 2023	RFP Responses Due (EXTENDED)
November 17, 2023	Execute Vendor Contract
December 4, 2024	Partner Trainings
December 18, 2024	Outreach Begins

Please send all questions and submissions to LARRP@thecenterbylendistry.org by the above stated deadlines. All proposals should be in pdf format and should not exceed 5 pages.

This RFP can be found on The Center by Lendistry's website at: www.thecenterbylendistry.org/events-opportunities/#work-with-us