

Allegheny County
Department of Human Services
Task Order: Design Services
500 in 500: Identifying 500 Affordable Housing Units in 500 Days

March 27, 2024

1. Which Key Performance Indicators (KPIs) should be prioritized?

Our ultimate goal is to identify 500 affordable housing units in 500 days. Applicants should include measurable indicators that include the following, but are not limited to, site traffic, social media impressions and indicators to capture response from our target audience, such as property owners, municipal officials and the general public. We are open to all proposed approaches that will help us reach our goal and will work collaboratively with the Successful Applicant to identify the appropriate ones. For any suggested approach, please just thoroughly explain your plan and reasoning withing your submission.

2. The Performance Work Statement (PWS) mentions donations on the first page. Can you please elaborate on which organization(s) would be receiving these donations?

We're working to refine this piece, but we may not be able to implement it in the next 90 days. DHS will communicate with the Successful Applicant to discuss and determine how community members can become involved in the campaign, and how donations may be utilized, if we choose to involve this piece.

3. Page 1 of the PWS garnering “support for policy measures.” Will you please share the desired policy outcomes DHS is anticipating?

For example, local officials could sign a pledge to support inclusive zoning practices. Ideally, we'd like a campaign that can establish contacts for further outreach, rather than a campaign to receive full-on commitment at initial outreach. Essentially, this campaign should fill the funnel with warm leads.

Amendment

April 2, 2024

The Task Order was amended to update the submission deadline date for the Task Order. The amendment is outlined in the “How to Submit a Response” section of the Task Order and is available below:

How to Submit a Response

Submit your completed Response electronically by logging into or creating an account on Bonfire at <https://alleghenycountydhs.bonfirehub.com> and uploading the required submission

documents to the appropriate Task Order Opportunity Page no later than 3:00 p.m. Eastern Time on ~~April 8, 2024~~, **April 10, 2024**, to be considered for review.

April 2, 2024

- 4. On Page 2 of the RFP, it lists 4/10 as the submission date, but then on Page 3 it states 4/8 as the submission date. Is this RFP due on 4/10 or 4/8?**

We have amended the Task Order to update the submission due date. The Task Order due date is at 3 p.m. eastern Time on April 10, 2024.