Orange County Continuum of Care

Request for Proposals: Annual Coordinated Entry System Evaluation
September 2025

Context

The Orange County Continuum of Care (CoC) seeks proposals from qualified consultants or agencies to conduct the annual evaluation of the Coordinated Entry System (CES) in compliance with the U.S. Department of Housing and Urban Development (HUD) requirements (Notice CPD-17-01) and the HUD Coordinated Entry Management and Data Guide.

This evaluation will **assess CES effectiveness, equity, and efficiency** in resolving housing crises, and will **provide actionable recommendations to strengthen system performance. The core HUD evaluation questions include:**

- Does CES equitably, efficiently, and effectively resolve housing crises?
- Are CoC housing and service interventions more efficient and effective because of CES?
- Does the CES help individuals, families, and survivors of domestic violence connect with the housing and services they need?
    - Determine whether the CoC has too much or too little of certain housing and supportive services resources for any CES Subpopulation (individuals, families, survivors of domestic violence, transitional aged youth (TAY), and veterans).

The evaluation partner will serve as the **Evaluation Entity**, independent of the CES Lead, to avoid conflicts of interest and ensure an **independent, compliant evaluation.**

This evaluation will be **financially supported by the Samueli Foundation**, which has supported a wide range of initiatives in Orange County over the past 25+ years, with the mission to make Orange County a thriving mosaic of community well-being by supporting and uniting catalytic forces whose innovations yield a higher quality of life for everyone.

Scope of work

The Orange County CoC is eager to hear each applicant's perspective on evaluation design, timing, and implementation considerations. Overall, the selected consultant/agency will:

1. **Design the CES Evaluation Plan**
    - Develop a comprehensive evaluation plan that aligns with HUD requirements, including:
        i. Determine which aspects of the effectiveness of CES will be measured
        ii. Develop a detailed evaluation approach and stakeholder engagement strategy
        iii. Create a clear and detailed workplan, with milestones and deliverables
2. **Engage Stakeholders**
    - Work closely with the **Office of Care Coordination** and entities both within and outside the CoC to gather data and insights
        i. This would include **monthly check-ins with the CoC manager** (at minimum)

- Use HUD-approved methodologies (surveys, focus groups, and/or interviews) to **collect feedback from:**
    i. CES Lead, CES Committee, and contracted providers that provide administrative support to CES
    ii. HMIS Lead
    iii. Participating projects and providers
    iv. LEAC, and others with current and past lived experience in CES or referred to housing in the past year, including TAY, families, and individuals
- **Ensure participant selection reflects the diversity** of CES users and stakeholders

3. **Collect and Analyze Data**
    - Collect data across stakeholder engagement and other sources of **qualitative and quantitative data**
    - **Review current CES Policies and Procedures** and other CoC-related policies, procedures and standards that impact CES
    - **Analyze data to address core HUD evaluation questions:**
        i. Does CES equitably, efficiently, and effectively resolve housing crises?
        ii. Are CoC housing and service interventions more efficient and effective because of CES?
        iii. Does the CES help individuals, families, and survivors of domestic violence connect with the housing and services they need?
            1. Determine whether the CoC has too much or too little of certain housing and supportive services resources for any CES Subpopulation (individuals, families, survivors of domestic violence, transitional aged youth (TAY), and veterans).
4. **Develop Recommendations**
    - Recommend **updates to CES policies and procedures**
    - Recommend **updates to CES workflows and/or subpopulation efforts** (TAY, veterans, and survivors of domestic violence)
    - In addition to the inaugural 12-month evaluation, **propose a framework for future evaluation cycles.** The framework should outline recommended frequency, scope, and methodologies; specify core indicators and data sources to ensure year-over-year comparability; and describe roles, governance, and resourcing needed to sustain ongoing evaluations.
5. **Communicate Findings**
    - Produce a **written evaluation report** summarizing findings, conclusions, and actionable recommendations
    - **Present findings** to the CoC Board, Policies, Procedures & Standards Committee, and CES Steering Committee

Timeline

This is up to a 12-month project, expected to begin in November 2025, with the following proposed timeline:

- **September 26, 2025:** RFP released
- **October 17, 2025:** Deadline for proposal submission
- **Mid-late October 2025:** Proposal review, interviews for shortlisted applicants, and finalist selection

- **November 2025:** Kickoff meeting within 2 weeks of contract execution
- **November-December 2025** (~1 month): Design the evaluation plan
- **January-March 2026** (~3 months): Collect and analyze data
- **April-May 2026** (~2 months): Develop preliminary recommendations
- **June-July 2026** (~2 months): Refine recommendations; collect and analyze additional data as needed
- **August-September 2026** (~2 months): Draft evaluation report
- **September-October 2026** (~2 months): Finalize and present evaluation report

Budget

The budget for this evaluation is **up to $250,000.** This includes staff allocations, travel, and any other costs (e.g., stakeholder engagement incentives). We expect the **main cost driver to be the level of data analysis and stakeholder engagement required** – please factor this into the development of your proposal.

Qualifications

A qualified applicant will have most or all of the following qualifications:

- **Experience in working with CoCs of similar size and scope** to the Orange County CoC. This may include but is not limited to the geography, number of people experiencing homelessness, complexity of the CoC and CES.
- **Strong familiarity with HUD Coordinated Entry System (CES) requirements, policies, and evaluation standards**
- **Demonstrated ability to design and implement robust evaluation plans** that combine **quantitative and qualitative methods** (e.g., surveys, focus groups, key informant interviews, and HMIS data analysis)
- **Skill in engaging diverse stakeholders**
- **Strong project management and communication skills**

Submission instructions

Interested parties are invited to respond to this RFP by **October 17, 2025** by 5:00pm PDT to Dr. Shauntina Sorrells, Orange County Continuum of Care Board Chair and Chief Program Officer of the Samueli Foundation (ssorrells@samueli.org). To be considered complete, responses must include the following elements:

- **Proposed approach** to the scope of work, with key activities and milestones
- **Budget**, with high-level cost drivers, including billing rates
- **Stakeholder engagement plan for project management** with CoC, CES, and others
- **Introduction to project team** (including any subcontractors if relevant)
- **Descriptions of qualifications** and previous relevant experience
- **Sample of a similar deliverable**