



RFP No. 241-26 Housing and Homelessness Strategy and Implementation Toolkit Pre-Proposal Conference

**Microsoft Teams
July 30, 2026
9:30 a.m. MT**

Housekeeping

- One-hour meeting.
- Chat enabled; please feel free to submit questions throughout.
- Mic/camera can be activated for attendees.
- Meeting is being recorded.

Agenda

- Introductions
- Background
- Desired End State
- Statement of Objectives (SOO)
- Desired Deliverables
- Proposal Requirements
- Evaluation Criteria
- Timeline
- Q&A



Introductions

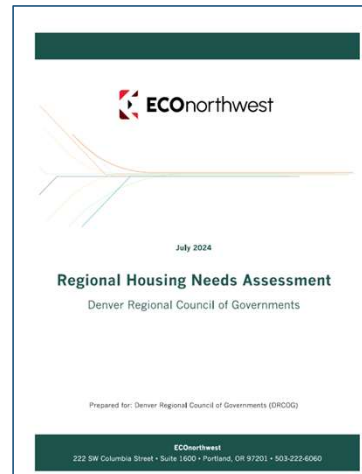
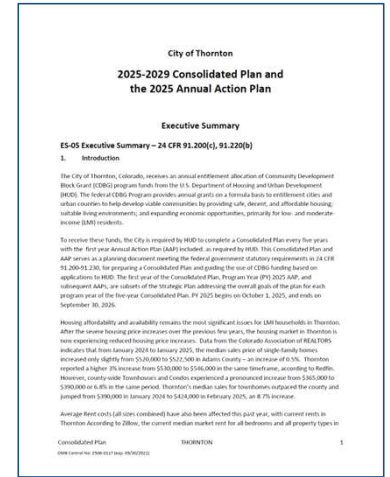
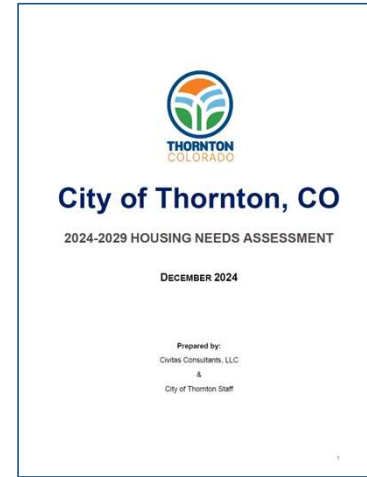
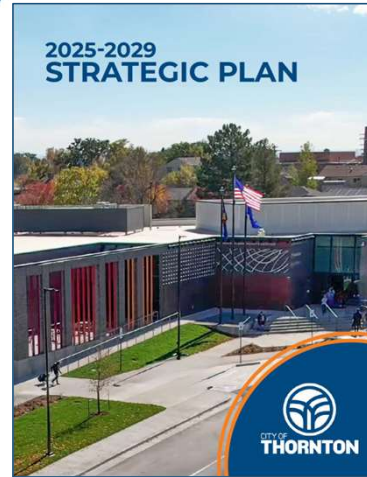
Jessica Prosser, Assistant City Manager

Joshua Houston, Senior Purchasing
Analyst

Background

- Like the rest of the Denver metro, Thornton faces challenges including:
 - Rapid population growth.
 - Shortage of affordable housing.
 - Increasing housing cost burdens for residents.
 - Growing need for coordinated services to prevent and address homelessness.

Background



Ref: RFP, section B.1, pgs 6-7.

Desired End State

- Comprehensive Homelessness and Housing Strategy.
- Shared priorities across City departments and community partners.
- Implementable recommendations supported by data and a practical toolkit to enable the City to put the Strategy into action.
- Measurable actions the City can take over short-, medium-, and long-term horizons

Statement of Objectives

- High-level description of what we want to achieve.
- Offerors propose their own statement of work for *how* to accomplish these objectives.
- Encourage innovation, leverage consultant expertise.

Statement of Objectives

- B.3.1 Strategic Foundation and Policy Alignment.
- B.3.2 Housing Strategy, Housing Production, and Implementation Tools.
- B.3.3 Homelessness Response and Service Delivery.
- B.3.4 Funding, Programs, and Organizational Effectiveness.
- B.3.5 Community Engagement, Implementation, and Performance.

B.3.1

Strategic Foundation and Policy Alignment

- Develop a unified Housing and Homelessness Strategy that integrates existing planning documents and community priorities into a cohesive framework to guide future decision-making.

Ref: RFP, section B.3.1, pgs 7-8.

B.3.2**Housing Strategy,
Housing
Production, and
Implementation
Tools**

Ref: RFP, section B.3.2, pgs 8-9.

- Develop data-driven recommendations and practical implementation tools that expand housing opportunities, improve affordability and attainability, streamline development processes, and strengthen the City's ability to implement housing initiatives.
 - Housing Inventory and Needs Assessment.
 - Housing Supply and Policy Recommendations.
 - Development Processes.
 - Housing Implementation Toolkit.

B.3.3

Homelessness Response and Service Delivery

- Evaluate the City's homelessness response system and develop actionable recommendations that improve prevention, coordination, service delivery, housing stability, and long-term outcomes.
 - Current System Assessment.
 - Regional Coordination.
 - Homelessness Strategy.

B.3.4

Homelessness Response and Service Delivery

- Evaluate City programs, organizational capacity, and funding strategies to maximize effectiveness and support long-term implementation of housing and homelessness initiatives.
 - Program Evaluation.
 - Funding Strategy.

B.3.5

Community Engagement, Implementation, and Performance

- Produce a community-supported Strategy with clear implementation priorities, measurable outcomes, and a framework for ongoing evaluation and continuous improvement.
 - Community and Stakeholder Engagement.
 - Implementation Planning.
 - Performance Measurement and Accountability.

Desired Deliverables

- Housing and Homelessness Strategy.
- Implementation Toolkit.
 - Examples: Forms, process flows, templates, playbooks, financial models, roadmaps, dashboards, fact sheets, and GIS layers.

Proposal Requirements

- Written proposal.
 - Part 1: Slide deck for virtual presentation.
 - Part 2: Vendor statement of work (SOW).
 - Part 3: Price proposal.
 - Part 4: Staff resumes.
 - Part 5: Past performance references.
 - Part 6: Administrative Volume.

Proposal Requirements

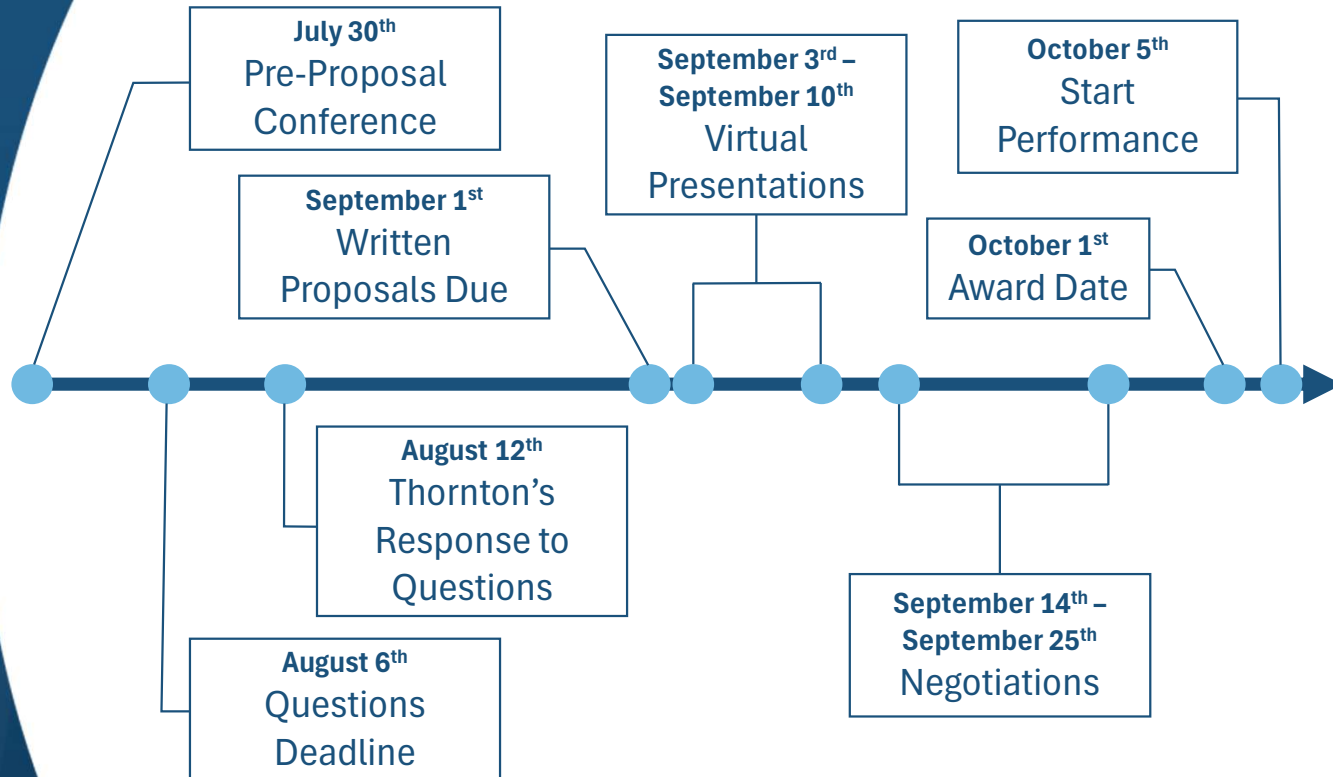
- Virtual presentation.
 - Capability to perform the work and experience completing similar projects.
 - Understanding of the requirement and technical approach to meet Thornton's objectives as described in the SOO.
 - Staffing approach.
 - Project management.

Evaluation Criteria

- Responsiveness and responsibility.
- Understanding of Thornton's challenges, project goals, and desired outcomes.
- Demonstrated experience with similar projects.
- Qualifications of staff, including political acumen, policy background, analytical skills, understanding of housing finance.
- Completeness, technical merit, creativity, innovation, and feasibility of SOW.
- Creative and effective approach to stakeholder engagement.
- Project management approach.
- Past performance reference checks.
- Ability to contract.
- Price.

Ref: RFP, section C.14, pgs 23-24.

Timeline



Questions & Answers

Please submit any additional questions in writing by Thursday, August 6th at 4:30pm.