



CONSULTING OPPORTUNITY: Strategic Initiatives Consultant



HOUSING CALIFORNIA

Housing California (CA) is a statewide non-profit affordable housing and homelessness advocacy organization dedicated to improving life within our golden state. We open minds and organize people most impacted by housing injustice and their allies to effectively advance equitable systems change and structural reform policy solutions grounded in the lived expertise of affordable housing residents and social and economic policy research. We envision a California with homes, health, and wealth for all in thriving, sustainable communities.

Housing CA advances our mission using three main strategic directions: (1) Shape a new affordable housing and homelessness narrative, (2) Shift and build power through multisector coalitions and community organizing networks – specifically the Residents United Network, and (3) Advance bold policy change.

Roadmap Home 2030

In 2021, we launched one of Housing California's biggest undertakings, the Roadmap Home 2030 (Roadmap Home). An initiative co-founded with the California Housing Partnership and developed in collaboration with the California Budget Center, the Roadmap Home represents the priorities and commitment of more than 40 multi-sector partners and organizations with a proven record of creating affordable housing, fighting homelessness and advancing tenants' rights, all accomplished through a racial justice lens. Housing California developed and released the Roadmap Home and launched its advocacy campaign in March 2021.

At its core, the Roadmap Home is a 10-year plan to create 1.2 million new affordable homes for low-income Californians, protect 1 million low-income renter households from losing their homes, end homelessness for the more than 160,000 Californians who are unhoused every night and advance racial equity in housing. To get there, we developed a comprehensive package of 57 evidence-based statewide and federal policy solutions that may be enacted by our elected leaders. We have clear, measurable goals and goalposts and a unified mission: homes, health and prosperity for all Californians in thriving, sustainable communities. Our development process included conducting extensive research, centering racial equity with support from Race Forward and an equity taskforce and building momentum to amplify our shared power for greater impact. Learn about our year one accomplishments [here](#).

Housing California is advancing to year two of the Roadmap Home campaign with the support of RUN leaders with lived expertise in housing instability and homelessness; affordable housing, homelessness and tenants' rights advocates and professionals; and key disability rights, racial justice and multi-sector partners. We are also engaging in longer-term planning



in 2022 to ensure that we have the people, relationships, systems, structures, and funding mechanisms in place to ensure the Roadmap Home's long term success.

Additional information on Roadmap Home 2030 is available at roadmaphome2030.org

DESCRIPTION

Housing CA seeks a contractor to serve as a Strategic Initiatives Consultant. We are looking for organizations and/or individuals who have the proven ability to provide strategic vision, day to day project management, and engage in collaborative work to help advance the Roadmap Home 2030 campaign in 2022.

In close coordination with Housing CA leadership, consultants, and key partners and allies - **serve as coordinator for the Roadmap Home 2030 campaign**, working with staff and other consultants to develop and execute plans that (1) in the long term, help build a movement around the vision and goals of the Roadmap Home so that decision-makers, the media, and the public look to the Roadmap Home 2030 as the answer to what it takes to solves our state's homelessness and housing crises; and (2) in the short-term, providing frontline support to key, high-impact, Roadmap Home 2030-endorsed bills and budget asks.

This will include working with organizational leadership, staff, board members, consultants, and partners and allies to:

- Create and implement a strong coalition and committee structure to guide campaign strategy and develop, coordinate, and execute strategies together. Specifically, the consultant will help lead a process to develop a four-year implementation, action, and investment plan that meets the Roadmap Home 2030 network's shared vision, values, and goal and articulates the process by which the network will assess its progress.
- Develop, recommend, and implement a grantmaking structure and collaborative decision-making body that can strategically deploy a potential infusion of resources and cultivate additional philanthropic investments to ensure long-term stability and greatest impact as we collectively advance the Roadmap Home 2030 (Additional funds available to bring on consultants with specific expertise in this work).
- Build the base of support via endorsements, social media followers, and email subscribers. Specifically, the contractor will help assess the people, relationships, systems, and structures that philanthropy, government, and business partners have already invested in and determine potential gaps and new opportunities to strengthen collective power and impact in our efforts to implement the Roadmap Home 2030. (Housing CA's communications team and strategic communications consultant - Swell can specifically support activities related to building the base)
- Evaluate our success and adjust along the way (including supporting report writing as it relates to the initiative)
- Help coordinate and connect the following activities (which will be led by Housing CA staff and other consultants)
 - Package and amplify annual legislative and budgetary priorities.
 - Move our followers and supporters to take action in support of the Roadmap Home 2030
 - Garner earned and owned mediaEducate the general public and decision makers about the Roadmap Home's vision, goals, and policy priorities
 - Ensure alignment and coordination with other key federal and state level initiatives



QUALIFICATIONS

We are seeking consultants who have:

- A demonstrated commitment to racial, gender, disability, economic, and housing justice
- A strong track record of collaborating and developing and maintaining strong working relationships with and among partners with different backgrounds
- Knowledge of and experience with housing and/or homelessness policy advocacy, the legislative process, and/or community organizing
- A strong understanding of the affordable housing/homelessness ecosystem in California
- Demonstrated connections or relationships with organizations and leaders within the affordable housing/homelessness ecosystem in California
- Demonstrated experience developing, working with, or leading multi-sector committees, coalitions, networks, or similar infrastructures
- Demonstrated experience serving as a project manager for complex multi-year projects
- Strong facilitation skills
- A proven ability to communicate (written and verbally) effectively with a variety of audiences, including policymakers, advocates, funders, community-based organizations, people who live in affordable homes or are experiencing homelessness, and the media
- Ability to see the big picture and to execute through strong organizational and project management skill
- A demonstrated commitment to meeting a high bar and a history of getting things done, even in the face of obstacles or multiple competing demands
- Experience with program evaluation

FUNDING AND APPLICATION PROCESS

This position is grant funded by the James Irvine Foundation with an amount up to \$120,000. This position requires a commitment through December 2022, potentially extending into 2023, funding permitted

To apply for this opportunity, please submit qualifications, project approach, and budget information to Jade Chin at jchin@housingca.org by Friday, February 18. Prior to selection, applicants will be asked to participate in an interview.