



Section A:

1. Agency Name:

PA Human Relations Commission

2. Procurement description:

Commission-wide referral service organization currently serving citizens with housing issues.

3. Services Description:

The PA Human Relations Commission (PHRC) needs to contract with an established referral organization that helps callers throughout PA with their housing needs. PHRC will use this referral organization's customer base to "drive" select callers to PHRC's 1-800 toll free housing hotline to learn more about their fair housing rights and if applicable, report potential housing discrimination.

The referral service will provide its customers with fair housing rights information in several ways. One is by playing a service announcement to housing callers who are in the PA 211 phone queue.

Second is via texting capabilities that refer housing callers to the PHRC housing hotline.

4. Describe the unique features of this procurement that prohibit a competitive environment. The following is the Statement of Work:

Educating and Referring Potential Victims of Housing Discrimination to the PA Human Relations Commission

Nature of the Problem:

The PA Human Relations Commission (PHRC) wishes to contract with a call centers that are currently helping callers with their housing needs. PHRC is interested in using these call centers to educate their housing callers of their fair housing rights in Pennsylvania. The housing callers would also be provided with PHRC's 1-800 toll free housing hotline to use in filing housing discrimination complaints.

Background:

The PHRC contracts with the U.S. Department of Housing and Urban Development (HUD) to investigate and resolve alleged housing discrimination cases. Over the years, the commission's number of housing discrimination cases has declined.

While the cause for this decline is not completely known, there are several factors that may be leading fewer and fewer people to file housing discrimination complaints. One factor is that housing discrimination is insidious. In the 1960's landlords, posted signs that stated "no families of color" or "persons with disabilities" can live here. Today, housing discrimination is subtle and more difficult for people to detect. When housing discrimination is not detected, it cannot be reported to PHRC who can investigate and if warranted, stop the behavior.

How Call Centers Can Help:

PHRC believes that call centers can help educate and “drive” interested housing callers to the PHRC to receive additional education about their fair housing rights and to receive assistance with filing housing discrimination complaints in the following ways:

- Informing callers with housing issues about the work of PHRC. PHRC would create a script or message as well as provide basic training to the call centers’ training staff on PHRC’s services. The call centers would use this PHRC provided information to further inform and educate their housing callers.
- Providing multiple forums in which to communicate with housing callers to include telephone, TTY, text, social media and a web resource.
- Informing and educating housing callers in five languages other than English and braille upon request.
- Speaking with housing callers from any one of Pennsylvania’s 67 counties.
- Marketing the project that includes, but is not limited to, developing a brochure or fact sheet about the project and distributing it to housing advocacy organizations, organizations serving low-income families, etc.
- Issuing monthly reports on the number of housing callers reached by specific approach (text, email, telephone) and zip code area.
- Describing the contents of the database(s) being used to inform housing callers about services and the methods of keeping the data current, i.e., no older than one year.

What PHRC Will Provide:

- A written script or message for call center specialists to use when interacting by phone, email or text with housing callers.
- Basic training for the call centers’ trainers on fair housing rights for covered classes of people and PHRC’s role as a law enforcement agency in PA.
- Monthly reporting format that is mutually developed with the call centers.
- Monthly quality assurance report that is mutually developed with the call centers.
- Collaborate with the call centers to market the project.
- Project invoices, budget template and contractual documents.

Call Center Qualifications:

- Provide documentation to demonstrate the bidder possesses the necessary infrastructure, current client base of at least 5,000 housing callers annually and at least five years of experience providing information and referral services to PA citizens.
- Provide three references from agencies for which you have performed information and referral services in the last two years.

5. If timing is a factor, what is the time factor and why?

This project must commence by no later than May 1, 2018. The selected vendor will need to be a state approved vendor before the contract can be finalized. This is a one-year contract with a three-year renewable clause.

6. List any other information relevant to the acquisition

A project quote must be provided to the following address by no later than close of business on February 13, 2018:

Pa Human Relations Commission

333 Market Street – 8th Floor

Attention: Tammy McElfresh, Special Assistant to the Executive Director
Harrisburg, PA 17101