

## chfa request for proposals

September 3, 2020

### CHFA RFP for Black and African-American Outreach and Marketing

CHFA has issued a request for proposals for a consulting partner to assist CHFA in furthering our marketing and outreach to Black and African-American homebuyers in Colorado.

In Colorado, the homeownership rate for households that identify as Black/African-American is 37%, while the homeownership rate for White, non-Hispanic households is 70%.  
(source: [Census American Communities Survey](#))

This project is intended to help CHFA better understand the homebuying/homeownership perceptions and realities of Black and African American prospective homebuyers so that CHFA can more effectively share information about its programs and resources available, helping to bridge the homeownership gap for Black and African-Americans in Colorado.

To view the RFP, click here: <https://www.chfainfo.com/Pages/rfps.aspx>.

Any questions regarding the RFP can be submitted [via email](#) by 5:00pm MT on September 16, 2020. Deadline for submissions is October 23, 2020. More timeline details are available in the document.

#### Connect with CHFA!



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