



## Request for Proposals – Multicultural Marketing Services

### I. Summary

The Texas State Affordable Housing Corporation (“TSAHC”) is issuing this Request for Proposals (“RFP”) to identify and contract for professional services to provide multicultural marketing, advertising, and creative services to support the promotion of TSAHC’s home buyer programs in Harris County.

### II. Timeline

TSAHC will accept responses until **5:00 PM CDT on Friday, August 4th, 2023**. TSAHC retains the right to extend the submission deadline and selection period depending on responses to the RFP. At its discretion, TSAHC may contract with more than one Respondent to best meet all the goals outlined in the Scope of Services.

### III. Communications with TSAHC

All questions and communications concerning the RFP must be submitted to Michael Wilt, TSAHC’s designated point of contact, via email at [mwilt@tsahc.org](mailto:mwilt@tsahc.org).

To protect the integrity of the RFP process, potential Respondents may not contact TSAHC’s staff and Board of Directors Members (“Board Members”) regarding issues or questions pertaining to this RFP. This contact limitation period begins when the RFP is made available and continues through the selection process. If a potential Respondent contacts a staff member or Board Member with an issue or question pertaining to the RFP, that staff member or Board Member shall not discuss the RFP and shall forward the inquiry to the designated point of contact. TSAHC reserves the right to disqualify submissions from Respondents that fail to adhere to this contact limitation policy.

### IV. About TSAHC

TSAHC is a 501(c)(3) nonprofit organization created at the direction of the Texas Legislature to serve as a self-sustaining, statewide affordable housing provider. TSAHC’s mission is to meet the housing needs of underserved Texans through innovative programs and solutions. We are driven by a shared belief that every Texan deserves the opportunity to live in safe, decent and affordable housing. A five-member Board of Directors appointed by the Texas Governor oversees the policies and business of TSAHC.

## V. About TSAHC's Homeownership Programs

TSAHC offers fixed-rate mortgage loans, down payment assistance, and mortgage interest tax credits to households meeting specific eligibility criteria. Our programs are offered through a network of participating mortgage companies and loan officers. More information is available here:

<https://www.tsahc.org/homebuyers-renters>

Our marketing and communications efforts focus primarily on the following:

1. Blog and podcast content promoting TSAHC's programs and the benefits of homeownership
2. Social media (Facebook, Instagram, Twitter, LinkedIn and YouTube) content and advertisements
3. Email marketing campaigns
4. Digital advertising campaigns
5. In person and virtual trainings for lenders and REALTORS
6. Website search engine optimization (SEO) strategies

## VI. Scope of Services

TSAHC is participating in the Harris County Homeownership Collaborative (HCHC), which was established in 2022 to reduce racial homeownership gaps in Harris County. Funded by the national Wells Fargo Wealth Opportunities Restored through Homeownership (WORTH) Initiative, the goal of the HCHC is to create 5,000 new homeowners of color in Harris County by 2025.

As part of this initiative, TSAHC is seeking an experienced communications firm to produce marketing and advertising campaigns to reach Harris County's culturally diverse home buying populations, including but not limited to, African Americans, Hispanics/Latinos, and Asian/Pacific Islanders. Given the rich diversity of the Houston market, it is anticipated that the respondent may need to subcontract with one or more agencies with demonstrated knowledge and experience to effectively reach the targeted populations.

While TSAHC and the selected Respondent will develop more specific strategies for the engagement, the Respondent will most likely:

- Assist in overall marketing analysis, strategy development, and positioning of TSAHC and its home buyer programs in Harris County.
- Create and design multicultural and multilingual content including, but not limited to, graphic design, video, radio, podcast, digital production, and web copy.
- Develop multicultural media plans and purchase multicultural television, radio, print, outdoor, digital, social, and/or any media vehicle that assists in marketing TSAHC's home buyer programs.
- Report back on the campaign's implementation and outcomes, including media monitoring and optimization.
- Engage racial and ethnic community-based organizations to support culturally competent approaches and information dissemination.

- Provide (or coordinate) translation services, including Spanish, Vietnamese, and Chinese (traditional and simplified), with the possibility of additional languages.

While TSAHC's home buyer programs are available statewide, the scope of work outlined in this RFP will focus specifically on Harris County.

The initial contract term is one year, with the option to renew the term by up to three additional one-year extensions. The total budget for the first year, including paid media and advertising costs, is \$50,000.

## **VII. Review and Selection**

A panel of TSAHC staff will review all responses based upon the scoring criteria below and will make a recommendation to TSAHC's President. TSAHC's President will make the final selection.

### Scoring Criteria:

- Demonstrated competence, experience, knowledge, and qualifications providing the Scope of Services described above;
- Demonstrated experience working with and developing communications strategies for racially and culturally diverse populations;
- Demonstrated experience executing similar campaigns in Harris County, including experience working with local media outlets;
- Experience working with similar organizations to TSAHC;
- Proposed costs for executing the Scope of Work; and
- Certification as a Historically Underutilized Business (HUB) or Minority Owned Business (MOB).

All things being equal, preference will be given to Respondents with HUB or MOB certification.

TSAHC reserves the right to conduct interviews with Respondents or ask for clarification on a Respondent's submission. TSAHC reserves the right to negotiate with some, all, or none of the Respondents with respect to any term or terms of the responses or contracts.

## **VIII. Additional Information**

This RFP does not commit TSAHC to awarding a contract to any Respondent or to paying any costs incurred by a Respondent to prepare or submit a response or otherwise participate in this RFP process.

### Conflict of Interest

Although the Respondent will be an independent contractor for TSAHC and not an employee of TSAHC, to avoid all possibility of conflicts of interest, all Respondents must certify that none of the owners, officers, or stockholders of the company and none of their families are related within the third degree of consanguinity or the second degree of affinity to any TSAHC employees or Board Members.

### Release of Submissions and Proprietary Information

If a Respondent submits proprietary information that should not be publicly disclosed, the proprietary information must be clearly identified at the time of submission. If a Respondent fails to identify proprietary information, all information in the submission will be deemed non-proprietary and will be made available upon request pursuant to the Public Information Act after the review process has been completed.

### Indemnification

All Respondents must agree to indemnify, defend and hold harmless TSAHC, the State of Texas, its officers, agents and employees from any and all claims and losses accruing or resulting from the Respondent's performing professional services for TSAHC.

### Federal, State and Local Requirements

Approved Respondents are responsible for both federal and state unemployment insurance coverage and standard workers compensation insurance coverage. Respondents must comply with all federal and state tax laws and withholding requirements. TSAHC will not be liable to a Respondent or its employees for any unemployment or workers' compensation coverage or federal and state tax withholding requirements. Respondents shall indemnify TSAHC and pay to TSAHC any costs, penalties or loss whatsoever occasioned by Respondent's omission or breach of this section.

### Minor Deficiencies

TSAHC reserves the right to waive minor deficiencies and informalities if, in the judgment of TSAHC, its best interest will be served.

## **IX. Submission Directions**

Respondents must include these items in their submission:

- General Organization Information
- Provide a brief description of your organization, including at least the following:
  - Contact information for primary contact;
  - Address of the organization's main office;
  - Number of employees of the organization; and
  - Resumes of the team member(s) who will be assigned to TSAHC.
- Experience
  - Describe your organization and its capabilities, including examples of how you developed strategies and solutions for similar work;
  - Support your ability to perform the Scope of Services, including prior experience with media outlets in Harris County; and
  - Detailed history working with similar clients.

If you plan to engage a subcontractor to complete any portion of the Scope of Services, include the information requested above for the subcontractor as well.

- Relationship/Project Management
  - Describe your process for developing messaging that resonates with racially and culturally diverse audiences.
  - Describe your process for developing multi-channel campaign strategies.
  - Describe your method of tracking campaign outcomes and adjusting campaign strategies as needed to maximize return on investment (ROI).
  - Describe your project management process, including any software used to track projects.
  
- References
  - Provide at least three current client references. Include name, address, telephone number, website address, and email address.
  
- Costs
  - Provide a detailed description of the anticipated costs of providing services included in the Scope of Services, including a breakdown between consulting costs and paid media/advertising costs.
  
- Conflict of Interest and Affiliations
  - Identify any conflict of interest that may arise as a result of performing the work outlined in this RFP. A conflict of interest is any direct, indirect, personal, private, commercial or business relationship that could diminish your organization's or employee's independence of judgment and performance as a service provider to TSAHC.
  - Describe how your organization will handle actual or potential conflicts of interest.
  
- Include any other information that will be helpful to TSAHC in making its decision.

Respondents must submit in this manner:

- Respondents must submit responses electronically via email.
- All responses must be signed and dated.
- **Proposals that do not comply with these instructions may be rejected. TSAHC may also reject a proposal that does not include all requested information.**

**ALL SUBMISSIONS MUST BE SENT TO:**

Michael Wilt  
 Senior Manager, External Relations  
 Texas State Affordable Housing Corporation  
[mwilt@tsahc.org](mailto:mwilt@tsahc.org)

**DEADLINE TO APPLY:  
August 4, 2023 at 5:00 p.m. CDT**

The respondent must certify, by signing below, that they have read and understand this RFP and agree to fulfill the duties and responsibilities required by TSAHC for marketing services. The respondent additionally agrees to and shall be bound by the information and documentation provided with the Proposal, including prices quoted for services.

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By: (print)

Signature:

Date:

***Note: Submit this page, signed and dated, with your completed response.***