



## New York State Making Moves Program

### Request for Proposals – Marketing Consultant/Contractor

#### Frequently Asked Questions

*Q: What are your success metrics?*

A: A successful applicant will propose well thought out and in-depth strategies to accomplish the following:

- Increased enrollment in MMP from owners in the regions in which this program operates
- Increased awareness of MMP & its benefits to owners participating in the program
- Refined messaging and outreach avenues that program administrators can continue to leverage beyond this initial campaign
- Regional and localized messaging and marketing strategies that respond to the unique conditions & contexts present at each site

Review the RFP's scoring criteria for more detail.

*Q: Who are the partners and how will they be involved?*

A: This program is supported by multiple partners outside of Enterprise. These include:

NYS Homes & Community Renewal: MMP is funded by the NYS Department of Homes and Community Renewal (HCR), using federal Section 8 resources in cooperation with the US Department of Housing and Urban Development (HUD). The consultant / contractor will submit reporting on progress which will be shared with HCR. HCR may also be involved in review of any strategies and materials.

Regional Program Partners: There are currently 5 mobility sites funded by NYS Homes and Community Renewal (see below list). These organizations operate the program in their regions and provide reporting back to Enterprise and our funder. These organizations will be key points of contact for the consultant / contractor as they possess an understanding of their regional contexts and characteristics, and their insight should be leveraged as much as makes sense.

- HOME (Housing Opportunities Made Equal): serving Buffalo (Erie County)
- CDLI (Community Development of Long Island): serving Long Island (Nassau & Suffolk Counties)
- TCAction (Tompkins Community Action): serving Ithaca (Tompkins County)
- PathStone: serving Newburgh & Poughkeepsie (Orange & Dutchess Counties)
- CVR Associates: serving Westchester (Westchester County)
  - Currently the Westchester program is not directly administered by Enterprise, but it is funded through HCR and applications should be inclusive of this region.



PRRAC: The Poverty and Race Research Action Council is our current Technical Assistance provider. They offer essential guidance and insight into the voucher landscape and will be helpful touchpoints for the consultant / contractor with whom to engage.

*Q: Who is the primary target for this marketing effort?*

A: As stated in the RFP, the primary target for this marketing effort are owners with affordable units in the regions in which MMP operates. Through this process, we are hoping to target owners of all scales, from mom and pop to larger owners, and proposals should have strategies to identify and target these different groups.

*Q: Is there anything specific that Enterprise is looking for or hoping applicants can include?*

A: In evaluating proposals, Enterprise will be looking for applicants that satisfy the requirements and preferences reflected in the RFP. Please review the Selection Criteria included in the text of the RFP for full details.

Beyond that, Enterprise is very interested in hearing approaches that incorporate the full potential of social media into its strategy and scope. Additionally, applicants are encouraged to highlight their strategies for tailoring this messaging and marketing effort to the specific regions' contexts and characteristics.

*Q: Is the budget range in the RFP the maximum range possible for this project?*

A: The budget details in the RFP do reflect the possible funding for this project. However, if applicants feel that they cannot accomplish the scope in the given financial bounds, then they are encouraged to submit supporting justification for amounts in addition to the posted range which Enterprise will review and consider.

*Q: Will Site Visits to the programs be possible?*

A: We do not anticipate required travel to the program partner regions, nor will funding likely be available.

*Q: Will consultants / contractors be required to create graphics, messaging, and marketing materials in-house?*

A: We expect that the selected consultant / contractor will have resources to create marketing materials internally.



*Q: What layers of approval or oversight will be present for this project?*

A: The selected contractor / consultant will work closely with the Enterprise team and the regional program partner staff to ensure the approach is informed by the experiences on the ground. Additionally, there will likely be some amount of review by HCR.

*Q: What are some of the challenges you've faced in terms of engaging with owners? (Finding contact information, interest in the program, etc.?)*

A: We are consistently looking for new avenues to engage owners – i.e. social media, print, etc. Our program partners have found various ways to engage directly with owners through mailings, but through this campaign we're hoping to find new engagement strategies. In terms of messaging, we hope to address the main barriers to owner engagement – misinformation about voucher tenants and bureaucratic challenges to the HCV program.

*Q: How are you currently targeting and communicating with owners in your key counties? What has been successful?*

A: Our program partners have implemented various strategies depending on their region, primarily via larger scale outreach like mailings to existing HCV owners, and broad social media. They also individually target owners via cold calling / emailing for active listings. Finally, some of our programs have previously attended owner industry events and community events to spread awareness.

*Q: Have you previously held focus groups or owner interviews? Is there any other research we would have access to?*

A: We have not held owner focus groups yet. The selected consultant / contractor will have access to program information that's been gathered to date.

*Q: Does your approach for the Making Moves program differ from county to county, or do all counties have the same benefits for owners and renters?*

A: The Making Moves Program operates in tandem with the federal Housing Choice Voucher program, which operates the same across regions. However within MMP, each site has some flexibility in the type of incentives they offer owners, for example bonuses or repair funds.

*Q: For owners currently participating in the program, what drew them in? What were their concerns before joining?*



A: That is something we are hoping to better understand through this proposed marketing campaign. However, we've heard feedback that repair funds are attractive (though not always accessed) as well as lease up bonuses. Owners have also expressed appreciation for a direct MMP point of contact in the event of any issues or concerns in the lease up process.

*Q: Out of the regions mentioned, is there a specific one that should be prioritized?*

A: No. We are hoping for roll out across the program and at each site to maximize visibility.

*Q: How many owners participate in the program now? Is there a specific goal for expansion?*

A: We'll share appropriate data metrics once we move forward with a selected consultant / contractor. We are hoping for broad expansion in awareness and for the selected consultant / contractor to produce an effective strategy for our programs to employ.