

**Request for Action  
By  
Board of Commissioners**

**Approval of List of Pre-Qualified Communication Services  
and Research Firms**

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**A. SUMMARY OF REQUEST**

This Request for Action (“RFA”) is for approval for the Rhode Island Housing and Mortgage Finance Corporation (“RIHousing”) to establish a roster of pre-qualified communication services and research firms to assist RIHousing with various external communication efforts including marketing, advertising, creative services, public and stakeholder engagement; focus groups, surveys, in-depth interviews and facilitated meetings and strategic communication advice and counsel. RIHousing seeks to accept bids from and engage approved firms on an as-needed basis to provide various external communication services listed above.

**B. DISCUSSION**

In September 2024, RIHousing issued the following Request for Proposals (“RFP”) to create a roster of qualified firms to fulfill these needs:

1. Marketing/Advertising/Media Buying
2. Creative Services
3. Photography
4. Report Writing
5. Public and Stakeholder Engagement
6. Focus Groups, Surveys, In-Depth Interviews, & Facilitated Meetings
7. Strategic Communications Advice and Counsel
8. Website Hosting, Maintenance and Support

The RFP notice was posted on RIHousing’s website and the website maintained by the State of Rhode Island Department of Administration, Division of Purchases. Twenty (20) firms submitted proposals, with some firms applying for multiple service categories.

The RFP notice included a list of eleven (11) services, the eight (8) services listed here, above (1-8) and also three (3) additional services, Production of State or Federal Required Plans or Reports, Grant Writing, and Industry/Market Analysis. However, because there was an insufficient number of responses related to those three (3) services, we are extending the deadline for those services and expect to bring those to the Board in the near future.

A selection committee comprised of RIHousing staff (the “Review Committee”) reviewed the responses in accordance with the criteria set forth the RFP and determined whether respondents were qualified to perform the required services. Based on this review, RIHousing seeks approval to include

the following seventeen (17) firms on its roster for Communication Services (please note, some firms appear under more than one category):

**Marketing/Advertising/Media Buying**

Advocacy Solutions  
Argus  
Duffy and Shanley  
Luminous  
MORE  
Reach Consulting  
True North

**Creative Services**

Argus  
Duffy and Shanley  
KSA Marketing  
Libra  
Luminous  
MORE  
Reach Consulting  
Thirdspoon  
True North

**Photography**

DDL  
Josh Edenbaum  
KSA Marketing  
Luminous  
Michael Salerno  
Thirdspoon

**Report Writing**

Advocacy Solutions  
Keenan Consulting  
Libra

**Public and Stakeholder Engagement**

Advocacy Solutions  
Argus  
Libra  
Reach Consulting

**Focus Groups, Surveys, In-Depth Interviews, & Facilitated Meetings**

Advocacy Solutions  
Argus  
Duffy and Shanley

MDR  
Reach Consulting

**Strategic Communications Advice and Counsel**

Advocacy Solutions  
Duffy and Shanley  
Ninigret Partners

**Website Hosting, Maintenance and Support**

Duffy and Shanley  
Luminous  
Ninedot

The selected firms will appear on RIHousing’s roster of pre-qualified Communication Services and Research Services for a period of three (3) years. Staff will engage firms from this list on an as-needed basis or solicit bids for particular projects consistent with RIHousing’s Purchasing Policies.

**C. RECOMMENDATION**

The Review Committee recommends that the Board of Commissioners approve the attached resolution authorizing the creation of a roster of qualified providers of Communication Services and Research Services.

**D. ATTACHMENTS**

- A. Resolution of the Board of Commissioners of RIHousing

**Attachment A**

**Resolution of the  
Board of Commissioners of  
Rhode Island Housing and Mortgage Finance Corporation**

**Whereas:** Rhode Island Housing and Mortgage Finance Corporation’s (“RIHousing’s”) enabling act provides it with all the power to make and execute contracts necessary to exercise the powers and functions provided to it under said act, R.I. Gen. Laws §42-55-5(6); and

**Whereas:** RIHousing has determined that it is in the best interests of the corporation to create a roster of approved communication services and research firms to provide various marketing, advertising, and creative services; public and stakeholder engagement; focus groups, surveys, in-depth interviews and facilitated meetings; and strategic communication advice and counsel;

**Whereas:** RIHousing issued a Request for Proposals (“RFP”) for qualified communication services and research firms; and

**Whereas:** a selection committee comprised of staff reviewed the proposals and evaluated them in accordance with the criteria outlined in the RFP.

**NOW, THEREFORE, IT IS HEREBY:**

**Resolved:** that RIHousing be, and hereby is authorized, to create a roster of qualified communications and research firms from which RIHousing may select providers of primary communication, public information, business planning, marketing, advertising, plan- and report-production, and research services on such matters as the Executive Director or her designee deems advisable or necessary; and

**Resolved:** that RIHousing be, and hereby is authorized, to establish the following roster of firms pre-qualified to provide communications and research services to the corporation for a term of three years, as such services were described in the RFP and consistent with the responses submitted in response thereto:

**Marketing/Advertising/Media Buying**

Advocacy Solutions

Argus

Duffy and Shanley

Luminous

MORE

Reach Consulting

True North

**Creative Services**

Argus  
Duffy and Shanley  
KSA Marketing  
Libra  
Luminous  
MORE  
Reach Consulting  
Thirdspoon  
True North

**Photography**

DDL  
Josh Edenbaum  
KSA Marketing  
Luminous  
Michael Salerno  
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**Report Writing**

Advocacy Solutions  
Keenan Consulting  
Libra

**Public and Stakeholder Engagement**

Advocacy Solutions  
Argus  
Libra  
Reach Consulting

**Focus Groups, Surveys, In-Depth Interviews, & Facilitated Meetings**

Advocacy Solutions  
Argus  
Duffy and Shanley  
MDR  
Reach Consulting

**Strategic Communications Advice and Counsel**

Advocacy Solutions  
Duffy and Shanley  
Ninigret Partners

**Website Hosting, Maintenance and Support**

Duffy and Shanley  
Luminous

Ninedot

**Resolved:** that RIHousing be, and hereby is authorized, to engage the above-listed firms on an as-needed basis and/or solicit bids or proposals from such firms for specific projects consistent with RIHousing's Purchasing Policies; and

**Resolved:** that the Executive Director, Deputy Executive Director and Chief Operating Officer, each acting singly, are hereby authorized and directed to take any and all actions they deem necessary and appropriate to carry out the foregoing resolutions, including without limitation negotiation of the terms of the engagement and execution of all relevant agreements and documents.