

**Request for Action
By
Board of Commissioners**

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

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 strategic communication advice and counsel. Specifically, RIHousing seeks to accept bids from and engage approved firms on an as-needed basis to provide for the production of plans and reports as required by State or Federal regulations, grant applications, and analytical industry/market reports.

B. DISCUSSION

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

In November 2024, the RIHousing Board of Commissioners voted to approve seventeen (17) firms to be on its roster for eight (8) Communications services. Those services include Marketing/Advertising/Media Buying, Creative Services, photography, Report Writing, Public and Stakeholder Engagement, Focus Groups, Surveys, In-Depth Interviews, and facilitated Meetings, Strategic Communications Advice and Counsel, and Website Hosting, Maintenance, and Support.

The deadline was extended for three (3) services, Production of State or Federal Required Plans or Reports, Grant Writing, and Industry/Market Analysis, because there were insufficient responses related to those three (3) services.

The RFP extension notice was posted on RIHousing’s website and the website maintained by the State of Rhode Island Department of Administration, Division of Purchases. Four (4) firms submitted proposals for the three categories, with some firms applying for multiple service categories.

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 four (4) firms on its roster for Communication and Research Services (please note, some firms appear under more than one category):

Production of State or Federal Required Plans or Reports

CEW Advisors

Mullin & Lonergan Associates

Grant Writing

Keenan Consulting

Mullin & Lonergan Associates

Industry/Market Analysis/Business Planning

Ninigret Partners

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”) enabling act provides it with all the power to make and execute contracts necessary to exercise the powers and functions provided to it under that 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 services in production of State or Federal required plans or reports, grant writing, and industry/market analysis.

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:

Production of State or Federal Required Plans or Reports

CEW Advisors

Mullin & Lonergan Associates

Grant Writing

Keenan Consulting

Mullin & Lonergan Associates

Industry/Market Analysis/Business Planning

Ninigret Partners

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.