



Request for Proposals Digital Financial Education for Homeowners

INTRODUCTION

Through this Request for Proposals (“RFP”), the Rhode Island Housing and Mortgage Finance Corporation (“RIHousing”) seeks proposals from qualified Financial Education firms to provide customized digital, branded financial education solutions for our mortgage customers.

INSTRUCTIONS

One original(s) and **five** copies of the proposal should be submitted to RIHousing, 44 Washington Street, Providence, Rhode Island 02903-1721, Attn: **Leslie McKnight, Assistant Deputy Director Loan Servicing**. Please also direct a courtesy copy by email to: lmcknight@rihousing.com. Proposals should be concise and include all attachments and work samples. Proposals should be presented on business letterhead.

Proposals must be received no later than 3:00 EST p.m. on Thursday, March 12, 2020. Responses received after this date and time shall not be accepted. Note: For hard copy submissions, the official time clock shall be the time display on the computer at the main reception desk in the Lobby Area.

Respondents are advised that all submissions (including those not selected for engagement) may be made available to the public on request upon completion of the process and award of a contract(s).

SCOPE OF WORK

Please see the Scope of Work provided at [Attachment A](#).

ITEMS TO BE INCLUDED WITH YOUR PROPOSAL

Please note that failure to provide any information, certification, or document requested in this RFP may cause your submission not to be scored.

A. General Firm Information

1. Provide a brief description of your firm, including but not limited to the following:
 - a. Name of the principal(s) of the firm.

Submission
Check List



- b. Name, telephone number and email address of a representative of the firm authorized to discuss your proposal.
- c. Address of all offices of the firm.
- d. Number of employees of the firm.

B. Experience and Resources

1. Describe your firm and its capabilities. In particular, support your capacity to perform the Scope of Work.

2. Indicate which principals and associates from your firm would be involved in providing services to RIHousing. Provide appropriate background information for each such person and identify his or her responsibilities.

3. Provide a detailed list of references, including a contact name and telephone number for organizations or businesses for whom you have performed similar work.

4. Identify any conflict of interest that may arise as a result of business activities or ventures by your firm and associates of your firm, employees, or subcontractors as a result of any individual's status as a member of the board of directors of any organization likely to interact with RIHousing. **If none, please provide a statement to such effect.**

5. Describe how your firm will handle actual and or potential conflicts of interest.

6. Identify any material litigation, administrative proceedings or investigations in which your firm is currently involved. Identify any material litigation, administrative proceedings or investigations, to which your firm or any of its principals, partners, associates, subcontractors or support staff was a party, that has been settled within the past two (2) years. **If none, please provide a statement to such effect.**

7. Identify individuals in your firm with multi-lingual skills, who are available to assist with communication in languages other than English. Please identify the language(s).

8. Provide three examples of digital financial education solutions your firm has developed.

9. Provide a detailed description of the technology platform utilized to deliver the financial education solution including customization and branding capabilities.

10. Describe how your financial education solution is compliant with federal and state laws including ADA web accessibility.
11. Describe data reporting capabilities and provide samples of all reports generated through your technology platform.
12. Describe your curriculum development process.
13. Provide a proposed timeline for implementation from time of execution of the contract.

C. Fee Structure

The cost of services is one of the factors that will be considered in awarding this contract. The information requested in this section is required to support the reasonableness of your fees. RIHousing anticipates a multi-year contract for these services with an initial contract for two years with an option to renew, at RIHousing's discretion, for two additional one-year terms.

1. Please provide a cost proposal for providing the Scope of Work at Attachment A for the initial two-year contract.

D. Miscellaneous

1. RIHousing encourages the participation of persons of color, women, persons with disabilities and members of other federally and State-protected classes. Describe your firm's affirmative action program and activities. Include the number and percentage of members of federally and State-protected classes who are either principals or senior managers in your firm, the number and percentage of members of federally and State-protected classes in your firm who will work on RIHousing's engagement and, if applicable, a copy of your Minority- or Women-Owned Business Enterprise state certification.

2. Discuss any topics not covered in this Request for Proposals that you would like to bring to RIHousing's attention.

E. Certifications

1. RIHousing insists upon full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State

Vendors. This law requires State Vendors entering into contracts to provide services to an agency such as RIHousing, for the aggregate sum of \$5,000 or more, to file an affidavit with the State Board of Elections concerning reportable political contributions. The affidavit must state whether the State Vendor (and any related parties as defined in the law) has, within 24 months preceding the date of the contract, contributed an aggregate amount in excess of \$250 within a calendar year to any general officer, any candidate for general office, or any political party. Please acknowledge your understanding of this in your RFP response.



2. Does any Rhode Island “Major State Decision-maker,” as defined below, or the spouse or dependent child of such person, hold (i) a ten percent or greater equity interest, or (ii) a Five Thousand Dollar or greater cash interest in this business?

For purposes of this question, “Major State Decision-maker” means:

(i) All general officers; and all executive or administrative head or heads of any state executive agency enumerated in § 42-6-1 as well as the executive or administrative head or heads of state quasi-public corporations, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(ii) All members of the general assembly and the executive or administrative head or heads of a state legislative agency, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel or chief of staff;

(iii) All members of the state judiciary and all state magistrates and the executive or administrative head or heads of a state judicial agency, whether appointed or serving as an employee. The phrase “executive or administrative head or heads” shall include anyone serving in the positions of director, executive director, deputy director, assistant director, executive counsel, chief of staff or state court administrator.

If your answer is “Yes,” please identify the Major State Decision-maker, specify the nature of their ownership interest, and provide a copy of the annual financial disclosure required to be filed with the Rhode Island Ethics Commission

pursuant to R.I.G.L. §§36-14-16, 17 and 18. If your answer is “No,” please provide a statement to such effect.



3. In the course of providing goods or services to RIHousing, the selected respondent may receive certain personal information specific to RIHousing customer(s) including, without limitation, customer names and addresses, telephone numbers, email addresses, dates of birth, loan numbers, account numbers, social security numbers, driver’s license or identification card numbers, employment and income information, photographic likenesses, tax returns, or other personal or financial information (hereinafter collectively referred to as the “Personal Information”). The maintenance of the Personal Information in strict confidence and the confinement of its use to RIHousing are of vital importance to RIHousing. **Please include a letter from your president, chairman or CEO certifying that, in the event your firm is selected:**

(i) any Personal Information disclosed to your firm by RIHousing or which your firm acquires as a result of its services hereunder will be regarded by your firm as confidential, and shall not be copied or disclosed to any third party, unless RIHousing has given its prior written consent thereto; and

(ii) your firm agrees to take all reasonable measures to (a) ensure the security and confidentiality of the Personal Information, (b) protect against any anticipated threats or hazards to the security or integrity of the Personal Information, and (c) maintain reasonable security procedures and practices appropriate to your firm’s size, the nature of the Personal Information, and the purpose for which the Personal Information was collected in order to protect the Personal Information from unauthorized access, use, modification, destruction or disclosure; and

(iii) when discarding the Personal Information, destroying it in a commercially reasonable manner such that no third party can view or recreate the information, electronically or otherwise.

These provisions, which implement the requirements of the Rhode Island Identity Theft Protection Act, R.I.G.L. § 11-49.2 et seq., will also be incorporated into the final contract with the selected respondent(s). In addition, if selected, your firm may be requested to provide a copy of its information security plan.



4. Please include a letter from your president, chairman or CEO certifying that (i) no member of your firm has made inquiries or contacts with respect to this Request for Proposals other than in an email or written communication to Leslie McKnight, lmcknight@rihousing.com seeking clarification on the Scope of Work set forth in this proposal, from the date of this RFP through the date of your proposal, (ii) no member of your firm will make any such inquiry or contact until after Thursday March 12, 2020, (iii) all information in your proposal is true and correct to the best of her/his knowledge, (iv) no member of your firm gave anything of monetary value or promise of future employment to a RIHousing employee or Commissioner, or a relative of the same, based on any understanding that such person's action or judgment will be influenced and (v) your firm is in full compliance with Chapter 27 of Title 17 of the Rhode Island General Laws, Reporting of Political Contributions by State Vendors.

EVALUATION AND SELECTION

A selection committee consisting of RIHousing employees (the "Committee") will review all proposals and make a determination based on the following factors:

- Evaluation of proposed digital education solution
- Professional capacity to undertake the Scope of Work
- Proposed fee structure
- Previous work experience and performance with RIHousing and/or similar organizations
- Recommendations by references
- Firm minority status and affirmative action program or activities
- Foreign language capabilities of the firm
- Other pertinent information submitted.

RIHousing may invite one or more finalists to make presentations.

In its sole discretion, RIHousing may negotiate with one or more firms who have submitted qualifications to submit more detailed proposals on specific projects as they arise.

By this Request for Proposals, RIHousing has not committed itself to undertake the work set forth. RIHousing reserves the right to reject any and all proposals, to rebid the original or amended scope of services and to enter into negotiations with one or more respondents. RIHousing reserves the right to make those decisions after receipt of responses. RIHousing's decision on these matters is final.



For additional information contact: Leslie McKnight, lmcknight@rihousing.com.

Revised: October 2019



Attachment A

Scope of Work

RI Housing originates and services mortgages for first time low- and moderate-income homeowners. In 2019, the average age of our new homebuyer was 37 years old with a median household income of \$64,158. Seventy one percent of our 2019 homebuyers purchased a single-family home, fifty percent were minority homebuyers and thirty seven percent were female homebuyers. While our homebuyers participate in pre-purchase counseling focusing on the steps to homeownership, we believe a post purchase education solution is a critical component to the future success of our mortgage customers.

RIHousing seeks to engage a Financial Education firm to provide customized digital, branded financial education solutions to our mortgage customers. Our goal is to provide foundational financial literacy skills, including but not limited to budgeting, debt management and mortgage prioritization, to help our mortgage customers build financial capability and achieve financial homeownership sustainability. Through this education offering, we also hope to reduce early payment default and improve portfolio delinquency. While we anticipate a volume of approximately 2500 voluntary participants per year, we cannot commit to a minimum volume. RIHousing will work with the selected firm to customize the online education tool to address the needs of our mortgage customers.

The education solution must include the following features:

- An interactive digital financial education solution for homeowners which provides tools to build financial literacy and a better understanding of the financial responsibilities of homeownership.
- The education solution must be customizable and allow for RIHousing branding and for potential future expansion to other RIHousing customers. The format can be flexible including an audio or video component. At a minimum, it should contain interactive learning modules focused on the foundational financial literacy skills listed above and provide for individual learning assessments. The learning modules should be flexible in length, allow the participant to learn at their own pace, and provide a minimum of one hour of total education.
- Available in English and Spanish.
- Must meet all applicable standards for ADA website accessibility.



- The customized digital, branded education solution will be accessible on RIHousing’s website and must have a gated option.
- Robust data reporting capabilities which will allow RIHousing to monitor program success including customer level module participation, customer learning assessment and the impact of the education on customer payment patterns and mortgage delinquency.
- Firm training and ongoing support to RIHousing staff and partners using a “train the trainer” model which would support future efforts to engage customers in face to face counseling sessions consistent with curriculum content delivered through the online education solution.