

## Questions and Answers

### **Request for Proposals: Statewide Marketing Communications Services to Build Public Awareness of New Massachusetts Homeowner Assistance Fund**

*Updated October 13, 2021*

**Q: Will MassHousing provide the CBO list or will the agency be responsible for identifying them?**

A: MassHousing will provide a list of known CBOs. It may not be an exhaustive list of all CBOs. We will look to the selected agency to recommend others, if known

**Q: Will the selected agency be managing the contracts with the CBOs charged with disseminating the information? (The RFP mentions separate budgets for the CBOs.)**

A: Yes.

**Q: What is the anticipated launch date for the website portal?**

A: A public information website is live, at [www.mass.gov/haf](http://www.mass.gov/haf). The online portal through which consumers will apply for HAF assistance will be live no later than December 1, 2021.

**Q: Will constituents be able to complete the application by mail or will it have to be done via the website?**

A: There is currently no plan for the technology platform vendor to review a paper application. Assisting a client with completing the online form is likely to be a service.

**Q: What mortgage servicers has the team identified that have eligible applicants? Is there a requirement for mortgage servicers to provide the information?**

A: We have a list of the top 50 servicers by their respective delinquency. It is assumed that such loans are eligible based on their respective GSE investor (i.e. FHA, Fannie Mae, Freddie Mac), but we do not have servicer or loan-level detail to validate if borrowers are eligible. There is no requirement for servicers to provide loan-level borrower information and it is unlikely this will exist. However, we do plan for a requirement for servicers to notify delinquent borrowers directly of the availability of MA HAF.

**Q: Page 3 of the RFP says the responder will pay invoices to subcontractors on behalf of MassHousing & The Commonwealth. Can you give examples of invoices and/or subcontractors that the responder would need to pay?**

A: This refers to payments to subcontractors that the awardee would make for expenses incurred where the responder does not provide the service itself directly, but rather subcontracts out for those services. i.e. printing of brochures and flyers, media buying, creative services, mailing, filming, recording, editing etc.

**Q: Page 3 of the RFP says the responder will assist with the preparation of reporting of KPIs as needed. Are these KPIs related to US Treasury reporting, campaign reporting, or another report?**

A: This bullet refers to KPIs that will be required by US Treasury. While not all those KPIs are known at this time, there may be some related to outreach efforts. The previous bullet in the RFP refers to analytics about campaign performance that would be routine reporting for any advertising or marketing engagement, that reveal whether the campaign is effective or needs optimizing.

**Q; Page 6 of the RFP says the responder will enter into MassHousing's standard Contract for Services. Can you provide a copy of this for review? Would the Commonwealth be willing to negotiate this standard contract with responder, if awarded?**

A: Yes, a copy of this MassHousing Contract for Services is available upon request from Eric Gedstad at [egedstad@masshousing.com](mailto:egedstad@masshousing.com). MassHousing is able to work with the awardee to either amend the standard contract or add appropriate addendums or attachments to the mutual satisfaction of both parties.