



**New Jersey Department of Community Affairs
Division of Housing and Community Resources**

Family Self-Sufficiency (FSS) Homeownership (HO)

Request For Proposals

I. About the Department of Community Affairs (DCA)

The New Jersey Department of Community Affairs is a State agency created to provide administrative guidance, financial support, and technical assistance to local governments, community development organizations, businesses, and individuals to improve the quality of life in New Jersey. The Department has an extremely diverse portfolio and offers a wide range of programs and services, including local government management and finance, affordable housing production, fire safety, building safety, community planning and development, historic preservation, disaster recovery and mitigation, and information privacy.

II. Background

An important part of DCA's mission is to increase opportunities for quality, safe, and affordable housing for New Jersey residents across the state's 21 counties and 564 municipalities. The Department of Community Affairs is initiating several landmark programs to encourage and aid homeownership among low- and moderate-income residents in FY 2025. The federally funded Section 8 Homeownership Program and Family Self-Sufficiency Program will be expanded to include recipients of the State Rental Assistance Program (SRAP), giving more people an opportunity to build equity toward permanent housing.

The Department is one of the largest public housing agencies in the country and currently administers vouchers for nearly 48,000 households annually, helping low-income families remain in their homes. DCA funds security deposits, provides case management services from community-based organizations throughout the leasing process, offers housing navigation assistance for landlords who rent to households in the Section 8 program, and offers financial incentives and assistance with housing repair costs.

The Homeownership Program allows SRAP participants to use rental payments towards homeownership expenses including mortgage payments, homeowners' insurance, property taxes, utilities, and other homeownership expenses. To address issues of mortgage qualification and finding a home, the SRAP homeownership program (and the HUD Section 8 Homeownership Program) will include housing counseling, credit counseling, and personal finance education.

The Family Self-Sufficiency Program helps people in the SRAP program set savings goals, including down payment and home maintenance costs. At the end of the Family Self-Sufficiency period, which is five (5) years, the person has a nest egg to spend on saving goals.

This holistic approach helps set up SRAP voucher holders who participate in the Family Self-Sufficiency Program for success in homeownership. These initiatives help families not just gain a property they call home but also have strategies and resources to maintain and keep that property for future generations.

The expansion of these programs will be transformative for families who need to get over some of the financial barriers that have prevented them from homeownership. Taken together, these programs aim to provide stable housing to individuals most in need and to graduate those individuals who are financially able from vouchers to homeownership. DCA is not only working to ensure that state dollars are being used efficiently but also creating a path to transition individuals from reliance on the voucher program to long-term self-sufficiency.

The Department of Community Affairs is seeking proposals from qualified marketing and advertising agencies to develop and execute comprehensive marketing strategies and materials for the *Family Self-Sufficiency (FSS)* and *Homeownership (HO)* programs. These programs aim to provide housing-assisted families with pathways to financial independence and homeownership, respectively. The selected agency will create dynamic and engaging materials to increase awareness, educate potential participants, and support program goals.

Scope of Services

The successful agency will be responsible for developing marketing and advertising strategies for both programs, focusing on the following components:

1. Website Development

- **For FSS Program:**
 - Design a detailed, user-friendly website with program information, FAQs, rules, and regulations utilizing the DCA brand.
 - Embed a short, professionally produced overview video to enhance engagement.
- **For Homeownership Program:**
 - Create a user-friendly and interactive website with features such as pre-screening eligibility questionnaires utilizing the DCA brand.
 - Include FAQs, rules, regulations, and direct contact information.

- Both websites must include QR codes for integration into printed materials and ensure mobile responsiveness and accessibility compliance.

2. Marketing Collateral Creation

- **Posters for Field Offices:**
 - Develop visually appealing posters for the FSS and Homeownership programs.
 - Include key messages like "Ask Me About the FSS Program" or "Learn About the Homeownership Program," along with QR codes and contact details.
- **Brochures:**
 - Design and produce brochures and one-sheets for both programs to distribute at field offices, events, and direct mailings. Quantities will need to be discussed.
- **PowerPoint Presentations:**
 - Create polished PowerPoint templates for internal and external use, tailored for each program.
- **One-Pagers:**
 - Develop succinct one-pagers to engage external stakeholders such as community service organizations, lenders, realtors, and financial counseling providers.

3. Digital Media

- Create and implement a social media strategy to promote the FSS and Homeownership programs across platforms like Facebook, Instagram, X, and LinkedIn.

Develop short videos and graphics for digital advertising.

4. Campaign Design and Implementation

- Design campaigns to raise awareness of both programs among housing-assisted families and stakeholders.
- Emphasize program benefits such as financial independence (FSS) and homeownership opportunities (HO).
- Address misconceptions or barriers to program participation through targeted messaging.

5. Performance Tracking and Reporting

- Establish key performance indicators (KPIs) to measure the success of marketing campaigns.
- Provide monthly reports on website traffic, engagement metrics, and other relevant data.

Deliverables

The agency will deliver the following:

1. Websites for FSS and Homeownership programs with all required features.
2. Posters, brochures, PowerPoint templates, and one-pagers.
3. Digital and social media content.

4. Comprehensive marketing strategies and implementation plans.
5. Monthly performance reports with actionable insights.

Proposal Requirements

Proposals must include:

1. **Agency Overview:**
 - Description of the agency's history, expertise, and capabilities.
 - Agency leadership bios, agency history, expertise, and experience in marketing for government or nonprofit programs.
 - Number of full-time, part-time, and contract staff.
 - The number of staff who will be assigned to the project team and their roles.
 - Examples of previous campaigns or relevant projects.
2. **Proposed Strategy:**
 - Approach for achieving the objectives outlined in the scope of services.
 - Creative concepts for both programs.
3. **Budget and Timeline:**
 - Itemized budget for each component.
 - Project timeline with key milestones.
4. **References:**
 - At least three references from clients with similar project scopes.

Submission Guidelines

- **Deadline for Submissions: Tuesday, January 28, 2025, by 5 p.m.**
- Proposals must be submitted electronically to: Colleen Velez, New Jersey Department of Community Affairs, Division of Housing and Community Resources, colleen.velez@dca.nj.gov
- For questions or clarifications, contact: Colleen Velez at 609-300-2963 or colleen.velez@dca.nj.gov

Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and alignment with program goals.
- Demonstrated expertise in marketing and advertising.
- Cost-effectiveness of the proposed budget.
- Quality of past work and client references.

Conclusion

This RFP offers a unique opportunity to support impactful programs that help individuals and families achieve self-sufficiency and homeownership. The selected agency will play a crucial role in increasing program visibility, engagement, and success. We look forward to reviewing your proposals and partnering to advance these important initiatives.