

NAHAC's Marketing RFP#00321HAF Questions and Answers

1. What is the exact goal of the campaign? Distribution of ARP/HAF funds to qualified Nevadans? But, is there a financial distribution milestone to reach each month?

Homeowner Assistance Fund (HAF) is a new program not to be confused with the previous Hardest Hit Fund (HHF) that NAHAC administered. The goal of the campaign is to rebrand NAHAC, and yes, to get information out about HAF so that we can distribute funds to qualified Nevada homeowners.

Yes, there will be a financial distribution milestone each month. In year one, the goal is to distribute \$22.5 million and assist approximately 1,905 households.

2. How will success be measured? Quantitative? Qualitative? How many Nevadans do you hope to reach? Impact? What will they be paid via ARP/HAF?

NAHAC will monitor households receiving assistance by program, targeted populations, and the distribution goals that have been stated in the HAF Plan. NAHAC will roll out 2 programs, Unemployment Mortgage Assistance (UMA) and Mortgage Reinstatement Assistance Program (MRAP), both paid out of HAF. Success will be measured by the number of households assisted.

3. What is the primary audience you hope to reach? Tertiary? Is there a breakdown by demographics or psychographics we seek? Please clarify

The programs will target the HAF resources to (1) homeowners having incomes less than or equal to 100 percent of the area median income or less than or equal to 100 percent of the median income for the United States, whichever is greater; and (2) socially disadvantaged individuals as defined by the U.S. Department of Treasury, that have experienced a financial hardship after January 21, 2020 associated with the coronavirus pandemic.

4. Will the program and its materials have to be translated in different languages? If so, which ones? How many printed materials do you envision? Type? Quantity?

Program materials will need to be printed in at least the top 3 languages spoken in Nevada, English, Spanish, and Tagalog. However, NAHAC would like to translate in as many languages as possible. Printed materials such as flyers and brochures are expected to be produced in both English and Spanish.

5. I know a lot will be defined once the scope is provided but can you provide a sense of priorities or timelines to launch the campaign? I.e. will there be time to name and brand and message the campaign then create a website etc.? e.g. when is the start date? campaign launch date? Program end date? What is the timing of the two programs detailed in the RFP?

The campaign is expected to launch within 3 weeks of the contract start date. The new website is expected to follow shortly thereafter. Nevada's HAF is expected to run through September 2025.

5. I understand that there is: "no more than \$18,137,588 (15 percent) will be utilized for the administration of the program" so is it safe to assume that a minimum 5% of the \$18m or \$900k

would go toward a branding, marketing, PR, SM, and advertising budget - including a website, tv and radio spots in multiple languages? Please advise as this is an immense undertaking as I know you know. If not please advise an equitable budget given the magnitude of the TBD scope.

In the first 12 months, \$294,000 is budgeted for marketing costs.

6. What is the requirement of the RFP submission? PDF? Page limit? Also, it says to drop off printed copies - does that still apply?

Please refer to the RFP for submission requirements. The RFP does not specify WORD or PDF format, therefore both are acceptable. There is not a page limit. Proposals may be mailed, or hand delivered.

7. Is there a weighted scoring schedule? It shows the list BUT not the percentage of each.

A Weighted Scoring Method will be utilized.