



**REQUEST FOR PROPOSAL**  
**Community Development Block Grant (CDBG)**  
**Program Material Project Consultant**  
**Revised 9/30/24**

**Purpose**

---

The purpose of this Request for Proposal (RFP) is to solicit proposals from organizations experienced with Community Development Block Grant (CDBG) to take a lead role in improving existing and developing new program guidance and outreach materials to support access to the program.

The selected organization will develop a library of materials, including program guides, virtual training workshops, and project success stories that will improve access to the CDBG program for years. This work will be embedded in our CDBG team and supported by them, current and past grantees, and project administrators. The result will be more efficient and practical materials and systems for communication and training about the program. Materials will also highlight the community impact that is a result of financing critical community-driven projects.

**Background**

---

Created in 1983, the NH Community Development Finance Authority (CDFA) supports community development, affordable housing and economic development activities that benefit low- and moderate- income people and communities in New Hampshire. CDFA is the state community development finance agency and a quasi-public authority of the State of New Hampshire. CDFA's mission is to maximize the value and impact of community development, economic development and clean-energy initiatives through the Granite State.

CDFA deploys nearly \$25 million in funding resources annually, which includes a combination of state tax credits, federal Community Development Block Grant and energy funds. We support the development of vibrant and resilient communities by providing financial resources to nonprofits, community development organizations, counties, municipalities, and for-profit businesses. These organizations, in partnership with CDFA, see our work in revitalized downtowns, the building of high-quality childcare facilities, supporting the expansion of business to provide job opportunities, the creation of new housing units, investments in clean energy projects and the support and development of a healthy nonprofit sector.

**Scope of Services**

---

In reference to the background above, the CDFA is seeking a proposal to provide the services outlined below.

**SERVICES REQUESTED:**

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified individuals and/or entities which by reason of their skill, knowledge, and experience can furnish CDFA with professional services as:

- I. Training materials,
- II. A full review and update of existing CDBG materials, and
- III. Comprehensive development of new CDBG materials.

**Scope I –Training**

CDFA seeks a qualified professional Consultant and/or entity to review and update the following program materials.

1. Review and update training material, including virtual workshop presentations, primarily the CDBG Application Workshop and CDFA Resource Workshop, which includes CDBG.
2. CDFA 101 – create a video from an existing presentation.
3. Grant administrator annual training calendar and structure for monthly trainings.
4. Implementation guidance – CDBG Implementation Guide and corresponding virtual training videos, [CDBG-Implementation-Guide-all-chapters-glossary.pdf \(nhcdfa.org\)](https://resources.nhcdfa.org/CDBG-Implementation-Guide-all-chapters-glossary.pdf) the comprehensive written guidance to CDFA's CDBG program needs a review and update of Federal guidance and links.
5. CDFA's Resource Hub - CDFA's resource hub, <https://resources.nhcdfa.org/>, provides streamlined access to program-related information and resources for our partners. The resource hub is an easy-to-navigate online platform that guides partners through the application and implementation phases of all CDFA's programs, including CDBG. Partners using the resource hub can find guidance on CDFA program objectives and eligibility, the application process, and how to successfully implement a project leveraging our resources.
6. How to engage a Municipal Partner- written summary with examples.
7. How to hold a public hearing and meet the Municipal Threshold application requirements - written summary and checklist.
8. Meeting grant thresholds including Clean Energy Policy- written summary and video.
9. Directories of Grant Writers, Grant Administrators and consultants added to Resource Hub.

### **Scope II – Existing material updates**

CDFA seeks a qualified professional Consultant and/or entity to review and update the following program materials.

1. CDFA Ecosystem – Graphic illustrating the organization of CDFA resources, including CDBG-improvement of web explanations and navigation are needed. Pre-application technical assistance meeting materials (meeting agenda and follow up email templates).
2. Program guidance – CDBG Application and Program Guide, [CDFA-CDBG-Application-and-Program-Guide-2024.pdf \(nhcdfa.org\)](https://resources.nhcdfa.org/CDFA-CDBG-Application-and-Program-Guide-2024.pdf), the comprehensive written guidance to CDFA's CDBG program needs a complete review and update. This Includes adding links to new written guidance, providing examples and improving readability and useability of the guide.
3. CDBG asset management and grant close out materials, including email templates and close out certification forms.

### **Scope III – New material**

CDFA seeks a qualified professional Consultant and/or entity to update or create the following program materials.

1. Engagement strategy –create an annual engagement plan to inform partners about the CDBG program.
2. Create the content for 20 social media posts
3. Four (4) ideas and written plans for how we could celebrate community development annually.
4. Community Development Process Overview- written summary and video.
5. One-page CDBG program summary/brochure, also translated into Spanish.
6. How to start writing a CDBG grant- written summary and video. The summary will need to include navigation tools (CDFA ecosystem) and a link to How to Register for GMS.
7. How to use a planning grant – create written summary and video.
8. How to register for GMS- review written summary and video.
9. Getting support for your project- create written summary and video.
10. How to use CDBG to improve your downtown (Public facility grant, economic development)
  - a. CDBG CV case study
11. How to develop a project capital stack- written summary and project examples.
12. Case studies – 8-10 projects
  - a. Template for future case studies
  - b. Additional photographs of projects featured in case studies
13. CDFA's Underwriting process and requirements- written summary.

Other materials as defined by the staff and partners.

CDFA's CDBG Program Director and Program Administrator's will be the main point of contact and CDFA staff will be available to provide guidance for the project.

The proposal must describe how the organization will accomplish the project scope within the time frame below.

4:00 PM EST–**October 23, 2024** Proposal Submission Deadline

4:00 PM EST **November 9, 2024**– CDFA intends to select consultant or entity.

4:00 PM EST **April 1, 2025**– Deadline for materials to be in final draft form. CDFA reserves the right to negotiate this date with the entity or consultant selected.

**May 19, 2025** – CDFA publishes updated CDBG Application Program Guide and July 2025 CDBG Housing and Public Facilities Funding Opportunity.

**June 16, 2025** - CDFA posts remaining Funding Opportunities for the CDBG PY 2025 (which begins July 1, 2025) and other updated materials.

### CDFA's Responsibilities

- Time for contractor to interview and work with staff.
- Provide stakeholder contact information grant administrators and grantees.
- Post online surveys, plans, notices, etc., on CDFA's website and social media platforms, if applicable.
- Review drafts submitted by the Consultant within 30 days.

Only those Consultants or entities who meet the following minimum criteria are eligible to submit a proposal pursuant to this RFP.

- Consultant and/or entity must have marketing and communication experience.
- Consultant and/or entity must have experience complying with HUD rules and regulations.

### **REQUIREMENTS FOR SUBMITTAL**

Each response to the RFP must include and address the items below.

- A. Bidder must provide evidence of certification that the Bidder is qualified to do business in the State of New Hampshire.
- B. A summary of the Bidder, how long it has been in business, its overall practice, names of principals, etc.
- C. Examples of applicable services provided in the last three (3) years similar to that described.
- D. A description of the proposed approach and timing for completion.
- E. An itemized cost proposal for the Services requested, including a not-to-exceed or a flat fee. Any qualifications or conditions to pricing submitted must be clearly stated in the Proposal.
- F. Names, phone numbers, and email addresses of contacts for client references of the requested Services.
- G. Include the name, telephone number, and email address of the individual who will be the principal contact for CDFA.

### **Experience**

---

Responsive proposals will demonstrate the entity meets the following qualifications:

- Excellent working knowledge of the Community Development Block Grant Program and the Department of Housing and Urban Development.
- Ability to create, modify and update program materials, manage staff and meet reporting requirements.
- Excellent writing and organization skills.
- Presentation skills and proven capacity to communicate with Municipalities and other stakeholders.

Funding for this proposal shall not exceed \$140,000.

### **Questions and Submission**

---

Any questions should be submitted in writing or by electronic mail to: Mollie Kaylor, Director of Housing and Community Development, [mkaylor@nhcdfa.org](mailto:mkaylor@nhcdfa.org).

### **Deadline**

---

Proposals should be submitted by email or in hand no later than October 2, 2024.

New Hampshire Community Development Finance Authority  
Attn: Mollie Kaylor, Director of Housing and Community Development  
14 Dixon Ave, Suite 102  
Concord, NH 03301  
Subject line to read: CDBG RFP Response

Proposals received after the deadline will not be accepted or reviewed for selection.

### **Other Information**

---

#### **RESERVATION OF RIGHTS**

CDFA reserves the right to:

- A. Request necessary amendments to the RFP;
- B. Reject any proposal not meeting mandatory requirements;
- C. Award multiple contracts to different Bidders; and
- D. Reject all proposals, seek new proposals, and cancel the RFP according to the best interests of CDFA.

#### **SELECTION PROCESS**

A review committee may be appointed to review and evaluate proposal submissions. The award of contract will be made by written notice to the Responsible and Responsive Bidder whose proposal offers the Best Value to CDFA. The Best Value is based on objective and quantifiable criteria of the review completed. CDFA has no liability under such award until CDFA executes a written agreement to memorialize the terms, and CDFA may elect not to enter a contract at any point, in its sole discretion.