

January 3, 2018

## **CLPHA Communications Audit**

### **Request for Qualifications**

#### Request for Qualifications

The Council of Large Public Housing Authorities (CLPHA) is seeking a qualified entity to conduct a communications audit to assess our communications capacity and make recommendations on improvements. Qualified entities should have extensive experience assessing and advising non-profit, advocacy, and policy organizations, particularly on the national level. Familiarity with issues related to affordable housing and safety net programs are also preferred.

#### About CLPHA

CLPHA is a national non-profit organization that works to preserve and improve public and affordable housing through advocacy, research, policy analysis, and public education.

CLPHA, one of three national public housing industry groups in the country, is the only organization specifically representing the interests of large metropolitan public housing authorities. Our 70 members represent most major metropolitan areas in the country. Together they manage 40 percent of the nation's 1.1 million public housing units; administer 26 percent of the 2.2 million Housing Choice Vouchers; and operate a wide array of other housing programs. Housing authorities are the cornerstone of affordable housing and community development.

CLPHA:

- Advocates for adequate public and assisted housing funding and policies that support local management and accountability.
- Develops and analyzes policies impacting the affordable housing community.
- Educates policymakers and the public about the critical role public housing and the voucher program play in meeting affordable housing needs.

#### CLPHA Key Messages:

- Housing is a platform to reduce poverty and improve life outcomes.
- Housing authorities are key players in reducing poverty and improving communities.

- Adequate funding, capital investment, and flexibility are essential to success.
- Policies, programs, regulations, and funding should promote innovation and local decision-making.
- Reduce silos across sectors to more effectively serve low-income households.

#### CLPHA Communication Objectives:

- Effective membership retention/recruitment
- Create awareness of key issues
- Impart knowledge
- Strengthen brand identification
- Shape and change attitudes
- Stimulate action

#### Audit Questions:

1. What makes CLPHA unique and how can our communications reinforce that CLPHA adds value?
2. What staff capacity does CLPHA need to reach our communications objectives?
3. How are we positioned in the marketplace of ideas, policies, and membership?
4. Who do we want to reach and what do we want them to do?
5. What are the most effective vehicles for reaching target audiences?
6. How much of CLPHA's budget should be focused on communications?
7. How will we know if we are effective? What are appropriate metrics?

#### RFQ Submission Requirements Due by January 24, 2018

1. Organizational Qualifications:
  - a. Describe your organization and its experience in conducting communications audits and providing communications services.
  - b. Identify any relevant accreditations.
  - c. Describe projects or work completed by your organization that are of similar scope and magnitude related to the professional services that are the subject of this RFQ.
2. Individual Qualifications:
  - a. Provide the names, job titles, and descriptions, training, and experience qualifications for each staff person who will perform the work. Please include resumes or CVs of all personnel expected to provide services.
  - b. Additionally, to the extent not already addressed or set forth in resume form, describe qualifications for each staff person that will perform.

3. Experience:
  - a. Describe knowledge of and experience in working with traditional print media, television, radio, and social/digital media outlets.
  - b. Describe knowledge of and experience working with non-profit organizations.
  - c. Describe knowledge of and experience working with advocacy organizations.
  - d. Describe knowledge of and experience working on public policy issues.
4. References:
  - a. Provide a list of at least three (3) clients for whom you have provided or are providing communications services or related work.
  - b. For each client, provide information on key contacts, duration of engagement, and type of services provided.
5. Timeframe:
  - a. Provide timeframe in which services could be provided.

Submit qualifications by January 24 to:

Kirsten Greenwell  
CLPHA  
455 Massachusetts Ave, NW, Suite 425  
Washington D.C. 20001  
kmackay@clpha.org