



REQUEST FOR PROPOSALS

Shared Purchasing Provider

FILING DEADLINE: February 12, 2018 by 5 PM ET

I. Overview

The Corporation for Public Broadcasting (CPB) seeks to support the establishment of a “Shared Purchasing Provider” to work with public radio and television stations (“public media system”) to implement cooperative purchasing arrangements that leverage their shared buying power to obtain more favorable pricing and contract terms for equipment and services. Shared purchasing will also simplify the procurement and contracting process for individual stations through cooperative purchasing agreements

CPB is looking for a trusted entity to facilitate shared purchasing arrangements for the public media system, and will consider providing initial implementation funding to the entity selected for an initial implementation period of no more than twelve months. Applicants should have no expectation of additional funding beyond this twelve month period, after which the services should be self-sustaining. Prospective Providers must propose three-year business plans that outline their launch plans and timeline; the need, amount, and use for CPB-provided resources; anticipated benefits to the public media System (e.g. cost savings, likely equipment groupings for those savings); and strategies to mitigate the risks posed to business success by low or fluctuating levels of voluntary station participation. Any agreement for funding will be for an initial implementation period of no more than twelve months during which time the chosen Provider will be expected to pursue initial opportunities in technology for the benefit of public media, and ramp up to a position sustaining longer-term operations.

II. Background

CPB is a private, non-profit corporation authorized by Congress in 1967 to receive federal government appropriations and to use those funds to promote the growth and development of public broadcasting and public telecommunications services. CPB is not a government agency.

CPB invests in approximately 1,500 local TV and Radio stations whose programs, services, and other initiatives serve and engage the American public.

The mission of the public media System is to provide programs and services that inform, educate, enlighten, and enrich the public and help inform civil discourse essential to American society. For nearly fifty years, this national federated network of independently owned and operated 501(c)3 public radio

and television stations have served the mission, bringing free broadcast programming and services to nearly 98 percent of the U.S. population.

As a whole, the public media system anticipates more than \$700 million of needed purchasing in production and broadcast equipment between now and 2020. This total does not include anticipated maintenance, licensing or service costs. With a predicted cumulative \$350 million shortfall between available funds and needed equipment (accounting for estimated reimbursements from the spectrum repack), the time is ripe for public media to seek more advantageous procurement terms on needed purchases.

Shared purchasing should allow public media to leverage its significant buying power to greater financial and operational advantage. While the system has occasionally made successful forays into shared purchasing, the bulk of equipment purchases are currently negotiated by individual stations. The public media system could benefit significantly from the development of a shared purchasing capability (provided by a Shared Purchasing Provider) to which all stations would have access through voluntary participation. The Shared Purchasing Provider will leverage the combined buying power of public TV and Radio to connect stations with better procurement terms than they would be able to negotiate independently for hardware, software, and services they use to fulfill the public media mission.

While participation in this shared purchasing function will be voluntary for stations, we would prefer a Provider whose expertise and efforts would be directed at procurement opportunities that benefit as wide a swath of public media as possible—including both larger and smaller stations, more and less technologically mature organizations, and institutional and state/local government licensees. Furthermore, while we would prefer a single Provider that could serve both TV and Radio stations, we are open to a solution that comprises one entity for TV and one for Radio, and to partnership arrangements any respondent to this RFP may propose.

III. Scope of Work

Over the course of the twelve months funded as an award from this RFP, CPB expects the Provider to establish operations, obtain some purchasing deals or contracts that provide quantifiable, timely value to participants and build the credibility of shared purchasing in the System. In addition, we expect the Provider to have established the mechanisms and resources to provide additional value and sustainable services around shared purchasing for the benefit of the System (as reflected in the three-year business plan requested below of all respondents to this RFP).

To accomplish the work described in the Overview, the prospective Provider is required to submit a three-year business plan and approaches to mitigate risks and sensitivities inherent in this activity. Specifically, the success of shared purchasing depends on participation volume, which largely depends on the Provider's demonstrated success in obtaining favorable procurement terms, and on the level of trust potential buyers place in that Provider. CPB expects prospective Providers to offer approaches to increase participation and business plans (particularly staffing plans) that specifically address these risks.

IV. Required Proposal Contents

In all areas of their response, respondents should succinctly reference specific previous activities that demonstrate prior experience and success with the approach proposed to address a key function or mitigate an identified risk.

1. Approach:
 - a. Cover Page: Include the project title (“Shared Purchase Provider”), primary contact name, mailing address, e-mail address, and telephone number.
 - b. Approach narrative: A description of the prospective Provider’s approach to the role
 - c. Three Year Business Plan: outlining an overall timeline for implementation, indicating anticipated major milestones.
 - i. Outline any phased implementation anticipated over the first three years of operation, and the anticipated timeline associated with that implementation.
 - ii. Outline the anticipated equipment/purchase groupings and vendors to be targeted within the first year of operation, and any sequencing affiliated with those targets (respondents are welcome to use the System Technology Assessment report ([available on CPB’s website](#)) to support this planning)
Note: As an independent entity, the Provider is free to pursue all collective purchasing opportunities that support its business plan and add value to the public media System, but the prospective Provider’s plan should focus initially on addressing needs in production/broadcast technologies (hardware, software, services).
 - d. Execution Plan:
 - i. Outline the organizational structure, including roles and responsibilities, for the team and skills devoted to providing shared purchasing to the public media system’s TV and Radio stations for the first three years of operation. This description should identify organizational changes (such as staffing, partnerships, or operational focus) affiliated with any phased implementation anticipated over the first three years of operation, and the anticipated timeline associated with that implementation.
 - ii. Clarify what other resources the prospective Provider will need for its shared purchasing services to become self-sustaining, such as the charges it would impose on participating stations, the size and nature of the role and resources of any partners, third parties, or resources requested in this proposal from CPB.
 - iii. Identify anticipated financial impacts: using the System Technology Assessment report, outline the anticipated savings, based on different levels of participation in TV and Radio, along with key milestones for savings and participation anticipated within the first year of operation.
 - iv. Identify anticipated operational impacts: outline the ways in which the Provider’s work can assist TV and Radio stations throughout the System improve their operating model moving forward, and any success metrics and milestones to accompany those gains.
2. System Engagement Strategy:
 - a. Clarify the approach planned to ensure the necessary level of engagement from a diverse set of public TV and Radio stations.
 - b. Identify any risks foreseen to hamper stations’ voluntary participation, and the approach to mitigate those risks.
3. Skills and Experience:

- a. Provide not more than three examples of the prospective Provider's recent experience helping members of public media acquire goods or services at an advantageous rate, or otherwise collaborate to improve their business.
 - b. Provide references from the project examples provided, including telephone and e-mail contact information.
 - c. Identify the experience and skills of designated staff that directly relates to the topics identified above in the overview and work scope sections, especially procurement expertise (particularly that amenable to the regulatory restrictions of state and university licensees) and technological expertise.
 - d. Clarify the prospective Provider's knowledge and/or experience of the public media system.
4. Price Proposal:
 - a. Provide a price proposal detailing the cost proposed for the implementation period not to exceed twelve months, and the specific cost items entailed.
 - b. Include the hourly rates for the staff that may be needed.

V. Evaluation Criteria

Proposals will be evaluated based on the following factors with the assigned weights:

1. Approach (25%) – Whether the prospective Provider's proposal outlines a sustainable business model and timeline consistent with providing good value to the public media system.
2. Skills and Experience (25%) – Whether the prospective Provider's proposal demonstrates their understanding of the issues or problems that could arise, and their ability to successfully resolve them.
3. System Engagement (25%) – Whether the prospective Provider has convincingly outlined a long-term vision for how this role can support multiple public media System goals, and an ability to take on that role in a manner that allows the Provider to be respected broadly as an inclusive technology visionary and an independent broker on behalf of public media.
4. Price (25%) – The reasonableness of the proposed CPB investment.

VI. Proposal Submission

Responses to this RFP are due no later than February 12, 2018 at 5:00 PM (ET). CPB will not consider applications submitted after this time.

Proposals may rely on partnerships between entities, but these entities cannot also submit separate, solo proposals.

Applicants must submit separate Technical and Cost Proposals through CPB's electronic contracts management system.

To gain access to the electronic contracts management system, please send an email request to Lainie Tompkins, Project Manager, at ltompkins@cpb.org, no later than Thursday, February 8, 2018 at 5:00 PM ET. CPB will provide access to eligible applicants within two business days.

All questions related to this RFP must be submitted in writing no later than Tuesday, February 6, 2018 to Ms. Tompkins at the email address above. The questions and CPB's responses will be posted on CPB's

website without attribution. CPB reserves the right to disqualify applicants that include cost information in their technical proposal.

Deadlines:

ACTIVITY	DATE
Deadline for questions	February 6, 2018
Deadline to request access to Contracts Management System	February 8, 2018
Proposal Submissions Due, 5 pm ET	February 12, 2018

VII. CONDITIONS OF AGREEMENT

CPB Terms

Proposals submitted in response to this RFP by an applicant (“Applicant”) shall be valid for at least 90 days following the closing date of proposals.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of how the Applicant will meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. An Applicant should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets.

The selected Applicant shall be responsible for all products and services required by this RFP. Subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Applicant’s proposals.

By submitting an offer in response to this RFP, an Applicant, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the RFP review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Applicants. As a condition of receiving such Information, Applicants responding to this RFP shall be deemed to agree to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all copies of such Information in any form.

CPB is not responsible for loss or damage to material submitted with or in support of this RFP. Any submission to CPB shall become the property of CPB (not including any intellectual property rights

contained in such submission), and CPB is not required to return any submitted materials to any Applicant. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

Solicitation by CPB of proposals does not constitute an agreement by CPB to select or award funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting a proposal, each Applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each Applicant guarantees that the Applicant has full and complete rights to all of the information and materials included in the proposal. Each Applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

If a proposal in response to this RFP is selected, the vendor selected will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If Applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, Applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Applicants must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to the following.

1. A demonstration of adequate financial support to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
2. Maintenance, for 3 years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes. (Applicants will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms);

3. Maintenance, for 3 years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
4. Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
5. Compliance with equal employment opportunity and nondiscrimination laws and policies;
6. Applicants will be required to provide CPB with regular progress reports, including relevant financial information, and documentation as to actual costs;
7. All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the Applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project; and
8. The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the contract CPB provides to the selected Applicant.

CPB will have complete rights to the reports created as deliverables for this project.

CPB will not be responsible for any costs incurred by an Applicant in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.