



Request for Proposals (RFP)

Moderated Online Focus Group Project for Radio Community Service Grants System Consultations

FILING DEADLINE: April 30, 2018

I. PROJECT OVERVIEW

The Corporation for Public Broadcasting (“CPB”) is requesting proposals from a firm (“Consultant”) to conduct moderated online focus groups (“Focus Groups”) of public radio station leaders. The Focus Groups will address questions concerning CPB’s Radio Community Service Grant (“CSG”) program. CPB distributes community service grants to noncommercial public radio stations to help them expand the quality and scope of their work.

CPB will engage in a review of the Radio CSG program in the coming year, which includes a series of meetings with public radio system personnel to discuss current CSG policies and criteria. The review may result in changes that better reflect current conditions within the industry. To guide the review process, CPB seeks to gather input from a large number of public radio station managers regarding priorities and critical issues related to the CSG program, which will inform the overall review and subsequent panel discussions (“Project”).

Detailed information about the Radio and TV Community Service Grant programs can be found at <https://www.cpb.org/stations>

Interested organizations wishing to respond to this RFP should have an extensive background in conducting online focus groups and/or performing similar moderated online survey projects.

II. OBJECTIVE

The goals of this project are to:

- Collect the ideas and opinions of public radio system leaders about policies and key elements of the Radio Community Service Grant program as well as local circumstances affecting their stations;
- Articulate general themes and priorities from the Focus Groups to inform CPB’s subsequent review of CSG policies and its consultation process with a representative panel of the public radio system;
- Provide data from the Focus Groups for CPB internal use.

III. ABOUT CPB

The Corporation for Public Broadcasting (CPB) is a private, not-for-profit, non-governmental corporation authorized by Congress in 1967 through amendments to the Communications Act of 1934. CPB is exempt from taxes under Section 501(C)(3) of the Internal Revenue Code. CPB promotes non-commercial public telecommunications services (television, radio, online, and digital) for the American people. CPB also provides financial support and a variety of services to more than 1,500 locally owned and operated public television and radio stations nationwide. Such support helps guarantee universal access to public broadcasting’s educational services and programming and ensures that stations can exchange program materials through a national system of interconnection.

For more information, see www.cpb.org.

III. SCOPE OF WORK

This project requires gathering input from up to 300 public radio system station leaders. In order to facilitate their participation in a cost-effective manner, the proposed Focus Groups should take place online or using alternative technologies in place of in-person meetings. CPB anticipates at least 8 – 10 focus groups of 20 to 30 participants will need to be conducted to accommodate the total required participation.

The Consultant will:

- Provide all the technology needed to conduct the Focus Groups, ensuring that the technology is simple for participants to access and use;
- Create the Focus Group discussion guide, with input from CPB;
- Develop and implement a plan for scheduling of the Focus Group participants, including creation of invitations and all related participant communication;
- Ensure that Focus Group sessions will:
 - be planned to accommodate participants' schedules;
 - be of manageable sizes that allow for input from all participants;
 - last no more than 90 minutes;
- Schedule and conduct Focus Group sessions;
- Provide CPB with a summary on each phase of Focus Groups to allow for revisions to discussion guide questions and themes as needed;
- Analyze and present data based on participant station characteristics;
- Summarize project and key outcomes in a final report that will include:
 - An Executive Summary;
 - Session Activity Review and Key Findings;
 - Assessment of Priority Areas for CPB Panel Consultation;
 - Input on key elements and policies of the Radio CSG program;
 - Raw data in an accessible database or spreadsheet format for future internal use;

The goal for the completion of the Focus Group sessions is mid-August, 2018.

CPB will provide contact information for each participant in the Focus Groups, as well as information from our databases on key characteristics of each participant station such as licensee type. The project will also require that primary data be collected from each participant about the station he or she is representing during the Focus Groups. There may be a need to identify and collect additional data from participants as the process unfolds. The Consultant should be prepared to organize participant responses according to several meaningful data points as determined through consultation with CPB or its representative(s).

IV. PROPOSAL COMPONENTS

Consultant must provide both a Technical Proposal and Cost Proposal with the following components:

The Technical Proposal must include:

A. Executive Summary

Written narrative (1-page maximum) clearly outlining:

- Summary of your qualifications for this project based on requirements stated above;
- Approach to accomplishing the identified objectives and tasks for this project.

B. Project Narrative

A written description (4-page maximum) of the Project that clearly addresses:

- How the applicant will fulfil the project requirements;
- The applicant's fit with the required qualifications;
- The applicant's detailed approach for meeting the objectives including:
 - Detailed description of the Focus Group process (including tasks; number of staff; estimated hours; technology used; facilitation role; and steps leading up to the focus groups);
 - Proposed deliverables, including a draft outline of the discussion guide, description of any proposed additional data to collect, and suggested breakdown and reporting on the information collected;
- A description of the organization including experience and capacity to execute this work;
- The proposed timeline and project plan for executing the focus group process.

C. Additional Information

- Examples of data collection and final reports from similar past projects;
- Not more than three (3) references from within the past two years that can attest to your facilitation skills.

Cost Proposal

Summary of total Project costs including:

- Budget detailing the major tasks, staff, hours and rates, as well as any anticipated project expenses.

Please ensure that the Cost Proposal is provided as a separate document as explained in Section VI below.

V. SELECTION CRITERIA

CPB will evaluate proposals based on the following factors with the associated weight:

1. Approach, including technology to be used and the ability to adapt to a dynamic, fluid process; (30%)
2. Proposal quality, including quality of submitted work samples; (25%)
3. Reasonableness and appropriateness of project cost; (25%)
4. Qualifications of prospective vendor, including depth of experience in conducting similar work to the proposed project. (20%)

VI. SUBMISSION OF PROPOSALS

Consultant must submit technical and cost applications through CPB's electronic grants management system.

To gain access to the electronic grants management system, please send an email request to Pat Saks, at psakellarides@cpb.org, no later than April 23, 2018 at 12 pm EDT.

Applications are due not later than April 30, 2018 at 12 PM EDT. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Ms. Saks at the email address above. The questions (without attribution) and CPB's responses will be posted on CPB's website. Please include "Moderated Online Focus Group Project for Radio CSG Consultation" in the subject line of all emails.

Technical Proposals may be in Microsoft Word or PDF format, Cost Proposals must be in Excel format.

CPB may request the advisors with the top scores to meet with senior management at CPB's offices in Washington, D.C. If so, CPB will notify the selected advisors of the time and date.

VII. TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Deadline to request access to CPB's electronic grants management system	12pm EDT Monday, April 23, 2018
Proposal Submissions Due	12pm EDT Monday, April 30, 2018
Proposal Review and Selection	May 31, 2018
Contract Drafting and Execution	June 30, 2018

VIII. CPB TERMS

Quotes submitted in response to this RFP by Consultant shall be valid for at least 90 days following the closing date of this RFP.

Proposals must provide a straightforward, concise description of the Consultant's proposal to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. A consultant 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 Consultant shall be responsible for all 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 Consultant's proposals.

By submitting an offer in response to this RFP, a Consultant, 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 Consultants. As a condition of receiving such Information, Consultants 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 tangible copies of such Information in your possession.

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 Consultant. 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 extend 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 Consultant grants to CPB the right to duplicate, use, disclose, and distribute all the materials submitted for purposes of evaluation, review, and research. In addition, each Consultant guarantees that the Consultant has full and complete rights to all the information and materials included in the proposal. Each Consultant 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.

IX. CONDITIONS OF AGREEMENT

If CPB funds a proposal, the successful Consultant 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. Consultant is not authorized to commence work until the agreement is fully executed. If the Consultant opts 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, the successful Consultant 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. Consultant 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, which includes but are not limited to the following.

1. A demonstration of ability 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 three 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. (The Consultant will additionally ensure that any subcontractors or consultant under the agreement shall also maintain such records for the period specified and under the same terms);
3. Maintenance, for three 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. Compliance with equal employment opportunity and nondiscrimination laws and policies;
5. The Consultant who plans to engage subcontractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
6. The Consultant will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken;

- 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 Consultant will be required to assign all right, title and interest in and to such research and materials to CPB. The Consultant further agrees 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;
- 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;
- 9.** No funds provided by CPB will be used (i) for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature or (ii) to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government; and
- 10.** The Consultant will be required to indemnify and hold CPB harmless from and against all claims, damages, liabilities, costs and expenses (including legal fees) arising out of or related to (i) any alleged or actual breach of any representation or warranty in the operative agreement; (ii) any other default by such Consultant of any term or provision of the operative agreement; or (iii) Consultant's performance under the project.
- 11.** Other material terms and provisions will be set forth in the documents provided to the Consultant that successfully completes the selection process. CPB will have complete rights to the reports created as deliverables for this project. CPB will not be responsible for any costs incurred by the Consultant in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.