



## **CORPORATION FOR PUBLIC BROADCASTING**

### **Request for Proposals Project Management Consultant of the 2011 Survey Management Project**

**Deadline for response: July 30, 2010**

#### **RFP AT A GLANCE**

The Corporation for Public Broadcasting (“CPB”) seeks a management consultant(s) for the 2011 Survey Management Project (the “Project”). The period for the Project is 12 months, September 1, 2010 through August 31, 2011.

#### **FILING DEADLINE**

Proposals are due via email no later than **5:00 P.M. EST, July 30, 2010**.

#### **BACKGROUND**

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB serves over 172 Television and 400 Radio Stations.

In 2006, CPB implemented a new online information system known as Integrated Station Information System (“ISIS”), to gather essential data from public television and public radio stations (“Stations”) that is used to calculate their Community Service Grants (“CSG”). ISIS consolidated three independently maintained systems, namely (1) Station Grants Management System (“SGMS”), (2) Station Activities Benchmarking Survey (“SABS”) and (3) Station Activities Survey (SAS). Stations now use ISIS to manage their grants and to complete the SABS and SAS surveys. SGMS was the key tool used to collect station financial data and calculate Stations’ CSGs. SABS and SAS provided benchmarking data that allows Stations to compare themselves to similar stations in their cohort. Currently, SABS is only completed by television licensees, while SAS is completed by both television and radio licensees. SABS was developed in 2000 and has been stable in its current form since 2005. CPB is embarking on a review of SABS and SAS (“Surveys”) and anticipates consolidating the two Surveys into one survey during the 2011 Fiscal year.

## **PROJECT SCOPE**

CPB is looking for a consulting firm to provide operational and analytical support for a 12 month term. The consultant will be expected to work with CPB staff and select consultants in the following five areas.

### **1. Survey Support**

- SABS / SAS Survey – Data checking and follow-up with required survey submission and Stations (“SABS and SAS Surveys”).
- Survey support materials – Updating and posting all survey support materials (i.e. Instructions, FAQ’s, FTE Workbook, Excel format of SABS and SAS Surveys) in ISIS.
- Identifying and developing potential enhancements to ISIS in relation to the SABS and SAS Surveys.
- Identifying areas of the Surveys that need modification.

### **2. Analytical Support and Survey Review Support**

- Engaging in financial analysis of Station revenues and expenses.
- Providing the public broadcasting system (“System” with in-depth reports related to individual Station performance and the performance of Station cohorts based on a variety of different criteria (e.g. budget size, licensee type, etc.)
- Providing ad hoc analysis.

### **3. Survey Review Support**

- Participating in the Survey Review Process (attend strategy / consultation meetings, assist with reduction of data duplication, and identifying new data metrics)
- Assisting CPB with the development of new Survey support materials.
- Coordinating with CPB’s application developer to ensure survey revisions are integrated into ISIS.

### **4. Training Support**

- Engaging in proactive activities to assist the CPB funded station community in learning how to use SABS and SAS effectively. We anticipate System training to comprise of the following: 20 content based webinars; 3 live SABS / SAS seminars; and 3 SABS / SAS webinars on Interpretation and Value maximization.

### **5. Knowledge Support**

- Responding to questions and technical issues from Stations regarding the SABS and SAS Surveys.

## **EFFORT**

CPB estimates that the amount of effort (hours) required for this consulting project will be 1,700 hours. A breakdown of the time commitment we anticipate is in the table below. CPB follows the same fiscal year as the Federal Government.

Area of Effort	Q1	Q2	Q3	Q4	Annual
Analytics and Survey Review	175	175	75	75	500
Survey Support	275	275	100	100	750
Knowledge Support	75	125	10	15	225
Training	150	50	25	0	225
Total	575	525	310	290	1700

## **WHO SHOULD RESPOND TO THIS RFP**

CPB seeks a professional(s) to both manage the Project and provide significant expertise and leadership to ensure its success. We welcome all proposals that meet the minimum qualifications.

### **Minimum Qualifications**

- At least five years of high-level working knowledge of public broadcasting finance and operations;
- Three years of training experience;
- Three years of experience with benchmarking and survey development;
- Customer service experience;
- A proven background in project management; and
- Demonstrated presentation, facilitation, and editorial skills.

## **PROPOSAL REQUIREMENTS**

Proposals should include the following sections/information:

### **Executive Summary** - (maximum of three pages)

- Points of contact(s) for applicant's organization (including telephone and e-mail)

**Project Narrative** - A written (maximum of 10 pages) description of the Project that clearly articulates:

- Project goals
- Estimated length of diagnostic phase
- Applicant's fit with the required qualifications
- Biographies of key personnel

**Budget** – Please provide:

- Fee structure of associated personnel
- Summary of total Project costs
- Estimated travel and out-of-pocket expenses

**References** – Three relevant references from within the past year.

## **SUBMISSION OF PROPOSALS**

Proposals in either Microsoft Word or PDF format must be submitted via e-mail to

Joseph Nguyen  
Financial & Systems Analyst  
System Development & Station Grants Administration  
[jnguyen@cpb.org](mailto:jnguyen@cpb.org)

The deadline for submission is 5:00 P.M. EST, July 30, 2010. No other forms of submission will be accepted. Each proposal received will be acknowledged upon receipt.

CPB is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the submitted materials by any third party. 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.

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 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.

### **SELECTION CRITERIA**

CPB expects to utilize the following nonexclusive factors to review and evaluate proposals:

- Alignment with required qualifications
- References feedback
- Cost
- Approach.

### **RFP TIMELINE**

#### **The anticipated RFP and Project Timeline is as follows:**

July 30, 2010	Applicant Proposals Due
August 13, 2010	Consultant Selected
September 1, 2010	Project Start
August 31, 2011	Project End

### **REVIEW AND SELECTION**

CPB staff will review the proposals. CPB may request additional detail and may choose to seek input from outside experts who will advise CPB regarding each proposal's merits. Proposals may also be subject to peer review. While we may seek outside input and advice, selection decisions are CPB's alone.

Proposals selected may receive requests for additional detail, including but not limited to Project timeline and cash flow projections. CPB may ask selected applicants to work with other individuals or institutions to achieve proposed outcomes. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

### **CONDITIONS OF AGREEMENT**

If a proposal is selected for funding, applicants 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. Selected 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:

- 1) Maintenance, for ten 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);
- 2) Maintenance, for ten 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;
- 3) 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;
- 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 who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;

- 7) Applicants 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;
- 8) 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 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;
- 9) Applicants will be required to represent and warrant that no funds provided by CPB shall be (i) used for any activity designed to influence legislation or appropriations pending before the United States Congress or any State legislature (26 §U.S.C. 501(c)(3)); or (ii) used to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government (47 §U.S.C. 396, D(k)(2(A)); and
- 10) Applicants will be required to indemnify and hold CPB harmless from and against all actual or alleged 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 applicant of any term or provision of the operative agreement; or (iii) applicant's performance under the Project.
- 11) CPB will have complete rights to the reports created as deliverables for this project;
- 12) 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; and

Other material terms and provisions will be set forth in the documents provided to the applicant that successfully completes the selection process.

## **QUESTIONS**

If you have any questions as you prepare your written proposal, please contact Joseph Nguyen at (202) 879-9740 or [Jnguyen@cpb.org](mailto:Jnguyen@cpb.org).