



Request for Proposals (RFP)

Research Partner for Radio and Television Community Service Grants System Consultation

FILING DEADLINE: Noon ET, December 7, 2022

I. PROJECT OVERVIEW

The Corporation for Public Broadcasting (CPB) seeks a research organization to serve as its research partner (“Partner”) in a review of its Community Service Grant (CSG) programs for public television and radio stations. CPB is funded through an annual appropriation from Congress, and the CSG programs are the mechanism for distributing more than 70% of the appropriation directly to 549 grantees. The Partner will present a plan for analyzing the effectiveness of the CSG policies and a description of how it will implement the plan.

Both the Radio and TV CSG programs were materially updated following a review of each in 2019. Now that these policies have been in effect for three years, CPB seeks to determine if the changes are having the desired outcomes and whether any additional changes are needed. To that end, the research work scope is expected to include the following:

- Analysis and benchmarking of station financial data (provided by CPB) and third-party socioeconomic data;
- Development of evaluation methodologies;
- Analysis of current grant distribution formulae’s effectiveness in meeting the objectives of the CSG program; and
- Preparation of reports and presentation materials

The Partner is expected to work closely and flexibly with CPB during all phases of the project, providing clear, concise analysis of data and written and oral presentations and reports that are easily understood and can be shared with stakeholders. The Partner will attend consultation panel, CPB Board or other meetings as requested by CPB. The successful applicant will have extensive experience in policy analysis and the ability to work with large databases to support complex analyses.

CPB anticipates this project will take place over 18-months and require approximately 2200 hours of work and the Partner will be compensated on an hourly basis. The agreement will be renewable at CPB’s sole discretion for an additional 300 hours over a 3-month period for any related work.

II. ABOUT CPB

CPB is a private, not-for-profit, non-governmental corporation authorized by Congress in 1967. Through amendments to the Public Broadcasting Act of 1967, CPB is exempt from taxes under Section 501(c)(3) of the Internal Revenue Code. CPB promotes non-commercial public telecommunications services (television, radio and digital) for the American people. CPB also provides financial support and a variety of services to 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 national systems of interconnection.

For more information, see www.cpb.org.

III. CSG BACKGROUND

CPB provides financial support in the form of CSGs to 549 grantees operating more than 1,500 local radio and television stations, whose programs, services, and other initiatives serve and engage the public to ensure a civil society. (When referring to the CSG Program, public broadcasters generally use the terms "grantees" and "stations" as synonymous, although strictly speaking, a "grantee" is the licensee of one or more "stations.") The purpose of CSGs is fundamentally the same for public television and radio stations, but the policies governing each CSG program is different. There are 158 grantees currently eligible for the Television CSG program, and 395 grantees eligible for the Radio CSG program. Grants are comprised of multiple parts that are based on a grantee's fundraising, minority and/or rural status, coverage area population, and other criteria. Generally, CSG recipients are required to meet specific eligibility criteria. Detailed information about the Radio and TV CSG programs can be found at www.cpb.org/stations.

In 2019, CPB conducted separate but simultaneous reviews of the TV and radio CSG programs. Both addressed an increasing gap in revenue growth, specifically non-federal financial support (NFFS), between large stations and mid to small stations. In addition, the radio review substantially changed the categorization of stations and established a new set of groupings determined by a station's coverage area population.

IV. SCOPE OF WORK

The Partner will create and implement a plan to assist and advise CPB in a CSG review that will examine both television and radio CSG programs. The reviews will take place concurrently, although their focus will differ somewhat. The Partner is expected to anticipate and identify where similarities offer efficiencies.

Generally, the Partner will be required to:

- Assess the impact of the multiple CSG calculation changes implemented as a result of the 2019 reviews;
- Assist in identifying and determining if and what new policies are needed;
- Assist in identifying and determining the impact of any additional policy changes; and

- Conduct other analysis of public media station, system, and/or secondary data as requested by CPB.

The Partner will be required to work closely with CPB and will have access to CPB's electronic database of annual financial statements of CSG grantees. The Partner may also need to collect external data that would indicate stations' future growth potential, the economic health of a station's market, and other data and information that would typically be required when conducting this type of analysis.

More specifically, CPB expects the research work scope to include the following:

- Analysis and benchmarking of station financial data (provided by CPB) and third-party socioeconomic data;
- Development of evaluation methodologies;
- Analysis of current grant distribution formulae's effectiveness in meeting the objectives of the CSG program;
- Preparation of reports and presentation materials;
- Attendance at meetings as requested by CPB; and
- Consultation with CPB staff.

V. PROPOSAL COMPONENTS

CPB is seeking proposals from research organizations with extensive experience in policy analysis and the ability to work with large databases to support complex analyses. Applicants must provide both a Technical Proposal and Cost Proposal with the following components. Cost information must not be included in the Technical Proposal.

The Technical Proposal must include all the following components:

A. Executive Summary

A written narrative (two-page maximum) that clearly outlines the applicant's:

- Qualifications to provide the services required for this Project, and
- Approach to developing and implementing a research and evaluation plan for CPB's Television and Radio CSG programs.

B. Project Narrative

A written description (10-page maximum, excluding resumes, examples of similar projects) of the Project that clearly addresses the:

- Applicant's detailed approach and methodology for meeting the Scope of Work outlined above broken down into the major tasks with the assigned personnel using the following categories: executive/senior level, mid-level, and staff categories, and the percentage of time each will contribute to the total anticipated 2200 hours of work. List executive/senior level personnel by name and job title and other personnel by job title (e.g., research assistants, research associates). Indicate their roles and whether staff are employees or contractors; and
- Applicant's qualifications, including not more than three examples of similar projects completed during the past five years.

C. Additional Information

- Examples of data collection and final reports from similar recent projects;
- Not more than three (3) references from the examples provided that can attest to applicant's policy and data analysis skills and their contact information; and
- Résumés of personnel to be assigned to the Project and a detailed description of their experience relevant to the Project.

The Cost Proposal must be submitted separately from the Technical Proposal, preferably in an Excel spreadsheet, using the breakdown of tasks and assigned staff and hours provided in the Technical Proposal, and must include:

- Each assigned staff member's hourly rates showing the total cost for the project; and
- Estimated travel and out-of-pocket expenses.

VI. EVALUATION CRITERIA

CPB will evaluate proposals based on the following criteria and indicated weights:

(30%) - Demonstrated Success of Proposed Approach - the methodology that the Partner will apply to analyze the data, and examples of the Partner's prior work engagements in which this methodology was applied successfully.

(25%) - Relevant Experience - the organization/project lead must have at least five years of experience providing data analysis such as that described herein, and all individuals assigned to this project must have relevant qualifications and expertise, such as national policy, economics, and grant- making.

(25%) - Adequate Workforce Resources –the capacity to perform the analysis and the flexibility to respond quickly to the work requests.

(20%) – Cost - the reasonableness of the proposed cost.

VII. SUBMISSION OF PROPOSALS

Applicants 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 jluchsinger@cpb.org no later than 5pm ET on November 30, 2022. CPB will provide access to eligible applicants within two business days. Include "CSG Research Partner" in the subject line. In your request, please provide your name, title, phone number, organization name, address and organization web site. If your organization already has an account within CPB's electronic grants system, you must still request access to this RFP.

All questions related to this RFP must be submitted in writing no later than November 23, 2022 to Jeff Luchsinger at jluchsinger@cpb.org. The questions and CPB's responses will be posted on CPB's website without attribution.

Proposals for this RFP are due December 7, 2022 at Noon ET. CPB will not consider proposals submitted after this time.

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

CPB may request applicants with the highest scores to present their proposals to CPB virtually or in person. If selected, CPB will contact applicant to schedule a time for the presentation.

ACTIVITY	DATE
Release RFP	October 26, 2022
Deadline to request access to CPB's electronic grants management system.	November 30, 2022
Proposal Submissions Due	December 7, 2022
Proposal Review and Selection	December 2022
Contract Drafting and Execution	December 2022
Engagement Begins	January 2023

VIII. CPB TERMS

This RFP does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project. Proposals submitted in response to this RFP shall be valid for at least 90 days following the closing date.

CPB is not responsible for loss or damage to material that Applicant provides to CPB in conjunction with this RFP. Upon submission, said information shall become CPB's property (not including any intellectual property rights contained in such submission), and CPB is not required to return the same. Applicant is responsible for any violation of copyright, trademark, patent, trade secret, or other rights related to such material. Additional terms follow.

1. **Multiple Applications.** Neither multiple nor alternate applications will be accepted.
2. **Confidential Information.** Applicant should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information or trade secrets.
3. **Subcontractors.** Applicant must identify all subcontractors and advisors and include a description of their roles.

4. **Exceptions.** Applicants selected for funding are deemed to have accepted the terms in this RFP. Any exceptions to these terms must be clearly identified in their proposals which CPB, at its sole discretion, may reject.
5. **CPB Information.** In reviewing Applicant's proposal, if CPB's shares materials, data, other information and analyses (collectively, "Information") with Applicant, Applicant 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 Applicant's possession.
6. **Proposals.** By submitting a proposal, Applicant grants to CPB the right to duplicate, use, disclose, and distribute any of the materials submitted for purposes of evaluation, review and research. In addition, Applicant guarantees that it has full and complete rights to all information and materials included in its proposal and guarantees that 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

CPB is not responsible for any costs incurred by Applicant in preparing and submitting its proposal in response to this RFP, or in performing any other activities relative to this solicitation. If a proposal is selected for funding, Applicant must sign a binding agreement that meets with CPB's approval (Agreement). Until the Agreement is executed by both parties, no express or implied commitment has been made to provide funding. Applicant is not authorized to commence any work until the Agreement is fully executed, nor will CPB compensate it for the same.

Applicant must guarantee that, among other things, any work it undertakes is not defamatory and will not violate or infringe upon the privacy rights, copyrights or other proprietary rights of any third party. Applicant must also agree to indemnify CPB against any loss resulting from breach of any of the representations and warranties in the Agreement.

The Agreement will contain additional requirements, including but not limited to the following:

1. **Applicant's Financial Position.** Applicant must demonstrate that it has adequate financial support to complete the work and to deliver reports and/or other intellectual property set forth in the Agreement.
2. **Record Keeping.** Except for the work that Applicant completes pursuant to a fixed price fee structure, Applicant must provide CPB with documentation that evidences the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents) and supporting documentation that demonstrates that all costs were reasonable, necessary, and incurred for the project.

Applicant must maintain, for three years following the final payment for the project, all records related to the project, which shall be accessible to CPB and to the U.S. Comptroller General or other representatives of each for examination and audit purposes. Applicant will additionally ensure that any subcontractors or consultants it engaged for the project also maintain such records for the same period and under the same terms.

3. **U.S. Comptroller Audits.** Applicant must provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project.
4. **Equal Employment Laws.** Applicant must comply with all applicable equal employment opportunity and nondiscrimination laws and policies.
5. **Governing Law.** The Agreement shall be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
6. **Restrictions.** Applicant is strictly prohibited from using any funds provided by CPB:
 - a. for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; or
 - b. to conduct any reception or provide any other entertainment for any officer or employee of the federal government or any state or local government.
7. **CPB's Appropriation.** CPB's primary source of funding is appropriations made by the U.S. Congress. Therefore, if CPB's appropriation is reduced and that reduction materially affects CPB's ability to meet its obligations under the Agreement, then CPB and Applicant, at CPB's discretion, may agree to enter good faith negotiations to modify the Agreement.
8. **Research and Materials.** 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 Applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicant further agrees that neither it, nor any of its 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.

X. EXPENSE GUIDELINES

Travel expenses incurred by non-CPB staff (including consultants) need to be itemized in the Non-Employee Expense Form. Each expense of \$25.00 or more must be supported by an original receipt. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel

expenses are subject to the following limitations:

1. **Transportation:** Only coach or economy class airfare, rail fare or bus fare will be reimbursed towards travel expenses. Travelers must make every effort to plan travel and book transportation sufficiently in advance so as to realize cost savings and are required to accept the lowest fare available for the required itinerary. Final fare coach may be used only in unusual and/or special circumstances and, in each such instance, a detailed explanation shall be provided, and reimbursement shall be contingent upon approval by CPB.

Private automobile use will be reimbursed at the prevailing IRS rate of 56 cents per mile for 2022, but not in excess of the lowest available airfare. Taxicab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed the per-day car rental rate, or when no other convenient and less expensive form of ground transportation is available. Travelers may rent intermediate-size vehicles.

2. **Lodging:** CPB will only reimburse for reasonable, standard rate, single room accommodations and appropriate incidental charges. Incidental expenses incurred for comfort, grooming or personal enjoyment, such as airline and room movies, haircuts, shaving equipment, shoe shines, etc., are not eligible for reimbursement.
3. **Meals:** CPB will reimburse for meals up to a total of \$65.00 per day for domestic travel, provided that meals are not otherwise furnished or included in co