



**CORPORATION FOR PUBLIC
BROADCASTING**
**Request for
Proposals**
**Moderated Online Focus Groups and Data
Analysis**

I. OVERVIEW

The Corporation for Public Broadcasting (“CPB”) is seeking proposals to conduct moderated online focus groups over the next year. Each focus group is expected to require multiple sessions. The consultant must design the focus groups in order to gather the thoughts, opinions, knowledge and beliefs of a number of leaders throughout public media on critical issues facing public media, as well as the impact, success, strengths and challenges facing specific projects funded in whole or in part by CPB.

The first focus group will address issues related to how individual stations and the public media system can define and measure the impact of CPB-funded projects at the project, community, and national level. This focus group is expected to involve multiple sessions, in order to solicit the views of approximately 200 people. The focus group must be completed no later than November 15, 2013, with a final report due November 22, 2013.

While the specific number, timing, and requirements of future focus groups are difficult to estimate, over the past 12 months, CPB, with the assistance of a consultant, completed 2, each with approximately 200 participants. Applicants must provide a fixed fee price per required focus group, over a 12 month term.

II. FILING DEADLINE

Proposals are due via email no later than **5:00 P.M. EDT, Thursday, October 11, 2013.**

III. 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 400 Radio and 170 Television grantees.

As part of CPB's role in supporting the work of local public media stations, CPB provides financial support to public media television and radio stations, as well as to national public media organizations that provide a wide range of technical expertise and support to a significant number of these stations. These national organizations are funded at varying levels and provide differing services, which may range from conferences, events, and professional development to technical and operational services.

IV. PROJECT

A. November 2013 Focus Group

1. Focus Group Topic: The November 2013 focus group will address how the public media system defines and can measure public media's impact. More specifically the focus group will be structured to assist the public media system in:

- developing common understandings and definitions for public media's community and national impact;
- identifying outcomes that matter to public media and how to measure them;
- identifying relevant data needed for measuring and tracking outcomes and impact; and
- ascertain the participating station's and the public media system's staffing requirements to facilitate the agreed upon methods of measuring impact.

2. Participants: With approximately 200 representatives of public radio public radio and television system participating, CPB expects the consultant will hold small group sessions with between 15 and 20 individuals. Each session must be recorded and transcribed. The sessions must be completed no later than November 15, 2013.

CPB will provide the consultant with a list of the participants and their email contact information. The consultant must conduct the sessions online, using the technology of its choice. The consultant is responsible for scheduling the sessions and establishing the specific dates and times with the individual participants. Draft versions of proposed communications to participants must be provided to CPB for review and sign-off prior to transmittal. At CPB's discretion, the communication may be sent by CPB or by the consultant.

Each focus group session must be designed with sufficient time for CPB to briefly review the transcript and provide revisions to the discussion guide before the following session. The anticipated timeline is shown below

Deadlines	Date
Finalize Discussion Guide	October 30, 2013
Complete Focus Group Sessions	November 1 - 15, 2013
Provide Transcripts to CPB	by November 18, 2013
Final Report due to CPB for Initial Focus Group	by November 22, 2013

2. Discussion Guide & Reports: The discussion guide for the November focus group will be developed by consultant with input from CPB. Each session should last no more than 90 minutes.

Consultant must provide CPB with a transcript of the session within one business day of the same, and feedback on its impressions of the session, any emerging themes and patterns, and recommendations on how to improve the discussion guide. Consultant is also required to identify additional data or information necessary from participants to ensure the sessions are meaningful and result in the identified outcomes. Depending on the feedback, CPB may require consultant to update the discussion guides for the following sessions. Therefore consultant must schedule the sessions to allow sufficient time in-between for these activities to take place.

The consultant must be able to track responses based upon specific data about the participants, such as station characteristics, along with the participant’s answers to the session questions in order to allow CPB to see trends in responses and attitudes across different types of participants. CPB will provide consultant with the necessary data and consultant must ensure it is collected as part of the sessions to allow for such analysis.

The group sessions should be able to allow for the degree of participant confidentiality requested by CPB;

Consultant is also required to provide CPB with access to the focus group’s electronic data for up to two years allowing CPB to create reports based on data collected during the sessions (i.e., survey responses, votes, and answers to open-ended questions searchable by station and participant characteristics).

Within one week of completing the last session, Consultant must provide CPB with the final report. The final report must be a comprehensive analysis of the results of the focus groups, detailing the methodology employed, the major findings, findings by station categories, and highlighting significant concerns. Consultant must turnaround requested revisions to the report within two business days.

B. Other Focus Groups

- 1. Topics:** For the other focus groups, CPB will provide consultant with background information about the topic the focus group will examine. Depending on the topic being studied, the focus group participants will typically be asked to provide all or a combination of their ideas, thoughts, opinions, knowledge and beliefs of the topic under review. The number and selection of the focus group participants will be determined by CPB and dependent on the topic. Typically participants will include public television and radio station and system leaders, staff and public media content producers.

Topics may involve obtaining public media system feedback on proposed revisions to policies that impact stations (e.g., CPB's Community Service Grant program), proposed spectrum auctions, proposed funding for new CPB sponsored grant programs, addressing the challenges facing stations as a result of the current troubled economy, and other areas of interest to public media.

- 2. Participants:** Unless otherwise specified, each focus group will involve approximately 200 participants. CPB will provide consultant with a list of participants and their email contact information. Consultant is responsible for scheduling the focus group sessions and establishing the specific dates and times with the individual participants. Consultant will be required to provide the same type of services described for the November 2013 focus group.

While CPB anticipates each focus group will involve approximately 200 participants, in the event small focus groups are necessary, consultant must provide pricing for focus groups with 10-50 participants, and those consisting of 51-100 participants. The timeline for the other focus groups will follow that of the November focus group.

- 3. Discussion Guide and Reports:** The discussion guide for each focus group will be developed by the consultant with input from CPB. Consultant will be required to provide the same type of services described for the November 2013 focus group.

V. WHO SHOULD RESPOND TO THIS RFP

CPB is seeking proposals from organizations and/or individuals with extensive experience facilitating on-line focus groups, including providing supporting data, follow-up analysis, and drafting comprehensive reports summarizing the results of the focus groups.

VI. PROPOSAL REQUIREMENTS

Applicant's proposals must include the following information in the order specified:

1. Executive Summary (Microsoft Word or Adobe format)

Written narrative (one page maximum) clearly outlining:

- Summary of your firm's qualifications for the services required for this project.
- Approach to providing facilitation and analytical services.

2. Project Narrative (Microsoft Word or Adobe format)

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

- Project approach, technology, and the type of analysis that will be provided, as well as the following:
 - a detailed description of the process that will be used to manage and facilitate the focus groups. Applicants should include a description of the proposed format/technology for conducting the focus groups and identify how often this format/technology has been employed over the past two years;
 - the required staffing, with the number of hours required by each staff person;
 - in-depth information on the manner in which data from the focus groups will be collected, summarized and reported; and
 - sample discussion guides for this project.
- Organization's experience providing focus group facilitation, data analysis and collection, and creating comprehensive reports detailing the results of the focus groups;
- Staff experience, resumes of the staff assigned to the project and a detailed description of their experience, including experience facilitating focus groups, analyzing and reporting on the information collected during the focus groups.

3. Examples

Applicants must provide three recent examples of complex moderated online focus groups of varying sizes (e.g., 50, 100, 200), along with information about data collected and the final reports detailing the results of the focus groups as well as how the applicant addresses issues concerning:

- low rates of participant registration; and

- lack of participant engagement in the focus group.

4. Cost Proposal (Microsoft Excel format)

Although CPB expects to require only focus groups with approximately 200 participants, please include the cost of completing groups consisting of up to 50 participants, and those with between 51 and 101.

For each size focus group, applicants must provide a breakdown of the cost, including the rate and hours for each assigned staff, and identify the cost of any sub-contracted work. The costs should be further broken down by task, for example the number of hours and rate by assigned staff to:

- develop and update the discussion guide;
- facilitate the focus group session;
- transcribe each session;
- summarize the data collected; and
- draft the final report.

Accordingly, applicants must show the composition of the cost of detailed costs per focus group (depending on participant size), rather than an aggregate price.

VII. SUBMISSION OF PROPOSALS

Proposals must be submitted in either Microsoft Word or PDF format, with “RFP On-line Focus Groups” in the subject line. No other forms of submission will be accepted. Each proposal received will be acknowledged upon receipt.

The technical proposal must be separated from the cost proposal and the technical proposal must be submitted via e-mail to: [Barbara Lovitts, Director of Research and Evaluation, blovitts@cpb.org](mailto:blovitts@cpb.org). The cost proposal must be submitted separately via e-mail to Jackie Livesay, Vice-President Procurement: jlivesay@cpb.org.

All questions must be submitted in writing to [Barbara Lovitts](mailto:blovitts@cpb.org) at the email address above. CPB will post the questions and responses on CPB’s website, without reference to the inquiring organization.

VIII. SELECTION TIMELINE

Below is the anticipated timeline for reviewing and selecting a consultant.

RFP Review and Selection	Date
Submission Deadline	October 11, 2013
Proposal Evaluation	October 15-17, 2013
Select Vendor	October 18, 2013
Execute Contract	October 22, 2013

IX. SELECTION CRITERIA

CPB will evaluate proposals based on the following criteria with the assigned weight:

1. Approach – whether the approach is comprehensive and appropriate for this project; the quality of the discussion guide samples; whether the technology proposed for the on-line focus groups is suitable; the methodology for collecting and analyzing the data, as well as developing the final report. (35%)
2. Qualifications – of the applicant and the experience of the staff assigned to this project. (15%)
3. Examples – must demonstrate applicant has the ability to facilitate complex focus groups using the approach recommended for this project, as well as the ability to summarize and provide meaningful analysis of the data, and drafting a detailed comprehensive final report with insightful conclusions. (30%)
4. Budget - cost reasonableness and appropriateness. (20%)

X. CONDITIONS OF AGREEMENT

Proposals submitted in response to this RFP by an applicant (“Offeror”) shall be valid for at least 90 days following the filing deadline (identified in Section II).

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's proposals to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. An Offeror 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 Offeror 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 Offeror’s proposals.

By submitting an offer in response to this RFP, an Offeror, 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 Offerors. As a condition of receiving such Information, Offerors 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 Offeror. 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 Offeror 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 Offeror guarantees that the Offeror has full and complete rights to all of the information and materials included in the proposal. Each Offeror 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.

Additional Terms

If a proposal in response to this RFP is selected for funding, Offerors 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. Offerors are not authorized to commence work until the agreement is fully executed. If Offerors 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, Offerors 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. Offerors 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) 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. (Offerors 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) Offerors 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 Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors 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 documents provided to the Offeror 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 an Offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.
