

# **GROW SOUTHWEST INDIANA WORKFORCE BOARD, Inc.**

## **REQUEST for PROPOSALS**

### **Phone Surveys**

*Release RFP*

**July 20, 2009**

*Proposal Submission Deadline*

**August 17, 2009**

*Selection of Provider*

**August 27, 2009**

*Contract Effective Date*

**September 1, 2009 (planned)**

**Grow Southwest Indiana Workforce Board, Inc.  
318 Main Street, Suite 504  
Evansville, Indiana 47708  
Tel. 812-492-4303**

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## ***Organizational Overview***

Grow Southwest Indiana Workforce, Indiana's Region 11 Operator, is the administrative arm of the Regional Workforce Board of Southwest Indiana. The Regional Operator provides support services for the Regional Workforce Board and operational and oversight management for the WorkOne offices in the Region. Grow Southwest Indiana Workforce is responsible for leading and managing the delivery of integrated client services delivered in the WorkOne's in Boonville in Warrick Co., Evansville in Vanderburgh Co., Jasper in Dubois Co., Mt. Vernon in Posey Co., Petersburg in Pike Co., Princeton in Gibson Co., Rockport in Spencer Co., Tell City in Perry Co., and Vincennes in Knox Co.

## ***Purpose***

The Integrated Services provided in Region 11 WorkOne's include employment and training services for adults, dislocated workers, youth, veterans and job seekers eligible for Trade Assistance. Grow Southwest Indiana Workforce would like to conduct two (2) perception surveys via telephone; one with businesses and one with households in Region 11 to find out their perception and knowledge of the services provided by WorkOne. This Request for Proposal (RFP) provides a general overview of the telephone survey requirements. Recipients of this RFP will be asked to base their proposals on the details provided below.

## ***Scope of Work***

- Develop surveys that will be administered via telephone.
- Work with Grow Southwest Indiana Workforce employees to proof and finalize phone survey format/questions.
- Randomly call as many households/businesses as needed to meet the number of surveys it takes to meet the certainty level desired.
- Send Grow Southwest Indiana Workforce response detail and summarized report of results 10 business days after surveys are completed.

## ***Deliverables***

We expect the Market Research Company selected through this process to provide:

- Brief details of the vendor's qualifications and relevant project experiences.
- Details on the set-up and cost of completing the project.
- Details on the process of guaranteeing desired quota of surveys needed to meet desired certainty level.
- Details regarding the requirements and assistance level needed from Grow Southwest Indiana Workforce.
- Detailed project timeline and action plan for completing surveys.
- An example of proposed survey format for evaluation.

**Schedule of Events**

**RFP Projected Schedule of Events**

Date	Action
July 20, 2009	RFP Issued
August 17, 2009	Proposals Due
August 18, 2009 to August 27, 2009	Proposal Evaluation Period
August 27, 2009 to August 31, 2009	Negotiation of Contract
September 1, 2009	Contract Commences

**Data Sources**

Grow Southwest Indiana Workforce will provide the information they wish to obtain from the perception surveys.

**Budget**

Include in your budget proposal the cost, if any, for obtaining the call lists that will be used in these surveys. Bidders are also encouraged to suggest additional itemized options that would increase the effectiveness of this study. Bidders shall submit a budget proposal using the following table:

	Households	Businesses	Total
250 Surveys Completed			
350 Surveys Completed			
Other Cost (Please identify)			

**Evaluation Criteria**

The following criteria will form the basis upon which Grow Southwest Indiana Workforce will evaluate proposals. The mandatory criteria must be met and include:

Two (2) copies of the proposal must be received no later than July 21, 2009. The proposal must include a budget proposition as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

The proposals are required to be received at the following address no later than July 21, 2009:

Grow Southwest Indiana Workforce  
 Attn: Jim Heck  
 318 Main Street, Suite 504  
 Evansville, IN 47708  
 812.492.4505  
[jim.heck@workonesw.org](mailto:jim.heck@workonesw.org)

Proposals should be provided as electronic (MS Word or PDF) or hard-copy documents. Lobbying is strictly prohibited. No bidder (including Board Members, employees, or other agents) shall contact the Board members or staff after the release of the RFP to secure favorable treatment

with regard to the awarding of a contract. Should such contact occur, the Board reserves the right to reject the offending bidder.

THE BOARD reserves the right to reject any and all bids. Receipt of a bid does not constitute a binding contract. This RFP is contingent upon Grow Southwest Indiana Workforce Board Inc. and the Indiana Department of Workforce Development and may be rescinded if their approval is not received.

Questions that arise during development of the proposals may be directed to Jim Heck via the e-mail address listed above. Questions (and their corresponding answers) received from any bidding supplier will be posted on our website ([www.workonesouthwest.com](http://www.workonesouthwest.com)) for others to view so that all are working from the same set of assumptions. Grow Southwest Indiana Workforce encourages straightforward proposals. Late submissions will not be considered.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria. Each item has been assigned a point value.

- 20 Points Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- 20 Points Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- 20 Points Track record for successfully managing projects of this scope including:
  - Cost control
  - Quality deliverables
  - Effective communication practices
- 20 Points Value/Pricing Structure and Price Levels – The price is corresponding with the value offered by the proposer.
- 20 Points Proposal Presentation – The information should be presented in a clear, well organized, and logical manner. Top vendors may be asked to meet with Grow Southwest Indiana Workforce for the purpose of presenting a recommendation and proposal of the work to be performed. This provides both the bidder and Grow Southwest Indiana Workforce an opportunity to clarify any remaining uncertainties that would complicate the development of the project.

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Total 100 points

### ***Proposal Format***

To help the review committee evaluate proposals, please use the following format to address the pertinent issues:

- Cover Letter
- Section A Company Overview
- Section B Recommended Action Plan
- Section C Project Schedule
- Section D Key Personnel
- Fee Proposal

### **Cover Letter**

The cover letter of each submission must identify the legal entity making the submission, and a single point of contact for communication during this process. Both an e-mail address and telephone number for that individual must be provided.

### **Section A – Company Overview**

The following information should be provided about the Proposing Firm:

- Name of company, business address, phone number and website.
- The year the firm was established (if established under a former name, include this as well).
- Type of ownership and parent company, if applicable.
- Relevant project work within the last 5 years that is similar to the proposed project including the scope of each project and the responsibility of your firm.
- Contact person's name, phone number, and email address.

### **Section B – Recommended Action Plan**

This section is a vital component of the proposal and should include detailed information about the approach to complete the project.

### **Section C – Project Schedule**

A detailed schedule for completion of the project with identified delivery times should be included.

### **Section D – Key Personnel**

Bidders should also list the qualifications of the people proposing to perform the work for the project including:

- Name and Title
- Recent project experience
- Relevant information regarding the person's qualifications for this project

### **Fee Proposal**

A detailed fee proposal should be attached and returned with deliverables.

### **Contractual Issues**

If selected, bidders will perform pursuant to a contract that will be developed and executed by both parties. Suggested form of contract from the bidder is encouraged.