

REMINDER

DEADLINE FOR SUBMISSION

RFP 12-016

Market Survey

REPLIES ARRIVING AFTER 2 PM
ON NOVEMBER 26, 2012
WILL NOT BE ACCEPTED



Request for Proposals

Market Survey

RFP #: 12-016

Deadline for Responses: 2 PM – 11/26/12

2300 High Ridge Road
Boynton Beach, FL 33426
(561) 740-7000
www.cscpb.org

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SECTION 1: INTRODUCTION

1.1 WHAT WE ARE SEEKING

Children's Services Council of Palm Beach County is seeking proposals for a market survey to learn more about the awareness, knowledge and attitudes Palm Beach County residents have regarding early childhood education and development, Children's Services Council, and its work. The respondent must possess a thorough understanding of research methodology, survey design, implementation and statistical analysis.

1.2 THE COUNCIL

Children's Services Council of Palm Beach County (CSC), an independent special district created by Palm Beach County voters in 1986, provides leadership, funding and research on behalf of the county's children so they grow up healthy, safe and strong.

1.3 OVERVIEW OF THE CHILDREN'S SERVICES COUNCIL

The Council invests resources in programs and services that support the physical, social-emotional and psychological development of children. In order to have an impact in those areas, the Council has four goals: children are born healthy, are free from abuse and neglect, are ready to learn when they enter school, and have access to quality afterschool and summer programming.

Supported by a blend of federal, state and local funding, our programs and systems are designed to achieve our goals by providing seamless, efficient, and accountable prevention and early intervention services to Palm Beach County's children and families. These systems include:

- **Healthy Beginnings**, which provides comprehensive, integrated direct services to pregnant women, infants, and young children.
- **Quality Counts**, which provides services to increase the quality of child care and afterschool providers.
- **Bridges**, which is a neighborhood-based strategy to achieve Children's Services Council's goals at a population level. Bridges address such issues as adult literacy, father involvement, maternal depression, teen pregnancy prevention, cyclical poverty and child development.

The Council believes that by offering families the right approach – and combinations of programs and services – at the right time, in the right place, we will achieve our goals. By strengthening the system of care, which is built upon sound research and strong data, we can achieve our child outcomes.

For additional information regarding CSC, please visit www.cscpb.org.

SECTION 2: Market Survey

2.1 BACKGROUND

Children's Services Council's Communications Division is responsible for public education and outreach to all families, as well as to specific audiences, about available programs and services. Multiple prevention, identification and early intervention services, funded by Children's Services Council, are available to families with children ages birth through five, with some services available to families with older children. In order to develop effective public education messages and strategies, it is important for Children's Services Council to understand residents' knowledge and awareness of the organization. It is the Council's responsibility to keep Palm Beach County residents informed about its goals, quality programs, and value to the community.

2.2 PROJECT GOALS

The goal of this RFP is to select an organization to develop and conduct a market survey to take the pulse of residents regarding:

- What are considered the biggest issues for early education and development
- Where children fit in terms of Palm Beach County priorities
- What are considered the biggest issues overall for Palm Beach County
- Current awareness of Children's Services Council (aided/unaided)
- Current knowledge and attitude of Children's Services Council and its work
- What identity exists between Children's Services Council and other agencies

Project must include the following:

- Recommended methodology
- Discovery session with Children's Services Council representatives
- Sampling plan – weighed demographically as well as geographically
- Qualifications for participants
- Screener/Questionnaire design
- Questionnaire review process with Children's Services Council representatives
- Pre-test and fielding
- Client monitoring
- Reporting
- Timeline and budget

2.3 MINIMUM REQUIREMENTS

In order to ensure proposers possess the minimum qualifications and/or experience needed to support Children's Services Council's needs, applicants must meet the following requirements:

- Demonstrate experience and ability in designing and conducting market surveys
- Complete all required submission documents and sign as required
- Submit a current resume or vitae for each individual who will be working with Children's Services Council
- Provide information on current projects (timeline/budget)
- Participate in an interview process, upon request
- Provide three professional references specifically relating to assignments completed within the past five years
- Abide by Florida Government in the Sunshine laws pertaining to open records and open meetings

SECTION 3: RFP PROCESS

3.1 LIMITATIONS ON CONTACTING CSC PERSONNEL

This Request for Proposal is issued by the Children's Services Council of Palm Beach County. The contact person listed below is the sole point of contact for this RFP:

Christine Potter, System Communications Director Christine.potter@cscpb.org
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All contact shall be by email only.

3.2 PROPOSER DISQUALIFICATION

Proposers are prohibited from contacting CSC personnel or board members regarding this solicitation other than the person identified above. Any occurrence of a violation may result in the disqualification of the proposer.

Failure to have performed any contractual obligations with CSC in a manner satisfactory to CSC will be sufficient cause for disqualification. To be disqualified as a proposer under this provision, the proposer must have:

1. Previously failed to satisfactorily perform in a contract with CSC, been notified by CSC of unsatisfactory performance, and failed to correct the unsatisfactory performance to the satisfaction of CSC; or
2. Had a contract terminated by CSC, by any other county or state agency, or by any Children's Services Council for cause.

3.3 RFP TIMETABLE

11/07/12	RFP packets are available on the CSC website www.cscpb.org/openprop
11/19/12	Deadline for submission of questions regarding clarification of RFP
11/20/12	Final posting of questions and answers and/or clarification or addenda to RFP on CSC website: www.cscpb.org/openprop
11/26/12	RESPONSE DEADLINE - All RFP responses are due by 2 PM at: Children's Services Council of Palm Beach County 2300 High Ridge Road, Reception – RFP #12-016 Boynton Beach, FL 33426
	Responses are opened publicly at 2:01 PM
11/27/12 - 11/30/12	Evaluation of responses by CSC
11/30/12	Notification by email to proposers selected for interviews and a list of those selected for interviews, if required, posted on CSC website: www.cscpb.org/openprop
12/04/12	Potential interviews at CSC offices; if required
12/05/12	Notification by email of proposers not selected for further contract discussions and a list of those selected posted on CSC website
12/14/12	Discuss and Finalize Contract

CSC reserves the right to adjust the timetable and any adjustments will be made available on the CSC website.

3.4 INQUIRIES

All inquiries requesting clarification regarding this RFP must be made in writing and emailed to the identified contact person by November 19, 2012. During the RFP period, proposers must not provide CSC with any marketing or promotional materials that would raise the proposer's profile or give the proposer an advantage or benefit not enjoyed by other perspective proposers. Copies of responses to all inquiries that require clarifications and/or addenda to the RFP will be made available no later than 5 PM, November 20, 2012 on CSC's website.

3.5 ACCEPTANCE OF APPLICATIONS

All responses must be received by CSC no later than November 26, 2012 by 2 PM at:

Children's Services Council of Palm Beach County
Attention: Reception – RFP 12-016
2300 High Ridge Road
Boynton Beach, FL 33426

No changes, modifications or additions to the responses submitted will be accepted by, or binding on, CSC after the deadline for submissions has passed.

**RESPONSES NOT RECEIVED AT THE SPECIFIED LOCATION OR BY THE
SPECIFIED DATE AND TIME, OR BOTH, WILL BE REJECTED AND RETURNED
UNOPENED TO THE PROPOSER BY THE CSC.**

CSC reserves the right to reject any and all responses or to waive minor irregularities when doing so would be in the best interest of CSC. A *minor irregularity* is defined as a variation from the RFP terms and conditions that do not affect the price of the application, or do not give the proposer an advantage or benefit not enjoyed by other prospective proposers, or do not adversely impact the interest of CSC.

3.6 NOTICE OF INTERVIEWS

CSC will post a list of qualified proposers for interviews, if required, on November 30, 2012, by 5 PM on the CSC website.

3.7 PROCEDURE FOR CONDUCTING INTERVIEWS

After completion of the scoring process based on the review criteria, CSC will determine which, if any, proposers meet the minimum requirements deemed necessary by CSC for interviews. Assuming that such minimum requirements have been met, CSC may require face-to-face interviews with one or more proposers.

SECTION 4: RFP RESPONSE

4.1 INSTRUCTIONS FOR SUBMITTING RESPONSE TO RFP

All responses must be submitted on the forms included in this package (forms available on CSC website www.cscpsc.org/openprop). All responses are to be signed by an official/individual who is legally authorized to bind the proposer to the proposed activity. Please submit **1 original and 1 PDF (CD or flash drive) copy of response** in a sealed package no later than **November 26, 2012 at 2 PM**. Responses must be prepared utilizing the format outlined below.

4.2 INCOMPLETE RESPONSES

*Failure to respond to any item, including providing any requested information, or failure to follow these instructions shall be considered submission of an **incomplete response** and may result in disqualification from further consideration.*

4.3 RESPONSE FORMAT

The typewritten portion of your response is to be submitted on the RFP forms included in Section 5, single-spaced using Calibri 11 point font. The forms can be downloaded from CSC's website: www.cscpsc.org/openprop

4.4 RESPONSE REVIEW AND SELECTION CRITERIA

Proposer selection will be based upon the following criteria:

- | | |
|--|-----------|
| 1. Proposer's previous experience and references | 40 points |
| 2. Proposed methodology and sampling plan | 25 points |
| 3. Proposed timeline/budget | 35 points |

4.5 COMPLIANCE WITH SECTION 287.133, FLORIDA STATUTES

In accordance with Section 287.133, Florida Statutes, persons and affiliates who have been placed on the convicted vendor list may not submit responses, contract with, or perform work (as a contractor, supplier, subcontractor or consultant) with CSC in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted vendor list. Any response received from a person, entity or affiliate who has been placed on the convicted vendor list shall be rejected by CSC as unresponsive and shall not be further evaluated.

SECTION 5: SUBMITTAL DOCUMENTS


The following documents can be downloaded from CSC's website at:

www.cscpbcc.org/openprop

Reference file name: RFP #12-016: Forms

Responses should be assembled in the following manner:

1. **Cover Page** – Complete this entire document and include with response.
2. **Questionnaire** – Complete this entire document and include with response.
3. **Proposer Qualifications** – This section must contain all pertinent data related to the Proposer (including proposer's organization, if applicable) and experience that would substantiate Proposer's qualifications and capabilities to perform the services requested.
4. **References** - List three clients professional references associated with work previously performed by the Proposer within the past 5 years. For each reference, please specify:
 - a) Name, address, telephone number
 - b) Project start date and duration
 - c) Scope and cost of project
 - d) Role in project
 - e) Outcome of project
5. **Fee Schedule** – Provide a schedule of fees (can include hourly, per unit, project, etc.)
6. **Non-Collusion Affidavit** – Complete this document and include with response
7. **Other documentation as described in Section 2.3**

COVER PAGE			
Submit this RFP response to: Children's Services Council of Palm Beach County Attn: Reception – RFP 12-016 2300 High Ridge Road Boynton Beach, Florida 33426			
RFP Title: Market Survey			RFP #: 12-016
NAME OF FIRM, ENTITY, ORGANIZATION:			
NAME OF CONTACT PERSON:		TITLE:	
PHONE NUMBER:	FAX NUMBER:	EMAIL:	
MAILING ADDRESS:			
CITY:	STATE:	ZIP CODE:	
HEADQUARTERS ADDRESS (If different than mailing address):			
FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN):		STATE OF FLORIDA BUSINESS LICENSE NUMBER (If Applicable):	
ORGANIZATION STRUCTURE (Please check one): Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Joint Venture <input type="checkbox"/> Other <input type="checkbox"/>			
If Corporation, please provide the following: (A) Date of incorporation _____ (B) State or Country of incorporation: _____			
I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all terms and conditions of this RFP and certify that I am authorized to sign this Proposal and that this Proposal is in compliance with all requirements of the Request for Qualifications, including but not limited to, certification requirements.			
_____ <i>Authorized Signature (Manual)</i>		_____ <i>(Authorized Signature (Print or Type))</i>	
		_____ <i>Title (Print or Type)</i>	

QUESTIONNAIRE

The following Questionnaire shall be completed and submitted with the Request for Proposals. Proposer guarantees the truth and accuracy of all statements and answers herein contained.

1. How many years have you/your organization/company been in business?
2. What is the last project of this nature that you have completed?

3. Have you ever failed to complete work awarded to you? NO YES If so, where and why?

4. *Availability to Perform the Requested Services* – Indicate current and anticipated workload. Provide information concerning all contracts in progress as of the date of submission of this Proposal.

Name of Project	Client	Total Contract Value	Contracted Date of Completion	% of Completion to Date

5. Explain how, with the proposer’s current schedule as noted in question #4, the proposer will meet any agreed upon project deadlines, which may, at times, require expedited timelines.

6. How will you determine methodology?

7. How will you ensure achieving sampling numbers?

8. How do you prefer to go about the process of screener or questionnaire development?

9. How will you pre-test and field test this project?

10. Do you recommend any other additional deliverables not mentioned in this RFP that would support this survey?

11. How do you determine budget?

REFERENCES

List three clients, current or past, who can serve as a reference on the development of similar work performed by the Proposer in the past five years. For each reference, please specify:

- a. Name, address, telephone number
- b. Project start date and duration
- c. Scope and cost of project
- d. Role in project
- e. Outcome of project

Reference #1:

Reference #2:

Reference #3:

FEE SCHEDULE

PURPOSE: The purpose and intent of this RFP is to secure a fixed and firm fee schedule and establish a term-contract for professional services.

CSC intends to award contract(s) to the lowest, responsive, responsible, qualified Proposer in response to this RFP. In the case of disputes in the award of contract(s), the decision by CSC shall be final and binding on both parties.

PRICES SHALL BE FIXED AND FIRM FOR TERM OF CONTRACT: If the Proposer is awarded a contract under this solicitation, the prices quoted by the Proposer shall remain fixed and firm during the term of the contract.

WORK AUTHORIZATION: Statements of Work will be authorized by the CSC Chief Executive Officer or designee. No work shall commence without written authorization.

INVOICES AND PAYMENT: Detailed reports will be required with submittal of invoices. Payment will be made within 15 days of receipt of invoice and acceptance of the complete unit(s). No down or partial payments will be made.

FEE SCHEDULE

Include all relevant fees associated with professional services

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NON-COLLUSION AFFIDAVIT

By submission of this affidavit, the Proposer certifies that this price is made independently and free from collusion. Proposer shall disclose below, to the best of its knowledge, any CSC Council member, employee, or any spouse, son, daughter, stepson, stepdaughter, or parent of any such officer or employee, who is an officer or director of, or has a material interest in, the Proposer’s business. For purposes hereof, a person has a material interest if he or she directly or indirectly owns more than five percent (5%) of the total assets or capital stock of any business entity, or if he or she otherwise stands to personally gain if the contract is awarded to this vendor.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment.

NAME

RELATIONSHIPS

(Print Name)

(Print Name)

(Proposer’s Signature)

Sworn to and subscribed before me in the state and county first mentioned above on this

____ day of _____, 2012.

(Affix seal)

Notary Public

My commission expires