



## REQUEST FOR PROPOSALS

Issue Date: January 29, 2010

RFP Number: 3879-148-Tanzania-01

Closing Date: February 19, 2010

RFP: Testing a New Model CBD Program in Tanzania: Cognitive Interviews

Ladies/Gentlemen:

The Academy for Educational Development (AED), a U.S. Agency for International Development (USAID) recipient, is hereby seeking a proposal from qualified organizations for the qualitative research fully described in the Scope of Work section of this Request for Proposals (RFP). This service is being procured for the USAID-funded Communication for Change Program (C-Change). This activity is managed by AED. In issuing this RFP, AED/C-Change is not acting as an agent or on behalf of USAID, and USAID is not a party to any contract resulting from this RFP.

Please submit one electronic version of your proposal duly completed and signed via email to Adrienne Shade [ashade@aed.org](mailto:ashade@aed.org). If you decide to submit a proposal, it must be received no later than 09:00 AM, Eastern Standard Time in the U.S. on February 19, 2010. All submissions should be in the English language. All proposals submitted must be valid for a period of at least sixty (60) calendar days from the closing date indicated above.

Evaluation and ranking of proposals will be done by the AED/C-Change evaluation team. It is anticipated that a fixed price purchase order will be awarded to the responsible offeror whose proposal represents the best value to AED/C-Change, according to the selection criteria listed below. Once the fixed price purchase order is awarded, the offeror must return a signed copy of the same to AED/C-Change within twenty-four (24) hours.

Issuance of this RFP does not constitute an award commitment on the part of AED/C-Change nor does it commit AED/C-Change to pay for the costs incurred in the submission of a proposal. Furthermore, AED/C-Change reserves the right to reject any or all bids received, and to negotiate separately with an offeror, if such action is considered to be in the best interest of AED/C-Change client organization, the United States Agency for International Development.

Please read the instructions carefully before submitting your proposal. Any discrepancy in following the instructions or contract provisions may disqualify your proposal without recourse or an appeal for reconsideration at any stage.

Any explanation desired by a prospective offeror regarding the meaning or interpretation of this solicitation must be requested in writing by 09:00 AM Eastern Standard Time on February 5, 2010. Any additional information given to a prospective offeror will be considered an amendment of the solicitation and will be provided to all other prospective offerors.

Respectfully,

James Foreit  
C-Change Research Director

## I. Background and Principal Objectives

Communication for Change (C-Change) is USAID's flagship program to improve the effectiveness and sustainability of behavior and social change communication as an integral part of development efforts in the health, environment, and civil society sectors. C-Change works with global, regional and local partners to implement programs that use communication to change behaviors and social norms; and conducts operational research to improve the effectiveness of its programming in the immediate- and long-term and to provide evidence of the impact of communication interventions. The ultimate goal is the improved health and well-being of people in the developing world.

The work of USAID will benefit from family planning indicators that reflect the full spectrum of response, from exposure to an intervention to changes in the proximate determinants of behavior as well as the behavior itself. New indicators are needed to measure effects of innovative approaches that are being explored, such as the incorporation to strategies to change gender norms. One set of tools for measuring normative changes resulting from gender-focused interventions are gender scales. The usefulness of scales depends on their predictive validity (does the scale really predict the behavior it is supposed to predict) and also on their face validity (does the scale measure what we think it does). Through this RFP, AED is seeking a team of qualitative research experts to explore the “face validity” of gender scale items by conducting a set of Cognitive Interviews (CIs) in one or more sites in Tanzania.

Cognitive interviewing is a qualitative method used to understand the cognitive processes that underlie responses to standard survey questions. The most general theoretical model underlying cognitive interviewing consists of four cognitive processes: 1) comprehension of the question (including question intent and meaning of terms), 2) retrieval of relevant information from memory (involving “recallability” of information and recall strategy), 3) decision-making (including motivation to respond and sensitivity of the question or social desirability of the behavior), and 4) response (such as matching of the internally generated answer to the given list of response categories).

## II. Scope of Work

The selected organization, hereinafter referred to as the “Subcontractor,” shall conduct open-ended CIs with 60 women in Arusha and/or Rukwa (precise location(s) to be proposed by the bidder with rationale and finalized in discussion with AED) to explore the understandings, assumptions and thought processes involved in responding to questions on gender attitudes that have been included in a quantitative survey. The CIs are to be audio-recorded, transcribed and translated into English.

*The Subcontractor shall perform the following tasks:*

1. Review interview guides developed by AED and make suggestions for improvements.
2. Identify sites and sampling procedures (to be approved by C-Change).
3. Recruit and train interviewers (these should be senior level people with Master's degrees preferred). Interviewers must be approved by C-Change.
4. Pretest the interview guides and make changes with approval from C-Change.
5. Provide C-Change with a report on the pretest, including any recommended changes in data collection guides resulting from the pilot interviews.
6. Develop and submit a detailed fieldwork schedule, which includes each task to be completed during the study. The fieldwork schedule shall contain a timeline, and specific resources needed to conduct the tasks.
7. Coordinate and conduct data collection (including identifying study participants, obtaining consent, conducting interviews and audio recording them, monitoring interview process, reviewing data for quality).
8. Submit fieldwork update reports to C-Change on a weekly basis during the conduct of the field work.
9. Conduct quality assurance of screening, interviewing, transcription and translation.
10. Transcribe the interviews in Kiswahili.
11. Provide English translations of transcribed interviews.
12. Prepare and submit a final research report (in English) describing detailed field procedures. The final research report shall include the following sections: executive summary, introduction, detailed findings, issues/challenges encountered, conclusions and recommendations.

### III. Timeline

The offeror will be responsible for developing a timeline of activities for the research and managing the implementation of the scope of work activities so the timeline is adhered to and the work is completed in a timely manner. The selected firm must be prepared to commence work immediately after award of the purchase order.

Estimated Period of Performance: March 1, 2010– September 24, 2010

### IV. Deliverables

The Subcontractor shall submit the below-listed deliverables in electronic form to the designated C-Change contact person (TBD ). In most cases, the Subcontractor shall be required to submit multiple drafts of each deliverable for feedback before the deliverable can be approved by C-Change in accordance with the terms of the purchase order. The following deliverables are required:

*DELIVERABLES – (Completion date TBD)*

Draft and final interview guides in both Kiswahili and English
Back translation of draft interview guides in English
Site identification and sampling procedures
Finalized list of interviewers
Data collection training materials
Interview Pre-test Report
Interview guides from pre-tests in Kiswahili
English translations of interview guides from pre-tests
Report summarizing findings from pre-test
Fieldwork schedule
Weekly updates on data collection and data entry
English translations of transcripts
Final report on findings

V. Proposals

*V.1 Proposal Guidelines*

In responding to this Request for Proposals (RFP), the offeror should provide the following:

1. Technical Proposal: (not to exceed 8 pages, excluding attachments)
  - a. A short statement describing the organization’s capability for completing the assignment, including the institution’s previous experience with similar activities (attach sample reports or other documents such as training manuals, data analysis plans, etc. from previous work). A description of the proposed technical approach with illustrative questions to be included in the interview guide.
2. CVs, signed 1420s (See Annex A), and description of roles of proposed staff.
3. A list of references for the organization within the past two years, including complete and current contact information for each.
4. Complete contact information in order for AED to respond to proposals, respond to issues raised by offerors to this RFP, and to negotiate the purchase order. Complete contact information includes names, titles, and responsibilities for personnel; organizational street and mailing addresses; and phone/fax numbers and e-mail addresses of key individuals. Any additional relevant administrative/organizational information should also be provided.
5. A detailed timeline indicating the duration and anticipated completion date for each phase of the assignment.

Cost Proposal: (not to exceed 3 pages)

1. Based on the concept statement and target audiences described above, submit an illustrative budget to develop expected deliverables as stated above. The budget should include details of all monitoring costs; agency fees; and any other relevant costs. All costs should be in Tanzanian Shillings. Please see Annex B.
  2. Financial documentation that can justify the overhead rate charged, if any (for example, a U.S. government agency approved overhead rate (NICRA) or audit income statements).
  3. Please break out VAT as a separate line item.

The offeror should read the instructions carefully before submitting a proposal. Any discrepancy in following these instructions or contract provisions may disqualify a proposal without recourse on an appeal for reconsideration at any stage.

All written proposals submitted must be valid for a period of not less than sixty (60) calendar days from the closing date indicated above.

Although present plans are to enter into discussions with those firms most highly ranked following evaluation of proposals, AED reserves the right to award without discussions. Hence, proposals should be submitted initially on the most favorable terms, from a price and technical standpoint, which the offeror can submit to AED.

*V. 2 Submission of Proposals*

Proposals should be submitted in electronic version to Adrienne Shade [ashade@aed.org](mailto:ashade@aed.org) no later than 09:00 AM, Eastern Standard Time in the U.S. on February 19, 2010.

Questions regarding this RFP must be submitted via email to Adrienne Shade [ashade@aed.org](mailto:ashade@aed.org) by 9 AM EST on February 5, 2010. AED will not respond to telephone inquiries. Any additional information given to a prospective offeror will be provided to all other prospective offerors.

*V. 3 Evaluation of Proposals*

All proposals received by the stated closing date will be evaluated and ranked according to the conditions described in selection criteria below. Proposals will first be evaluated from a technical standpoint. Those proposals that are considered to be technically acceptable shall then be evaluated in terms of cost.

Each proposal will be evaluated based on the following criteria:

Scoring Criteria

Technical Command and Grasp	30 points
Experience and Qualifications of Interviewers	30 points

Implementation Plans and Quality Control Mechanisms	10 points
Price	30 points

The Subcontractor(s) securing the highest score(s) will be invited for negotiations.

## VI. Award and Notification of Selected Proposals

1. Upon receipt of the proposals, AED/C-Change staff will screen applications to guarantee conformity with the eligibility criteria described above. Proposals that conform to the requirements will be assessed in accordance with the evaluation criteria. Successful offerors may be contacted by AED/C-Change staff to arrange a preliminary pre-award organizational assessment to determine if applicants have the required program implementation, financial management and accountability structures in place before a final selection is made.
2. Prior to the expiration period of proposal validity, AED will notify the successful offeror who submitted the highest scoring proposal in writing by registered letter, email, or facsimile and invite it to negotiate the contract.3. The aim will be to reach agreement on all points, and draft an initial contract by the conclusion of negotiations.
4. Negotiations will commence with a discussion of the offeror’s technical proposal, the proposed methodology, schedule of activities, staffing and any suggestions you may have made to improve upon the Scope of Work. Agreement must then be reached on the final deliverables, staffing, logistics and reporting. Special attention will be paid to define clearly the inputs required from AED to ensure satisfactory implementation of the assignment.
5. Changes agreed upon will then be reflected in the financial proposal, using proposed unit rates.
6. Having selected the Subcontractor on the basis of an evaluation of proposed key professional staff among other things, AED expects to negotiate a fixed price contract on the basis of the staff named in the proposal and, prior to contract negotiations, will require assurance that these staff will be actually available. AED will not consider substitutions during contract negotiations except in cases of unexpected delays in the starting date or incapacity of key professional staff for reasons of health.
7. The negotiations will be concluded with a review of the draft form of the contract. AED and the offeror shall finalize the contract to conclude negotiations.

8. The subcontract will be awarded after successful negotiations with the selected Subcontractor. If negotiations fail, AED will invite the offeror having obtained the second highest score to contract negotiations.

#### VII. Notices

1. Issuance of this Request for Proposal does not constitute an award commitment on the part of AED nor does it commit AED to pay for the costs incurred in the submission of a proposal to the RPP. Furthermore, AED reserves the right to reject any or all offers received and to negotiate separately with an offeror, if such action is considered to be in the best interest of AED's client organization, the U.S. Agency for International Development.

2. AED may evaluate offers in response to this solicitation without discussions and will award a subcontract to the responsible offeror whose offer, conforming to the solicitation, will be most advantageous to AED based on the technical factors specified in this solicitation and the price

1. AED reserves the right to waive any deviations by offerors from the requirements of this solicitation that in AED's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.

2. AED reserves the right to:

(a) Reject any or all offers;

(b) Accept other than the lowest-price offer; and/or

(c) Waive informalities or minor irregularities in offers received.

3. Please note that if you consider that your firm does not have all the expertise for the assignment, there is no objection to your firm associating with another firm to enable a full range of expertise to be presented. However, joint ventures between firms on the shortlist are not permitted without the prior approval of AED. The request for a joint venture should be accompanied with full details of the proposed association.

**Work Product Presumptive Academy Property** :All writings, books, articles, computer programs, databases, source and object codes, and other material of any nature whatsoever, including trademarks, trade names, and logos, that is subject to copyright protection and reduced to tangible form in whole or in part by Vendor in the course of Vendor's service to AED shall be considered a work made for hire, or otherwise AED property. During this agreement and thereafter, Vendor agrees to take all actions and execute any documents that AED may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter

(AED shall pay all related expenses). Vendor shall identify all materials in which Vendor intends to exempt from this provision prior to the use or development of such materials.

**Rights in Data:** The Vendor understands and agrees that AED may itself and permit others, including government agencies of the United States and other foreign governments, to reproduce any provided publications and materials through but not limited to the publication, broadcast, translation, creation of other versions, quotations there from, and otherwise utilize this work and material based on this work. During the agreement and thereafter, the Vendor agrees to take all actions and execute any documents that AED may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by AED). The Vendor shall identify all materials it intends to exempt from this provision prior to the use or development of such materials. The Vendor shall defend, indemnify, and hold harmless AED against all claims, suits, costs, damages, and expenses that AED may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the work, or any infringement or violation by the work of any copyright or property right; and until such claim or suit has been settled