



## Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Survey to Evaluate DepEd TV – Research study to understand the early outcomes and reach of DepEd TV educational television programming in the Philippines
Type of Procurement:	Subcontract
Type of Contract:	Fixed Price
Term of Contract:	4 months
Contract Funding:	USAID
This Procurement supports:	ACR-Philippines/ACR-Asia (AID-OAA-TO-16-00017)
Submit Proposal to:	David Harbin (dharbin@rti.org) with copy to Sarah Pouezevara (spouez@rti.org)
Date of Issue of RFP:	April 15, 2022
Date Questions from Supplier Due:	April 29, 2022 (7:00 pm Philippine Standard Time)
Date Proposal Due:	May 5, 2022 (7:00 pm Philippine Standard Time)
Approximate Date Purchase Order/Subcontract Issued to Successful Bidder(s):	<b>May 20, 2022</b>

RTI International is a trade name of Research Triangle Institute. RTI and the RTI logo are U.S. registered trademarks of Research Triangle Institute.

**Method of Submittal:**

Respond via e-mail with attached document in MS Word / pdf format.

The Bidder/Seller agrees to hold the prices in its offer firm for **90 days** from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.

The offeror should respond to this RFP by providing:

- **A technical offer** following the structure of this RFP, describing how bidder plans to implement and assure quality of implementation of each of the tasks, citing prior work of the same kind, and providing references for previous work.
- **A financial offer** that details the unit costs and total cost to complete for all activities mentioned in this RFP and in the technical offer. The financial offer must be submitted in an MS Excel Document using template under Pricing section that shows unit costs and makes apparent the calculations used to compile the total.
- **Required Documents**. The following documents should be included as part of the proposal.
  - a. Supplier Company Profile Form ( See Annex 1)
  - b. International Reqs and Certs ( See Annex 2)
  - c. UEI number. To register the UEI number see the guidance in Annex 3.
  - d. Copy of Company Legal Registration.
- This will be a **fixed-price agreement**, issued via subcontract, with payment based on completion of the deliverables as outlined under the SOW section. The bidder should suggest milestones and payment amounts as part of the financial offer.

Solicitation Number:

RFP-ACR PH-02\_2022

**Attachments to RFP:**

1. Attachment "A" – Commodity Specifications
2. Attachment "B" – Instructions to Bidders/Sellers
3. All Subcontract Terms and Conditions are listed on our website at:  
[https://www.rti.org/sites/default/files/standard\\_subaward\\_terms\\_and\\_conditions\\_v1\\_11.pdf](https://www.rti.org/sites/default/files/standard_subaward_terms_and_conditions_v1_11.pdf)  
(hereinafter the "Terms"). Supplier's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier's agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

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# Attachment A

## Commodity Specifications or Statement of Work

### Statement of Work

Indicate a description of the activity/service that is expected from the supplier. Provide product specifications or service expectations (both if applicable). Include deliverables, timelines, and any special terms and conditions.

#### Description of Activity/Service:

RTI International is an independent international organization dedicated to conducting innovative, multi-disciplinary research that improves the human condition. RTI is currently implementing a portfolio of research and capacity building activities on behalf of USAID/Philippines and in collaboration with the Philippines Department of Education (DepEd) designed to improve education delivery with a focus on increasing impact, scale, and sustainability of early grade reading. All Children Reading (ACR)-Philippines activities will directly contribute to USAID's education goal to improve early grade reading skills for 100 million children by providing technical and logistical services to USAID/Philippines. Through actionable research, and support for other DepEd priority activities, ACR-Philippines is building the knowledge, capacity, and leadership of DepEd to support high impact early grade reading programs.

In March 2020, nationwide enhanced community quarantine restrictions due to the COVID-19 pandemic closed schools for the 2020-2021 and 2021-2022 school years. A range of efforts have been put in place to ensure continuity of learning. RTI, through the ACR-Philippines activity, is supporting certain efforts to leverage technology for this purpose, in particular, the creation and utilization of DepEd TV to distribute educational TV programming.

In late 2020, DepEd introduced DepEd TV to boost the distance learning delivery modality in response to the COVID-19 pandemic. DepEd TV broadcasts educational programming on a number of TV stations in the Philippines and maintains social media accounts on Facebook and YouTube with a large subscriber following. Educational TV is a key pillar of the Department's blended learning approach to be used in combination with modular and online learning provided through other platforms (i.e., DepEd Commons and the Learning Management System (LMS)). To understand the effectiveness of the blended learning approach it is important to evaluate the performance of DepEd TV as a modality for delivering educational content to school aged children across the Philippines. DepEd aims to expand its coverage and reach to continuously deliver basic education to Filipino learners amidst the health crisis and beyond. To contribute to DepEd's goal, RTI is seeking an offeror to support a survey of the usage and viewership of DepEd TV in order to formulate evidence-based policy recommendations to support sustainable and impactful educational TV programming.

It is within the above context that RTI requires research, evaluation, and market survey expertise to help move forward a survey of DepEd TV's implementation (e.g. usage, viewership, and reach). The survey will also include a few questions to determine early program outcomes such as

changes to users' behavior. The purpose of the survey is to help determine which aspects of the distance learning modality are working well, which are not and why, and to provide evidenced-based information to DepEd so that they can make informed decisions for future planning and improvements to DepEd TV.

Illustrative Research Questions:

1. What is DepEd TV's reach? Do the households surveyed access DepEd TV content? If not, why not?
2. What are surveyed users' viewing habits?
  - Frequency, Duration, Time of day, Location of access, and Device
  - How is the target audience reached? On which platform? (which TV channels, social media, both, etc)?
3. What is the profile of the surveyed DepEd TV's viewers?
4. Is the target audience being reached?
5. Are parents aware of how to access DepEd TV's FSL options?
6. How are children using DepEd TV?
7. How has user behavior changed following DepEd TV?

Product or Service Expectations (both if applicable):

RTI seeks a contractor to contribute to this study by carrying out a survey in the Philippines regarding citizens' viewership (viewing behavior) and usage of DepEd TV, a broadcast television channel for educational content maintained by the government. DepEd TV content is also shared on Facebook (<https://www.facebook.com/DepEdTVOfficial>) and YouTube (<https://www.youtube.com/c/DepEdTV>).

The Offeror must propose a research design for the survey, in which they specify the methods to be used to answer the research questions, at the level of specificity required. This study is interested in regional, and urban/rural differences in usage of DepEd TV as possible within the study scope.

The parameters of the survey to be conducted are detailed in **Table 1** below, under *Statement of Work with Tasks and Deliverables*.

A few assumptions were made in the development of the SOW presented below. The list below attempts to render several of the key assumptions explicit:

1. The survey must include primary data collection from the target population, that is households with school-aged children.
2. The offeror will propose their research approach and sampling methodology to answer the illustrative research questions. The sampling methodology **does not** need to be representative of a population, or be generalizable, but rather large and varied enough to

be able to make policy recommendations to DepEd. Offeror to propose sample methodology and size.

3. Offeror will utilize a mixed approach tailored to reach the sample target audience in both urban and rural parts of the Philippines.
  - a. Include households of varying socioeconomic status (SES) quintile
  - b. Include households from each region of the Philippines
  - c. Consist of households with school-aged children
4. The offeror has the capacity to deliver incentive payments (in the form of currency) to participating respondents.
5. An incentive of US \$0.50 is appropriate and within the going market rate for financial incentives for completion of surveys in the Philippines.

If the above assumptions were in error, offerors are encouraged to both describe which were in error and how they were in error, and propose alternative mechanisms for arriving at the intended outcomes.

The offeror will execute a survey in accordance with the parameters described in **Table 1**.

**Table 1: Parameters of the survey**

<b>Countries</b>	Philippines
<b>Number of waves</b>	1 wave
<b>Number of completed interviews</b>	To be proposed by the offeror
<b>Target population</b>	General population (age 18-64)
<b>Geography</b>	Regional
<b>Sample targeting</b>	Parents with school-aged children living in the household
<b>Sample stratification</b>	Stratified by SES quintile within region (if possible); offeror to propose survey parameters
<b>Number of questions</b>	Maximum 20 questions; 3 open-ended questions
<b>Incentives</b>	\$0.50
<b>Languages</b>	8 languages
<b>Survey methods</b>	Offeror to propose
<b>Estimated survey budget</b>	\$150,000 Offerors are welcome to provide a higher budget and technical proposal if they believe it is required to achieve project outcomes. However, evaluation criteria favor offerors whose technical scope and budget is within the budget estimate. See Section 11 Attachment B for proposal evaluation criteria.

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**Deliverables, Timelines, Special Terms and Conditions:**

The vendor's responsibilities include the following:

- Develop the research protocol, survey design and methodology, analytical plan, sample plan, and questionnaire; finalize the questionnaire following feedback from RTI
- Conduct small pilot (25 completes) to ensure data are captured correctly
- Provide translations of the questionnaire into 8 languages:
  1. Bicol
  2. Cebuano
  3. Hiligaynon
  4. Ilocano
  5. Kapampangan
  6. Pangasinan
  7. Tagalog
  8. Waray
- Provide sample for study in accordance with stratification and target population defined above, using the offeror's methodology
- Program and test the survey
- Describe how respondents will be contacted, how contacts will be classified as non-response, and describe the proportion of respondents out of total attempted.
- Deliver all raw data files to RTI
- Open-ended question responses will be translated into English and coded by the offeror.
- Offeror to submit code plan; offeror to propose the percentage of open-ended responses that will be translated and coded and provide rationale of the percentage proposed as part of their technical proposal.
- Offeror to complete data analysis and draft survey findings report. Report must include summary of findings, conclusions, and recommendations.
- Offeror to finalize and submit final report following RTI review and feedback.

Data will be delivered in CSV and .xlsx format. Results must include partials for all respondents. Reports will be delivered in .docx format.

**List of Deliverables**

<b>No.</b>	<b>Deliverables</b>	<b>List of Responsibilities</b>
<b>1</b>	<b>-Questionnaire -Short report on small pilot -Translated final questionnaires</b>	Develop draft questionnaire Finalize the questionnaire with RTI review and feedback Conduct small pilot (25 completes) to ensure data are captured correctly Provide translations of the questionnaires into at least 8 languages (Bikol, Cebuano, Hiligaynon, Ilocano, Kapampangan, Pangasinan, Tagalog, and Waray) Provide sample for study in accordance with stratification and target population defined above Program and pilot test the survey
<b>2</b>	<b>Written updates on data collection</b>	Deploy survey to sampled respondents and achieve the target complete interviews. Target complete interview to be proposed by offeror. Provide dates and times for all contact attempts and the result of each attempt Provide written updates every ~3 days during the data collection
<b>3a</b>	<b>-Table with final disposition of all cases contacted -Code plan</b>	Deliver the data files Provide the code plan
<b>3b</b>	<b>-Final data file in CSV and .xlsx formats -Translated open-ended questions in .xlsx format -Coded open-ended questions</b>	Provide translated, open-ended questions Code and provide open-ended questions as per the code plan Provide table with final disposition of all cases contacted
<b>4</b>	<b>4a Draft report 4b Final report</b>	Conduct data analysis Draft survey report Finalize survey report with RTI review and feedback

**Anticipated Timeline of Activities**

<b>Activity</b>	<b>Estimated Time Frame</b>
Award of contract	May 20, 2022
Draft questionnaire provided by RTI for offeror feedback	May 25, 2022
Feedback due from offeror	June 1, 2022
Final instrument to offeror	June 6, 2022

Translations complete	June 10, 2022
Pilot complete	July 8, 2022
Deliverable 1	1 week from conclusion of pilot
Full data collection	May 15 – 1 July, 2022
Deliverable 2	Ongoing during data collection; report due 1 week following conclusion of data collection
Deliverable 3a	2 weeks following conclusion of data collection
Deliverable 3b	4 weeks following conclusion of data collection
Deliverable 4a	6 weeks following conclusion of data collection
Deliverable 4b	2 weeks following receipt of RTI feedback

### Pricing

Item #	Quantity to be Purchased	Description of Preferred Commodity or Services Specifications	Unit of Measure	Unit Fixed Price (Each)	Total Fixed Price (Each)	Lead Time Availability (Number of Days)
1						
2						
3						
<b>Total Value</b>						

**Notes:**

The bidders should use the pricing table to submit the detail costing and submit the milestone payment based on the deliverables table.

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:


## Attachment “B” Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

3040 E Cornwallis Rd.  
Durham, North Carolina  
27709  
U.S.A.

*(insert full address of the office)*

who has a purchase requirement in support of a project funded by

United States Agency for International Development in the Philippines (USAID/Philippines)

*(insert client’s name)*

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
  - (a) The solicitation number:
  - (b) The date and time submitted:
  - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
  - (d) Validity period of Quote:

- (e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.
- (f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) "EAR99" of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller's representative responsible for Trade Compliance who can confirm the export classification.
- (g) Lead Time Availability of the Commodity/Service.
- (h) Terms of warranty describing what and how the warranties will be serviced.
- (i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.)
- (j) Payment address or instructions (if different from mailing address)
- (k) Acknowledgment of solicitation amendments (if any)
- (l) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
- (m) **Special Note:** *The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.*
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment "A". Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFQ/RFP to be directed to
- David Harbin
- (insert name of procurement officer)*
- at this email address:
- ((dharbin@rti.org), with copy to Sarah Pouezevara (spouez@rti.org)
- (insert email address of the procurement officer).*
- The cut-off date for questions is *(insert date)*.
- April 29, 2022 (7:00 pm Philippine Standard Time)
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver

the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer's Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Seller.

7. **Documentation:** The following documents will be required for payment for each item:
  - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
  - (b) Packing List
  - (c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI subaward terms and conditions found in [https://www.rti.org/sites/default/files/standard\\_subaward\\_terms\\_and\\_conditions\\_v1\\_11.pdf](https://www.rti.org/sites/default/files/standard_subaward_terms_and_conditions_v1_11.pdf) Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Sellers are permitted to offer "alternatives" should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the "best value" awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller's initial offer should contain the Seller's best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

The evaluation factors will be comprised of the following criteria:

- (a) **PRICE. Maximum 40 points.** Lowest evaluated ceiling price (inclusive of option quantities).
  - (b) **TECHNICAL. Maximum 40 points.** Items/Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A.
  - (c) **PAST PERFORMANCE . Maximum 20 points.** - Seller can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.
12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.

13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 90 days after submission.
14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
15. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to [ethics@rti.org](mailto:ethics@rti.org). You may report a suspected violation anonymously.
16. **The John S. McCain National Defense Authorization Act for fiscal year 2019 - section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company ("Covered Technology"). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component

**Acceptance:**

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Seller Company Name)*

Signature: \_\_\_\_\_

Title:

Date: