

SPO ALERT

Date: July 6, 2023
To: State Agencies, Chief Procurement Officers, and Cooperative Program Members
From: ADOA - State Procurement Office
Re: Survey for Statewide Research and Survey RFP

The State of Arizona is looking for input regarding the upcoming Solicitation for Statewide Research and Survey Services. Attached is the previous Scope of Work and below is a link to a Survey. If your organization has an interest in this new Solicitation, please take a moment to review the Scope of Work and provide any feedback in the Survey.

Please respond before COB on July 14, 2023.

Google Forms Survey:

<https://forms.gle/PM2nSokjvtdpLtwJA>

Thank you for your participation.

Best Regards,

Simon P. Alvarez
Statewide Procurement Manager
ADOA – State Procurement Office | State of Arizona
100 N. 15th Avenue, 3rd Floor, Phoenix, AZ 85007
p: 602-542-8911 | Simon.Alvarez@azdoa.gov
<https://spo.az.gov>





Scope of Work
Request for Proposal
Solicitation No. BPM005547
Statewide Research and Survey

Arizona Department of Administration
State Procurement Office
100 N 15th Avenue
Phoenix, AZ 85007

1. INTRODUCTION

The State of Arizona is seeking multiple qualified providers for economic research and analysis, strategic business planning, financial planning, policy development research and analysis, survey research, and travel industry research.

2. BACKGROUND

The State of Arizona offers many different programs and services to the public. Expert performed research and surveys shall aid in order to measure quality, collect data, gather opinions and deliver recommendations from the public as well as track impact and successful implementation of State agency and cooperative member goals.

Successful Contractors will work on projects and assignments as determined by the Agency under the direction of a designated project manager. The projects may range from a few hours to several months and will be driven by program need and financial availability. All funds will be encumbered prior to the start of a project.

3. RESEARCH CATEGORIES

Resultant contracts shall be available Statewide and may be used by multiple agencies and political subdivisions for any of the various research purposes and types listed below. The Offerors may bid on services under one, multiple or all of the categories, which are economic research and analysis, strategic business planning, financial planning, policy development research and analysis, survey research, and travel industry-related research, but do not have to provide services for every sub-category listed within any single major category:

- 3.1. Economic Research and Analysis:
 - 3.1.1. Economic/fiscal impact research
 - 3.1.2. Economic forecasting and/or modeling
 - 3.1.3. Revenue Analysis.
 - 3.1.4. Revenue Forecasting
 - 3.1.5. Forecast Auditing
- 3.2. Strategic Business Planning:
 - 3.2.1. Strategic business planning
 - 3.2.2. Operations research
 - 3.2.3. Program evaluation
 - 3.2.4. Customer and/or employee satisfaction research
- 3.3. Financial Planning:
 - 3.3.1. Financial planning, analysis, and forecasting
 - 3.3.2. Financial management
 - 3.3.3. Infrastructure financing
- 3.4. Policy Development Research and Analysis:
 - 3.4.1. Policy formulation/development
 - 3.4.2. Policy development research
 - 3.4.3. Legislative support



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- 3.5. Survey Research:
 - 3.5.1. Statistically Reliable Surveys:
 - 3.5.1.1. Public Opinions Surveys
 - 3.5.1.2. Community Attitude Surveys
 - 3.5.2. Needs Assessments / Market Demand Surveys
 - 3.5.3. Focus Groups
 - 3.5.4. Respondent Driven Surveys
 - 3.5.4.1. Community Attitude Surveys
 - 3.5.4.2. Customer or Employee Surveys
- 3.6. Travel Industry-Related Research:
 - 3.6.1. Visitor Studies
 - 3.6.1.1. Visitor Profile and behavior studies
 - 3.6.1.2. Visitor Volume estimates
 - 3.6.1.3. Economic Impact studies
 - 3.6.1.4. Cross-border visitor intercept studies
 - 3.6.2. Market Research
 - 3.6.2.1. Domestic travel studies
 - 3.6.2.2. International market studies
 - 3.6.2.3. Niche market studies
 - 3.6.3. Opinion/Attitude Studies
 - 3.6.4. Competitive Analysis
 - 3.6.4.1. Image and product
 - 3.6.4.2. Perceptual Mapping Study
 - 3.6.5. Program Effectiveness
 - 3.6.5.1. Advertising Effectiveness/Return on Investment
 - 3.6.5.2. Advertising Copy/Creative Testing
 - 3.6.5.3. Proof-of-conversion metrics
 - 3.6.6. Website-Specific Studies
 - 3.6.6.1. User survey and satisfaction
 - 3.6.6.2. Usability studies
 - 3.6.6.3. Return on Investment studies
 - 3.6.7. Tourism Development Research
 - 3.6.7.1. Infrastructure studies
 - 3.6.7.2. Stakeholder studies
 - 3.6.7.3. Planning and development
 - 3.6.7.4. Sustainability studies
 - 3.6.8. Tourism Data Providers
 - 3.6.8.1. Airline data

4. CONTRACTOR REQUIREMENTS:

- 4.1. Services shall be provided by persons with training and/or experience in the area of expertise requested under this contract. For federally funded projects, it is preferred that Contractors have experience with the requirements of federal data systems and reporting.
- 4.2. All personnel, including data entry staff (paid or not) who have direct contact with children, youth, or families or who will have access to the case records, or any program participant identifying information, shall be required to maintain a valid fingerprint clearance card.
- 4.3. All task orders related travel shall be in accordance with State approved rates and expenses.
- 4.4. For projects lasting more than six weeks, the Contractor may be required to submit a progress report detailing the work performed to date, the work for the next period, and identification of any problems, concerns, or anticipated delays. This report may be submitted at least monthly and may be required more frequently if the task project manager requires.
- 4.5. No work should be performed until a Purchase Order has been received from the requesting Agency.

5. TASK ASSIGNMENT/PROJECT MANAGEMENT

- 5.1. The Contractor shall confirm in writing to the requesting Agency, the specific scope of work, deliverables timeline and budget for each task order issued under a resultant contract. This project statement of work shall be approved by the Agency prior to the start of any work under the contract.
- 5.2. The requesting Agency shall assign a Task Project Manager for each task order issued under this contract. This Task Project Manager shall be the single point of contact between the Contractor and the requesting Agency.
- 5.3. The Contractor shall inform the agency of the impending use of any Subcontract work and should inform the Procurement Officer of the Subcontract scope of work for approval prior to beginning work. Subcontracted work shall be inclusive in the quoted price. Refer to Attachment IV.

6. EXAMPLES TASK REQUIREMENTS:

The following examples of possible task requirements are illustrative of types of Task that may be requested of the Contractor by the requesting Agency. These examples are neither complete nor limiting.

6.1. Economic Research and Analysis:

- 6.1.1. Conduct economic and fiscal impact modeling and analyses.
- 6.1.2. Conduct workforce and labor market analysis.
- 6.1.3. Perform original data collection and analysis related to specific projects, as needed.
- 6.1.4. Write reports and present findings based on research and modeling activities.
- 6.1.5. Develop, review or refine revenue and/or cost forecast, including forecasting models and the auditing of the results of such models.
- 6.1.6. Perform risk analysis or other such probability assessment techniques.

6.2. Strategic Business Planning:

- 6.2.1. Assist in the development of long-term business strategies and strategic plans
- 6.2.2. Conduct special analysis in area relating to strategic planning and management.
- 6.2.3. Develop operational performance measurements and benchmarks.
- 6.2.4. Perform other strategic business planning and policy analysis, studies, projects or reviews.

6.3. Financial Planning:


- 6.3.1. General research
- 6.3.2. Develop infrastructure financing plans within given fiscal / tax constraints,
- 6.3.3. Conduct financial feasibility studies
- 6.3.4. Assist in the evaluation, development, Implementation and refinement of non-traditional and innovative financing mechanisms.
- 6.3.5. Assist with the financial management of projects, programs, agencies, and governmental budgets

6.4. Policy Development:

- 6.4.1. Provide research support in addressing current and emerging public policy issues.

6.5. Survey Research:

- 6.5.1. Telephone surveys using mobile and land lines
- 6.5.2. Customer and/or employee satisfaction research
- 6.5.3. Conducting focus groups
- 6.5.4. Perform needs assessments for new products or services

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7. REPORTS AND DELIVERABLES

- 7.1. The Contractor shall understand and agree that all work performed by the Contractor under this agreement shall be submitted to the Task Project Manager for review and approval.
 - 7.1.1. The Contractor shall understand and agree that the Task Project Manager shall have the right to modify, change, or delete any part of the Contractor's deliverables.
 - 7.1.2. The Contractor shall understand and agree that data collected as a result of original research is the property of the State.