

Request for Proposals

The Population Reference Bureau (PRB) is soliciting proposals for preparation and implementation of a household survey of remote work / telework behavior. Proposals are due **April 30, 2025**.

Context

Population Reference Bureau (PRB) promotes and supports evidence-based policies, practices, and decisionmaking to improve the health and well-being of people throughout the world. PRB seeks survey development services to support a proposal for the Southern California Association of Governments (SCAG).

Requirements and Scope of Work (SOW)

Responsive proposals should address the following requirements and proposed scope of work (SOW).

- **Requirements**
 - Ability to conduct representative survey of residents of the six-county SCAG region.
 - Excellent collaboration and communication skills.
 - Ability to maintain high quality standards at every step of the survey development and implementation process.
 - Ability to produce respondent-level results with case weights that reflect the southern California population as well as top-line results that are weighted to reflect the southern California population.
 - Ability to meet tight deadlines and high quality standards.¹
- **SOW**
 - Develop survey instrument in collaboration with PRB.
 - Develop and implement survey pre-test.
 - Based on results of the pre-test, work with PRB to make any necessary adjustments before survey implementation.
 - Implement the survey.
 - Establish case weights that reflect the southern California population.
 - Prepare survey data deliverables which shall include, at a minimum, respondent-level results with appropriate case weights, and may include selected top-line results.
 - Maintain the highest standards of quality.

Selection Criteria

Consultants must be incorporated in California. Location in Southern California preferred.

Small businesses certified as DBEs through the California Unified Certification Program (CUCP) are strongly encouraged to apply.

¹ Note: For Disadvantaged Business Enterprises (DBEs), PRB will make every effort to establish flexible timeframes for performance and delivery schedules.

PRB will evaluate consultants and proposals based on the following criteria:

- Range of services provided, and extent to which they address PRB's requirements.
- Completeness of response.
- Demonstrated ability to provide high quality services.
- Feedback from current and past clients via reference checks and PRB's independent research.
- Price.
- DBE certification through the California Unified Certification Program (CUCP).

Proposal Instructions

Contract

PRB intends to award a contract to the responsible consultant whose proposal provides best value to PRB, provided PRB receives a contract from SCAG.

We reserve the right to make multiple awards based on this solicitation. We also reserve the right not to award a contract to any offeror, or to award the contract to other than the lowest-price offeror.

Any contract issued pursuant to this RFP is subject to approval by SCAG.

Any contract issued will be subject to terms materially similar to those provided by SCAG in its vendor contract template, available at <https://scag.ca.gov/get-involved-contract-vendor-opportunities>. Note the required subcontract flowdowns in Section 35.

Process

Interested consultants should submit questions and proposals via email to bjarosz@prb.org by the following dates and times. Questions and proposals received after those dates and times will not be considered.

- Questions due by 5:00pm Eastern / 2:00pm Pacific on **April 28, 2025**
- Proposals due by 5:00pm Eastern / 2:00pm Pacific on **April 30, 2025**

Responses will only be shared with consultants who submitted questions or indicated their interest to bid by the deadline for questions. Responses will not be posted publicly.

On May 1, 2025, PRB expects to notify the most promising offeror(s) and may schedule a brief interview to give the offeror(s) the opportunity to present their proposal and clarify any open questions. Offer(s) must be available to meet on May 5 or May 6.

- PRB will contact offeror(s) to schedule a brief interview on **May 1, 2025**
- Offeror interviews will be conducted between **May 5-6, 2025**
- Next steps/selection confirmed on **May 6, 2025**

Requirements

We strongly encourage interested consultants to write specific, clear, and concise proposals that directly address our requirements. We value content over presentation.

Proposals **must include** the following information. Incomplete proposals will not be considered.

1. **Required documents**

- a. Debarment and suspension certification (refer to [SCAG RFP attachment 5](#))
- b. SCAG Conflict of Interest Form (refer to [SCAG RFP attachment 6](#))
- c. Vendor information form (refer to [SCAG RFP attachment 8](#))
- d. Notice Regarding California Public Records Act (refer to [SCAG RFP attachment 9](#))

2. **Completed version of the following table:**

Full legal name of the organization	
Physical address	
US state in which the organization submitting the proposal is incorporated	
Date on which the organization was incorporated	
Names, titles, and email addresses of all company officers (CEO, CFO, COO, or similar)	
Status of California DBE Certification, if any	
If applicable, DBE Certification Number	

3. **Brief company profile** explaining relevant experience, e.g. experience with survey development support for regional planning technical documentation and presentations.
4. **Description of proposed services.**
 - a. Describe what services will be offered and note the extent to which those proposed services meet, do not meet, or exceed PRB's requirements. Feel free to propose a broader set of services if you consider it appropriate for PRB.
 - b. Include any assumptions you are making.
5. **Management approach.** Briefly describe your management approach.
6. **Key individuals.** Names and resumes/CVs of key individuals who would support this contract, if applicable, e.g. technical experts or project manager.
7. **Line-item budget in Excel format.** Please complete the [template provided by SCAG \(link downloads .xlsx file\)](#).
8. **Cost narrative.** Please explain the assumptions underlying the line-item budget.

9. **Two or more references from current or past clients.** If you want us to check with you before reaching out to references, indicate that in the proposal.
10. **California DBE Certification,** if available.
11. **For DBEs only: An outline of any assistance needed.** For any DBEs who apply, PRB may be able to assist with obtaining insurance, necessary equipment, supplies, materials, or related assistance or service. Pending our due diligence, PRB may also be able to provide cash advances.