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INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

(IFES)

Request for Proposal for Public Opinion Research Survey in Kenya

RFP/17/066

August 4, 2017

1 INTRODUCTION

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective service providers to submit a proposal and technical specifications for conducting public opinion research in Kenya. The RFP provides service providers with the relevant operational and performance requirements.

IFES plans to conduct public opinion research in Kenya of adults aged 18 years or older to evaluate voter education and motivation, understand the post-electoral environment, and evaluate the environment for post-election work. Topics that will be addressed:

- Trust in election systems/institutions
- Expectations of the newly elected leaders/Parliament
- Effectiveness of voter education and information
- Young people's engagement in the election
- Women's political participation and gender dynamics of voting

1.2 Coverage & Participation

IFES reserves the right not to enter into any contract, to add and/or delete elements, or to change any element of the coverage and participation **prior to the award** without prior notification at any time without any liability or obligation of any kind or amount.

2 GENERAL INFORMATION

2.1 The Organization

The International Foundation for Electoral Systems (IFES) is an independent, non-governmental organization providing professional support to electoral democracy. IFES promotes democratic stability by providing technical assistance and applying field-based research to the electoral cycle worldwide to enhance citizen participation and strengthen civil societies, governance and transparency.

2.2 Schedule of Events

The following tentative schedule will apply to this RFP, but it may change in accordance with IFES' needs or unforeseen circumstances. Changes will be communicated by e-mail to all bidders.

- Issuance of RFP on August 4, 2017
- Technical Questions/Inquiries Due: August 9, 2017, received by 17:00 Nairobi local time
- Answers/Addenda from IFES: August 11, 2017
- RFP Closes: August 18, 2017, received by 17:00 Nairobi local time

3 PROPOSAL PREPARATION INSTRUCTIONS

3.1 Service Provider's Understanding of the Inquiry

In responding to this RFP, the service provider accepts full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to IFES as necessary to gain such understanding. IFES reserves the right to disqualify any service provider who demonstrates less than such understanding. Further, IFES reserves the right to determine, at its sole discretion, whether the service provider has demonstrated such understanding. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

3.2 Good Faith Statement

All information provided by IFES in this RFP is offered in good faith. Individual items are subject to change at any time. IFES makes no certification that any item is without error. IFES is not responsible or liable for any use of the information or for any claims asserted there from.

3.3 Communication

Verbal communication shall not be effective unless formally confirmed in writing by a specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

3.3.1 Service Providers' Inquiries. Applicable terms and conditions herein shall govern communications and inquiries between IFES and Service Providers as they relate to this RFP. Inquiries, questions, and requests for clarification related to this RFP are to be directed in writing to:

Attention: Salima Wiggins
E-mail: swiggins@ifes.org

And

Attention: Jenny Xu
E-mail: jxu@ifes.org

3.3.2 Formal Communications shall include, but are not limited to:

- Questions concerning this RFP must be submitted in writing.
- Errors and omissions in this RFP and enhancements. Service Providers shall recommend to IFES any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, Service Providers shall recommend to IFES any enhancements, which might be in IFES best interests.
- Inquiries about technical interpretations must be submitted in writing.

- Addenda to this RFP.

3.3.3 Addenda: IFES will make a good-faith effort to provide a written response to the questions or request for clarification that requires addenda per the *Schedule of Events in 2.2*.

3.4 Proposal Submission

The deadline for **receipt** of offers is August 18, 2017 at 17:00 pm Nairobi local time. Bidders should send their offers by e-mail to Ms. Salima Wiggins at swiggins@ifes.org and also to Ms. Jenny Xu at jxu@ifes.org. **E-mail submissions must contain "RFP-17-066" and the name of the bidder in the subject line.**

FORMAT / CONTENT OF THE OFFER AND REQUIREMENTS

An offer must:

1. Be in the English language.
2. Include a detailed technical proposal for the implementation of the scope of work described in section 4 of this RFP.
3. Include resumes for all Key Personnel.
4. A detailed, itemized budget inclusive of all required costs. Pricing must be in Kenyan Shillings (KES). Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. The Service Provider must agree to keep these prices valid for minimum 90 calendar days.
5. **Be duly completed and submitted on the Service Provider's official letterhead.**
6. Include proof of successful completion of a similar project and a brief description of its implementation (including place and year).
7. Include contact information for a minimum of three business references from projects similar in size, application, and scope.
8. Include a contact name, email address and phone number to facilitate communication between IFES and the bidder.
9. Include a brief overview of the business and services offered, including:
 - i. Full legal name and address of the business or of an individual;
 - ii. Legal name of the President / CEO of the company;
 - iii. Registration documents
10. All questions and answers shall be in accordance with the timeline indicated above and shall be addressed to Ms. Salima Wiggins (swiggins@ifes.org) and Ms. Jenny Xu at (jxu@ifes.org).

3.5 Criteria for Selection

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

3.6 Evaluation Criteria:

Fieldwork and Quality Control Procedures	25%
Adequacy of Sampling and Recruitment Methodology	20%
Cost Proposal	20%
Data Processing Procedures	15%
Qualifications of Key Personnel	10%
Organizational Experience	10%

Evaluation Criteria Grading:

Highly Exceeds Expectations	5 Points
Slightly Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Does Not Meet Expectations	1 Point

3.7 Selection and Notification

Service Providers determined by IFES who possess the capacity to compete for this contract will be selected to move into the negotiation phase of this process. Written notification will be sent to these Service Providers via e-mail. Those Service Providers not selected for the negotiation phase will not be notified.

4 SCOPE OF WORK

4.1 Description of Services

A nationwide survey with prices broken down by a sample size of 1,200, 1,500 and 2,000, with timing and the margin of error specified.

- Poll with a sample of 1,200
- Poll with a sample of 1,500
- Poll for a sample of 2,000

DESCRIPTION
<p>National Survey</p> <p>Responsibilities of the Service Provider (In close consultation at every stage with IFES):</p> <ol style="list-style-type: none"> Format, translate and print the questionnaire Pretest the formatted and translated questionnaire in English and Kiswahili. Identify population database used to design the sample of the survey.

- d. Select sampling approach for the survey, construct sample and identify method for selecting respondents in consultation with IFES.
- e. Describe means to be used to examine the representativeness of the achieved sample.
- f. Manage all aspects of fieldwork.
- g. Screen and hire field staff with appropriate qualifications and local knowledge.
- h. Conduct training of interviewers and enumerators.
- i. Develop coding scheme; code, enter, and clean data.
- j. Prepare electronic data file, marginal results, tabulations, and a methodological report.
- k. Provide written analysis of data in either a narrative report or PowerPoint Presentation with data displayed graphically.

4.2 Methodology

Questionnaire: The survey questionnaire will consist of a mix of closed-ended and open-ended questions, not including standard demographics (sex, age, education, occupation, income, employment status, place of residence, ethnicity, etc.). Interviewing time is estimated at 40-45 minutes.

Interviewing technique: Face-to-face interviewing in respondents' households. Before fieldwork starts, the translated and formatted questionnaires shall be pretested with 40 adults in both urban and rural areas. The selection of respondents for the pretest shall also take into account gender, age, and other appropriate demographic criteria such as ethnicity and language. The pretest will identify comprehension problems, the appropriateness of response options, and the sensitivities that any questions may arouse.

Sample Design:

- The Service Provider will design a sample of either 1,200, 1,500 or 2,000 depending on the award by IFES to be nationally representative for the adult voting population in Kenya. The Service Provider will advise whether any oversampling may be necessary to obtain sufficient interviews for analysis, particularly in relation to analysis of data from youth and women.
- The Service Provider shall use a multi-stage, probability proportional to size (PPS) selection method using random selection techniques to select sampling points.
- Overall, no more than 8-10 interviews shall be conducted in any one sampling point.
- For the final results, the Service Provider will supply IFES with appropriate weights to bring the realized sample in line with population parameters to correct for possible regional disparities or discrepancies between actual population demographics and achieved sample demographics in terms of gender and age.

Service Provider shall obtain IFES approval before finalizing sample design. Service Provider shall also obtain approval from IFES for any changes during the fieldwork process.

Respondent selection:

- The Service Provider shall specify method used to select respondents. Interviewers are not allowed to make any substitutions except in the following instances: (1) when the respondent completely refuses to be interviewed or to complete the interview; (2) if the respondent is not included in the

sample because the respondent is not in the target age or gender group; (3) the selected building is not a home (e.g. company, shop, school, public institution, etc.); or (4) the respondent is not home. It is never acceptable to do substitutions within the household.

Supervision of Fieldwork: Service Provider shall ensure that at least 20% of completed interviews are back-checked by supervisors and the management team, and all completed questionnaires are subjected to quality control for proper administration. Service Provider shall immediately contact IFES should any problems be detected with the quality of the fieldwork.

Data Entry: Service Provider shall enter data into software that can easily transfer data to SPSS. The Service Provider shall ensure 100% verification of entered data, and shall use logic-testing techniques to verify the soundness of the data.

After completion of the first 500 interviews, the Service Provider shall send IFES a list of suggested codes for open-ended questions on the survey, along with sample responses that fit the suggested codes. The Service Provider shall code open-ended question according to the coding scheme approved by IFES.

The Service Provider shall submit a data file in SPSS format to IFES upon completion of the data processing. This file will contain variables that will be named according to the English questionnaire number, e.g. Q1, Q2, etc. All value labels shall replicate response choices as closely as possible according to the English questionnaire. All "Don't know" responses shall be coded to end in a '8', e.g. 8, 98; All "Refused" responses shall be coded to end in a '9', e.g.: 9, 99, etc.

The Service Provider shall construct weights necessary to ensure that the sample is representative according to region, gender and age.

Methodological Reports: The Service Provider shall submit a methodological report for the survey within one week of completion of data processing. This report shall outline the sampling information, as well as descriptions of fieldwork operations and data processing. The report shall also provide a complete breakdown of response and non-response statistics, including response rate.

4.3 Deliverables to be required in Contract for Services

- i. The translated and formatted questionnaires in English and Kiswahili.
- ii. Pre-test results and recommendations for changes in questionnaire.
- iii. Sample design and approach used to select respondents.
- iv. Coding scheme (based on question numbers and skips and filter instructions in questionnaire), including codes for open-ended questions.
- v. Marginal frequency results.
- vii. Electronic data file in SPSS.SAV format using coding scheme and open-end code formulation specified by IFES including any weight variables that may apply.
- viii. A detailed methodological report for the survey.

4.4 Anticipated Timeline of Project

A detailed anticipated timeline has been provided below. The Service Provider shall specify how they will meet these timelines in their proposal. The Service Provider shall submit three timelines based on the sample sizes of 1,200, 1,500 and 2,000. IFES hopes to have the survey completed in the fastest amount of time possible with the highest quality of data possible. If there are major adjustments to the timing, provide explanation in your proposal with adjusted dates.

Day 1 (App. Aug. 22)	Award to contractor IFES reviews overall goals, methodology and sample approach with contractor IFES submits the questionnaire to contractor for translation and comments
Day 3	Translated questionnaires due to IFES; Detailed sampling plan & procedures submitted to IFES
Day 4	Review of translations by IFES, comments to contractor; IFES signs off on final sampling plan
Day 5-7	Contractor pre-tests questionnaires in all languages; Pretest results & adjustments made. recommendations to IFES; Questionnaires finalized.
Day 8	Interviewer training
Day 10-29	Field Work
Day 30	Fieldwork ends
Day 35	Data file and frequency tabulations sent to IFES for review and discussion
Day 42	Methodological and analytical report due to IFES

5 FUNCTIONAL REQUIREMENTS

5.1 Geographic Code

IFES's project in Kenya is funded by United States Agency for International Development (USAID) under Source and Nationality (S/N) Geographic Code 937. (For more information, please refer to [22CFR228.03](#)). A request for waiver may apply if necessary. However, the estimated time required to obtain the SON waiver will be considered within the "Timeline" in the Evaluation Criteria. IFES encourage all bidders to consider products fall under SON Geographic Code 937 as priority whenever possible.

5.2 License, Clearance and Approvals

In the presence of any local legal requirement to produce or deliver the products and/or services described in the Scope of work, the Service Provider will include the time needed to obtain possible, licenses, clearances and/or approvals in the timeline.

6 ADDITIONAL TERMS & CONDITIONS

6.1 Non-Disclosure Agreement

IFES reserves the right to require the Service Provider to enter into a non-disclosure agreement.

6.2 Costs

The RFP does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a Service Provider or third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES, subject to claims of confidentiality in respect of the Response and supporting documentation.

6.3 Intellectual Property

The Respondent should not use any intellectual property of IFES including, but not limited to, all logos, registered trademarks, or trade names of IFES, at any time without the prior written approval of IFES, as appropriate.

6.4 Service Provider's Responses

All accepted Responses shall become the property of IFES and will not be returned.

6.5 Partial Awarding

IFES reserves the right to accept all or part of the quotation when awarding the purchase order.

6.6 No Liability

IFES reserve the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.

IFES shall not be liable to any Service Provider, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

- Arising out of, by reason of, or attributable to, the Service Provider responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

6.7 Entire RFP

This RFP, any addenda to it, and any attached schedules, constitute the entire RFP.

END OF RFP