

**CENSUS BUREAU
CENTER FOR SURVEY MEASUREMENT
PURCHASE OF FOCUS GROUP MODERATOR AND ANALYSIS
ONSITE TRAINING**

1.1 Background

The U. S. Census Bureau is the primary source of basic statistics about the population and economy of the Nation. These statistics assist the Congress, the executive branch of the Federal Government, state and local governments, the public, and the private sector in the development and evaluation of social and economic activities. Our major programs are the periodic censuses, current surveys, and a wide range of reimbursable work for other agencies. The programs cover a broad spectrum of demographic and economic statistics.

The Center for Survey Measurement (CSM) employs a variety of quantitative research methods, including focus groups, to understand public perceptions of the work the Census Bureau is doing as well as to test new materials and methods. CSM needs a contractor to provide onsite training on the latest techniques in conducting and moderating focus groups and analyzing the results. CSM conducts focus groups in English and Spanish so the training will need to include techniques and best practices for conducting focus groups in English and Spanish.

CSM needs this training to occur by September 30, 2015. Focus groups are planned in late June 2015 so the most advantageous timing for this training is the week of June 13, 2015. The contractor and COR will agree on the training dates at contract award.

1.2. Objectives

The objective is to obtain contractor services for the Center for Survey Measurement (CSM) to train staff in focus group moderation and analysis of focus group data. CSM will use the training to support the Census Bureau's censuses and surveys.

1.3. Deliverables/Delivery Schedule

The Census Bureau staff members are experts in the area of qualitative data collection but want a contractor to train them on the latest techniques and best practices used to conduct and moderate focus groups and analyze the results.

The contractor shall provide a fixed price amount for this work inclusive of labor and other direct costs.

1.3.1 On-Site Training

The contractor shall provide an up to three (3) day training course to selected staff of the Center for Survey Measurement (CSM).

CSM needs a training course in-person to allow CSM staff to gain the most benefit from the training. The contractor shall conduct the training onsite at the Suitland Federal Center in Suitland, MD.

The on-site training shall be consecutive days. The contractor shall include travel as applicable in the quote.

1.3.2 Training Dates

The contractor shall provide the training by September 30, 2015. CSM has focus groups planned for late June 2015 so the preferred dates for this training are the week of June 14, 2015. The contractor and COR shall agree upon the training dates upon contract award.

1.3.3 Training Staff

CSM has identified staff members that will take the training. The contractor shall train 12 staff members on focus group moderation. The contractor shall train 18 members in focus group data analysis.

1.3.4 Training Content

The contractor shall provide training that includes focus group moderation and data analysis. The contractor shall provide training that emphasizes focus group moderation and dedicates more than 50% of the training to this topic.

CSM will conduct focus groups in English and Spanish. The contractor shall provide training that instructs on moderating focus groups in English and provide some additional instruction on Spanish-language focus groups.

1.3.5 Instruction & Materials

The contractor shall provide the materials, curriculum, agenda, and any other items for the class. The contractor shall provide instruction and ensure that all topics are covered.

The contractor shall allow students to keep materials provided for their use during the training.

1.3.6 Demonstrated Experience

The Census Bureau is looking for the most cost effective training solution that demonstrates a proven record of accomplishment. The contractor shall demonstrate past experience with using the proposed training package to other clients within the past three years. The contractor shall have experience in training people in private, public, and non-profit entities.

2. Period of Performance

The period of performance is from June 15, 2015 to September 30, 2015.

3. Place of Performance

The contractor shall provide training at the Suitland Federal Center in Suitland, MD.

4 Travel

The contractor shall include travel in accordance with Federal Travel Regulations.

5. Performance Measures and Reporting

The contractor shall meet or exceed the requirements stated above. The COR will measure performance through close monitoring. The contractor must fully document and explain any deviations from the stated objectives. The contractor's services shall be considered successful if performance provides the expected outcomes within the performance standards:

Performance Requirement	Expected Outcome	Performance Standard	Method of Surveillance
On-Site Training for Focus Group Moderation and Data Analysis	Conduct three-day training course by Sept 30, 2015.	The contractor provides instruction for a three day training course to selected CSM staff.	COR will solicit and/or receive feedback from CSM.

5.1 Deliverables

The required deliverables are provided with estimated due dates. The final deliverable due dates will be mutually agreed to between the Contractor and Government at contract award.

The deliverables, submitted to the COR, are as follows:

Deliverable	Delivery Date
On-Site Training for Focus Group Moderation and Data Analysis	No later than September 30, 2015
Training materials	TBD – Coincides with Training dates

6. QUOTATION SUBMISSION INSTRUCTIONS

Quotations shall be submitted via email to pamela.a.miller@census.gov, Contract Specialist. Telephone calls will not be honored

Quotations must be received by the Specialist at her email address no later June 12, 2015 at 1:00 p.m.. Quotations shall be submitted in Microsoft Business Programs, *i.e.*, MS Word.

7. EVALUATION AND SELECTION CRITERIA

The Government will award a purchase order resulting from this Request for Quotations to the responsible offeror whose quotation results in the best value to the Government. Technical Capability and Past Performance are of equal weight for evaluation.

7.1. Technical Capability.

The contractor shall demonstrate the ability to meet the requirements. In particular, the contractor shall demonstrate the capability to conduct training sessions on moderating focus groups using the most current techniques and data analysis. Also, the contractor shall demonstrate the proposed training has a proven record of accomplishment.

7.2. Past Performance.

The contractor shall demonstrate past experience with training on focus group moderation and data analysis techniques for the past three years.

7.3. Price.

The contractor's bid should be priced competitively.