



Request for Proposal

RFP 061 MARKET RESEARCH

JENNA JOHNSON

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REQUEST FOR PROPOSAL - 061

Market Research Services

Introduction

This Request for Proposal (RFP) is a competitive procurement issued by the Washington State Lottery (Lottery) pursuant to chapter 39.26 of the Revised Code of Washington (RCW). Lottery intends to establish and award a contract for Market Research Services with a contract term of July 1, 2020 through June 30, 2023, with two (2) one (1) year extensions available.

Created in 1982, Lottery was established to generate revenues for state programs through the sale of lottery products (games). Those games range in variety from Scratch tickets, in which players discover if they are an instant winner, to “draw” games in which players wait for a random drawing of numbers to determine if they have won. Lottery staff is dedicated to providing new, innovative, and fun games for players to enjoy. Presently, Lottery offers seven draw games; Powerball, Mega Millions, Lotto, Hit 5, Match 4, Daily Game and Daily Keno. New Scratch games are launched as frequently as once a month, with players having a choice of more than 40 games per year.

Per RCW 67.70.050(9), Lottery is required to study and investigate different points including:

- a) The operation and the administration of similar laws which may be in effect in other states or countries,
- b) The operation of an additional game or games for the benefit of a particular program or purpose,
- c) Any literature on the subject which from time to time may be published or available,
- d) Any federal laws which may affect the operation of the lottery, and
- e) The reaction of the citizens of this state to existing and potential features of the lottery with a view to recommending or effecting changes that will tend to serve the purposes of this chapter.

In order to fulfill the above requirements, Lottery must obtain a full service and specialized research contractor who can consult with Lottery to develop project objectives, identify and carry out the appropriate methodology or methodologies to address those objects, analyze data, and develop and report on insights in a compelling way to stakeholders at all levels of the organization.

This RFP is divided into 7 Sections:

- **Section 1** - Deadlines and Questions
- **Section 2** - How to Prepare and Submit a Proposal for this RFP
- **Section 3** - Proposal Evaluation
- **Section 4** - Contract Award
- **Section 5** – Minimum Qualifications
- **Section 6** – Scope of Work

- **Section 7 – Administrative Proposal**

In addition, this RFP includes the following **Exhibits**:

Exhibit A1 – Certification and Assurances: This exhibit includes the bidder’s acknowledgement of their compliance with the conditions of this RFP.

Exhibit A2 – Wage Theft Certification: This exhibit is the bidder’s certification regarding violation of Washington’s wage laws.

Exhibit A3 – Certification for Executive Order 18-03: This exhibit is the bidder’s certification regarding Executive Order 18-03.

Exhibit B – Bidder Profile. This exhibit details information the bidder must provide to be considered a responsive bid.

Exhibit C – Pricing Proposal Form: This exhibit provides the pricing information that the bidder will complete as part of the bidder’s proposal and the price evaluation tool that Lottery will use to evaluate bids.

Exhibit D – Sample Contract: This exhibit is an example of the form of the contract that will be awarded as a result of this RFP.

Exhibit E - Complaint, Debrief, & Protest Requirements: This exhibit details the applicable requirements to file a complaint, request a debriefing conference, or file a protest regarding this RFP.

Exhibit F – Doing Business with the State of Washington: This exhibit provides information regarding contracting with the State of Washington.

Section 1 – Deadlines and Questions

This section identifies important deadlines for this RFP and where to direct questions regarding the RFP.

The following table identifies important dates for this RFP:

RFP Posting Date:	May 5, 2020
Question & Answer Period:	May 6, 2020 – May 15, 2020
Deadline for Submitting Proposals:	May 21, 2020, 2:00 P.M. Pacific Daylight Time
Anticipated Announcement of Apparent Successful Bidder:	June 4, 2020
Anticipated Contract Execution:	July 1, 2020

The RFP (and award of the contract) is subject to complaints, debriefs, and protests as explained in [Exhibit E – Complaint, Debrief & Protest Requirements](#), which may impact the dates set forth above.

Lottery reserves the right to amend and modify this RFP. Only bidders who have properly registered and downloaded the original RFP directly via WEBS will receive notifications of amendments to this RFP, which bidders must download, and other correspondence pertinent to this procurement. To be awarded a contract, bidders must be registered in WEBS. Visit <https://fortress.wa.gov/ga/webs> to register.

Questions: Questions or concerns regarding this RFP must be directed to the following Procurement Coordinator:

Name:	Jenna Johnson
Email:	Jenna.johnson@walottery.com

Section 2 – How to Prepare and Submit a Proposal for this RFP

This section identifies how to prepare and submit a proposal to Lottery for this RFP. By responding to this RFP and submitting a bid, bidder acknowledges having read and understood the entire RFP and accepts all information contained within this RFP.

2.1. Bidder Communications and Questions

During the RFP process, all bidder communications regarding this RFP must be directed to the Procurement Coordinator as set forth in [Section 1](#) of this RFP. Bidders should rely only on this RFP and written amendments to the RFP issued by the Procurement Coordinator. In no event will oral communications regarding the RFP be binding.

- Bidders are encouraged to make any inquiry regarding the RFP as early in the process as possible to allow Lottery to consider and, if warranted, respond to the inquiry. If a bidder does not notify Lottery of an issue, exception, addition, or omission, Lottery may consider the matter waived by the bidder for protest purposes.
- If bidder inquiries result in changes to the RFP, written amendments to the RFP will be issued and posted on WEBS.
- Unauthorized contact regarding this RFP with other state employees involved with the RFP may result in bidder disqualification.

2.2. Pricing

Proposal prices must include all cost components needed for the delivery of the goods and/or services as described in this RFP. See [Exhibit C – Pricing Proposal Form](#). A bidder's failure to identify all costs in a manner consistent with the instructions in this RFP is sufficient grounds for disqualification.

- Inclusive Pricing: Bidders must identify and include all cost elements in their pricing. In the event that bidder is awarded a contract, the total price for the goods and/or services shall be bidder's price as submitted. Except as provided in the contract, there shall be no additional costs of any kind.

2.3. Proposal Submittal Checklist – Required Proposal Submittals

This section identifies the proposal submittals that must be provided to Lottery to constitute a responsive proposal. The checklist provided below includes all of the documentation that must be submitted to be considered a complete proposal. Proposals which do not include the submittals identified below may be rejected as nonresponsive. In addition, a bidder's failure to complete any submittal as instructed may result in the proposal being rejected. Bidders must identify each page of the submittals and any supplemental materials with bidder's name and the following naming convention.

☐ **EXHIBIT A1 – BIDDER'S CERTIFICATION AND ASSURANCES**

This document is the Bidder's Certification.

Complete the certification (insert name of bidder, date, and sign), attach to the proposal and submit to Lottery.

☐ **EXHIBIT A2 – WAGE THEFT CERTIFICATION**

This document is required per chapter 39.26 RCW.
Complete certification, attach to the proposal, and submit to Lottery.

☐ **EXHIBIT A3 – CERTIFICATION FOR EO 18-03**

This document is required information for contract administration purposes.
Complete as instructed and submit with the proposal to Lottery.

☐ **EXHIBIT B – BIDDER PROFILE**

☐ **EXHIBIT C – PRICE PROPOSAL FORM**

Bidder must complete the price worksheet template as instructed in *Exhibit C - Proposal Price*.

2.4. *Proposal Format*

Proposals must be complete, legible, and, as applicable, signed. Unless otherwise specified in writing by Lottery, documents included must be prepared in MS Word, MS Excel, or Adobe PDF, and on plain white paper. The proposal must **not** have bidder headings. The proposal must be signed (original, electronic, or scanned) by a person authorized to contract for the bidder.

2.5. *Submitting Proposals*

Your proposal must be delivered as follows:

Bidders are to submit their proposal electronically no later than 2:00 p.m., Pacific Daylight Time, on May 21, 2020 to the [Procurement Coordinator](#). The electronic copy will be considered the controlling copy and must to be labeled: **[BIDDER NAME] RFP061 MARKET RESEARCH**.

Lottery can only accept emails smaller than 25MB. If submitting in multiple emails, number label as needed (e.g. [BIDDER NAME] RFP061 MARKET RESEARCH 1 of 2).

Bidders must also submit one (1) original copy by close of business (5:00 p.m.) May 21, 2020 with original signatures of their proposal to:

Washington's Lottery
Attn: RFP # 061, Jenna Johnson
814 4th Ave E
Olympia WA 98506

Section 3 – Proposal Evaluation

This section identifies how Lottery will evaluate RFP proposals.

3.1. Overview

Lottery will evaluate proposals for this RFP as described below.

- Lottery reserves the right to determine a bidder's compliance with the requirements specified in this RFP, request clarification, and to waive informalities in a proposal. An informality is an immaterial variation from the exact requirements of the competitive RFP, having no effect or merely a minor or negligible effect on quality, quantity, or delivery of the supplies or performance of the services being procured, and the correction or waiver of which would not affect the relative standing of, or be otherwise prejudicial, to bidders.
- Lottery reserves the right to: (1) Waive any informality; (2) Reject any or all proposal, or portions thereof; (3) Accept any portion of the items proposed unless bidder stipulates all-or-nothing in their proposal; (4) Cancel an RFP and re-solicit proposal; and/or (5) Negotiate with the highest scored responsive and responsible bidder to determine if that proposal can be improved.
- Lottery will use the following process and evaluation criteria for an award of a contract
 - Step 1: Responsiveness
 - Step 2: Requirements and Pricing Evaluation
 - Step 3: Responsibility Analysis

3.2. Responsiveness (Step 1)

Lottery will review proposal – on a pass/fail basis – to determine whether the proposal is "responsive" to this RFP. This means that Lottery will review each proposal to determine whether the proposal is complete. Lottery reserves the right – in its sole discretion – to determine whether a proposal is responsive. Bidders whose proposals are determined to be non-responsive will be rejected and will be notified of the reason(s) for this rejection.

3.3. Requirements and Pricing Evaluation (Step 2)

Lottery's assigned Evaluation Team will evaluate and score each responsive proposal based on the evaluation criteria provided below.

Evaluation Criteria	Assigned Points
Mandatory Requirements	Pass/Fail
Administrative Proposal	60
Pricing	40
Subtotal	100

Procurement Priorities & Preferences	
Veteran Owned	3% (3 pts)
MWBE	3% (3 pts)
Executive Order 18-03 Certification	1% (1 pts)
Total	107 Points

PROCUREMENT PRIORITIES & PREFERENCES. Lottery will apply the following procurement priorities and preferences to this competitive solicitation:

- Procurement Preference for Veteran Owned Businesses. In furtherance of Washington's business inclusion goals, Lottery will evaluate bids for best value and provide a bid preference in the amount of 3% to any bidder who is a certified through the Washington Department of Veteran's Affairs as a Veteran-owned business.
- Procurement Preference for Minority and/or Women Owned Business. In furtherance of Washington's business inclusion goals, Lottery will evaluate bids for best value and provide a bid preference in the amount of 3% to any bidder who is certified through the [Washington State Office of Minority and Women's Business Enterprises](#) (MWBE).
- Procurement Evaluation for Executive Order 18-03 (Firms without Mandatory Individual Arbitration for Employees). Pursuant to RCW 39.26.160(3) (best value criteria) and consistent with Executive Order 18-03 – Supporting Workers' Rights to Effectively Address Workplace Violations (dated June 12, 2018), Lottery will evaluate bids for best value and provide a bid preference in the amount of 1% to any bidder who certifies, pursuant to the certification attached as [Exhibit A3 – Contractor Certification for Executive Order 18-03 – Workers' Rights](#), that their firm does **NOT** require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waiver.

3.4. Responsibility Analysis (Step 3)

Lottery will make reasonable inquiry to determine the bidder's responsibility. Lottery will determine bidder responsibility on a pass/fail basis. In determining whether the bidder is a responsible bidder, Lottery will consider the following elements:

- The ability, capacity, and skill of the bidder to perform the contract or provide the service required;
- The character, integrity, reputation, judgment, experience, and efficiency of the bidder;
- Whether the bidder can perform the contract within the time specified;
- The quality of performance of previous contracts or services;
- Previous and existing compliance by the bidder with laws relating to the contract or services; and

- Such other information as may be secured having a bearing on the decision to award the contract.

Lottery may request financial statements, credit ratings, record of past performance, clarification of a bidder's offer, on-site inspection of a bidder's or subcontractor's facilities, or other information as necessary.

Lottery may use references to confirm satisfactory customer service, performance, satisfaction with service/product, knowledge of products/service/industry and timeliness. Lottery reserves the right to be its own reference. Any negative or unsatisfactory reference can be reason for rejecting a bidder as non-responsible.

3.5. Best and Final Offer (Step 5)

Lottery reserves the right to use a Best and Final Offer (BAFO) before awarding any contract to further assist in determining the Apparent Successful Bidder (ASB).

Section 4 – Contract Award

This section identifies how Lottery will award a contract.

4.1. *Announcement of Apparent Successful Bidder*

Lottery will determine the Apparent Successful Bidder (ASB). The ASB will be the responsive and responsible bidder whose proposal, in the sole opinion of Lottery, best meets the requirements of this RFP and presents the best total value to Lottery.

- Designation as an ASB does not imply that Lottery will issue an award for a contract to that firm. Rather, this designation allows Lottery to perform further analysis and ask for additional documentation. A bidder's failure to provide requested information to Lottery within ten (10) business days may result in disqualification. The bidder must not construe this as an award, impending award, attempt to negotiate, etc. If a bidder acts or fails to act as a result of this notification, it does so at its own risk and expense.
- Upon announcement of the ASB, bidders may request a debriefing conference as specified in [Exhibit E – Complaint, Debrief & Protest Requirements](#).

4.2. *Contract Negotiations*

Lottery will negotiate with the ASB to finalize contract terms and to determine if the proposal may be improved. If, after a reasonable period of time, Lottery, in its judgement, cannot reach agreement on acceptable contract terms with the ASB, Lottery may suspend negotiations and undertake negotiations with the next bidder as determined by the evaluations.

4.3. *Contract Execution*

Subject to protests, if any, Lottery and the ASB will enter into a contract as set forth in [Exhibit D – Contract](#).

- An award, in part or full, is made and a contract formed by signature of Lottery and awarded bidder on the contract. Lottery reserves the right to award on an all-or-nothing consolidated basis.
- Following the award of the contract, all bidders will receive a Notice of Award, usually through an email to the bidder's email address provided in the bidder's proposal.

Section 5 - Minimum Qualifications

To be considered, bidder must:

- Be licensed to conduct business in the state of Washington.
- Have a minimum 5 years' demonstrated experience with consumer research methods.
- Be able to perform quantitative or qualitative research including (but not limited to):
 - Player usage, awareness and attitude tracking studies
 - Market segmentation and profiles
 - Advertising effectiveness research
 - Focus groups
 - Evaluating statewide promotions
- Be able to effectively consult with and advise personnel employed in various roles by Lottery and its contractors.
- Be fully knowledgeable regarding all phases of the research process, and able to implement that process without extensive supervision. This research process includes (but is not limited to):
 - Identification of issues to be addressed
 - Development of an actionable plan
 - Technically sound implementation tabulation and analysis
 - Clear, timely, and professional reporting, presentation, and explanation of findings and conclusions
- Be able to provide these services in a cost-effective manner.
- Be able to supply Lottery with all usable raw quantitative data in an agreed upon format at no additional cost to Lottery.

Section 6 – Scope of Work

Successful bidder will provide services, staff, travel, equipment, programs and all other things necessary to complete the scope of work to the satisfaction of Lottery.

6.1. *Quarterly Report*

Requirements

Provide Lottery with a single point of contact (i.e., an account representative) who has extensive market research experience and can establish a close working relationship with Lottery and its contractors.

Be available to conduct intercepts at retail at all hours which could include weekends.

Perform quantitative surveys of attitudes relevant to the Lottery and usage of Lottery products and equipment in the general population, including segmentation studies.

Perform studies assessing user and seller perceptions of the features and value of games offered for sale by the Lottery.

Perform studies prospectively assessing the likely reception of and participation in new or modified games.

Perform studies assessing the likely impact of changing commercial practices on lottery business.

Perform studies assessing the influences of particular selling, advertising, or promotion efforts that may be executed by the Lottery or its contractors, in increasing the relevance of the Lottery to any segment of the Washington population.

Perform studies prospectively assessing the appeal of advertising or promotion concepts considered for use by the Lottery.

Successful bidder must be able to meet face-to-face with Lottery and be able to spend as much as 10 – 20 business days per year attending regular meetings and general planning sessions with Lottery in Olympia.

Provide Lottery with a segmentation study the first year and refresh every four years.

Milestones and Timelines

Successful bidder will record the data continuously, but report quarterly. Successful bidder will be required to provide a hard copy and presentation of a quarterly update within 30 (thirty) days of the end of each quarter. The quarterly update must include:

- Methodology and approach
- Jurisdictional comparison
- Corporate image
- Advertising/brand tracking
- Lottery games overview
- Perceptions of Lottery
- Other gambling participation
- Sports betting module

- All forms of gambling in Washington state

Lottery reserves the right to revise the list identified above.

Upon receipt of the quarterly update Lottery's contract manager will either approve for payment or request modification. If modifications are necessary or successful bidder does not provide a report to the satisfaction of Lottery, successful bidder will have 15 business days to resolve unless otherwise scheduled by mutual agreement between Lottery and successful bidder. Payment will be withheld until an acceptable quarterly report is received.

6.2. Other Engagements

In addition to the quarterly report and presentation, Lottery may request additional related services including, but not limited to, management of data and research from multiple Lottery contractors, interpreting data, and providing Lottery with data information to make business decisions. Should Lottery elect to utilize these services the process will be as follows:

1. Lottery will define, in writing, the objectives and scope of the project;
2. Successful bidder will prepare a work plan in response to the objectives;
3. Lottery will review the work plan and related cost and, if agreeable, will prepare a Statement of Work (SOW);
4. The SOW will define the work plan and cost to complete the project, including the staff positions and associated hourly rates that will be dedicated to the work. Pricing will be consistent with rates established in the Pricing Proposal, Exhibit C.
5. The SOW must be signed by both parties.

Section 7 – Administrative Proposal









In the Administrative Proposal scored evaluation, the evaluation team will assess bidder's general qualifications and experience as a contractor successfully providing services in connection with Lottery's Scope of Work and Minimum Qualifications. The evaluation team will also determine whether bidder has a proven track record for delivery of quality services, and the potential to consistently deliver such services, over the life of the contract.

Considerations include, but are not limited to, whether bidder has a company profile that reflects the bidder's present experience, qualifications, and resources to provide superior services now; and the capacity to consistently provide such services as required in the RFP and in a resulting contract over the life of the resulting contract.

Bidder must provide a clear and concise response to each criterion listed in this section. Bidder must restate the criterion, then respond below the criterion description.

1. A brief statement on why working with Washington's Lottery piqued your interest.
2. Briefly describe the history and current mission of bidder's company.
3. Demonstrate bidder's qualifications and ability to perform the requested services defined within the RFP and why bidder is the best fit for the work.
4. Provide the number of years of business experience providing the same or similar services as described in Scope of Work. List the account names and number of years' experience with each account.
5. Provide a short biography of bidder's team members that you propose would manage the Lottery account and describe their current roles and their prior experience.
6. List the various services offered by bidder and the number of full time employees dedicated to each department.
7. Provide complete and accurate information against the specifications contained within the RFP. If bidder is unable to meet any requirement(s), this should be clearly noted in the appropriate response section(s). Any assumptions within the Proposal should be clearly stated as such.

EXHIBITS

EXHIBIT TITLE	FILE
EXHIBIT A1 – BIDDER CERTIFICATIONS AND ASSURANCES <i>Complete, sign and include with proposal</i>	 Exhibit A1 - CertificationAssuranc
EXHIBIT A2 – WAGE THEFT CERTIFICATION <i>Complete, sign and include with proposal</i>	 Exhibit A2 - Wage Theft Certification.doc
EXHIBIT A3 – CERTIFICATION FOR EO 18-03 <i>Complete as instructed and include with the proposal</i>	 Exhibit A3 - Certification for EO 18
EXHIBIT B – BIDDER PROFILE <i>Complete as instructed and include with the proposal</i>	 Exhibit B - Bidder Profile.docx
EXHIBIT C – PRICING PROPOSAL FORM <i>Complete as instructed and include with the proposal</i>	 Exhibit C - Pricing Proposal Form.docx
EXHIBIT D – SAMPLE CONTRACT <i>For information only, do not include with the proposal</i>	 Exhibit D - Sample Contract.docx
EXHIBIT E – COMPLAINT, DEBRIEF, & PROTEST REQUIREMENTS <i>For information only, do not include with the proposal</i>	 Exhibit E - Complaint Debrief Protest Requ
EXHIBIT F – DOING BUSINESS WITH THE STATE OF WASHINGTON <i>For information only, do not include with the proposal</i>	 Exhibit F - Doing Business with the Stat