



International Foundation
for Electoral Systems

INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

(IFES)

**Request for Proposal (RFP) for Conducting a Pre-election Public Opinion Survey
in Iraq**

Solicitation # RFP-21-057

August 6, 2021

1 INTRODUCTION

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective contractors (“Bidders”) to submit a written response (“Response”) for the procurement of **Conducting a Pre-election Public Opinion Survey in Iraq**. The solicitation provides Bidders with the relevant operational and performance requirements.

1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

1.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES’ Compliance Hotline at compliance@ifes.org or at +1 202-350-6791.

2 GENERAL INFORMATION

2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens’ rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES’ needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- | | |
|-------------------------------------|---|
| • Issuance of RFP | August 6, 2021 |
| • Technical Questions/Inquiries Due | August 11, 2021, by 17:00 Washington DC (EST) |
| • Answers/Addenda from IFES | August 12, 2021 |
| • RFP Closes | August 20, 2021, by 17:00 Washington DC (EST) |

3 PROPOSAL PREPARATION INSTRUCTIONS

3.1 Bidders' Understanding of the Solicitation

Bidders are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any Bidder that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

3.3 Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

3.3.1 Point of Contact: The sole point of contact for all communication related to this solicitation is listed below.

Abdullah Abdullah
aabdullah@ifes.org

and

Khurram Naz
knaz@ifes.org

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

- Questions concerning this solicitation must be submitted in writing to the point of contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Bidders should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Bidders should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
- Inquiries about technical interpretations must be submitted in writing to the point of contact identified in 3.3.1.

3.3.3 Addenda: IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events*.

3.3.4 Posting Online: Copy of this solicitation, Amendments and or Q&A will be available online at: www.ifes.org/procurement-notices and www.devex.com.

3.4 Submission

It is mandatory for Bidders to send proposals in electronic copy via e-mail to the point of contact identified in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

3.5 Criteria for Selection

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible Bidders that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

Evaluation Criteria:

IFES will evaluate responsive offers based on the following criteria:

1. **Adequacy of Sampling Approach** 25 points
The offer must meet the methodological requirements about the sample design listed in the RFQ.
2. **Field work, Quality Control Procedures, and Data Processing** 30 points
The offer must describe in detail the fieldwork procedures and quality control measures to meet requirements listed in the RFQ. The offeror must meet requirements for data processing procedures and adequacy of data provided to IFES.
3. **Cost Proposal Effectiveness and Reasonableness** 20 points
The total cost must be reasonable and show efficient use of resources, and additional costs, if any, must be clearly identified. Offers will be compared amongst bidders meeting technical requirements.
4. **Organizational Experience and Qualifications of Key Personnel** 25 points
IFES will consider the experience of the organization and the key personnel in the implementation of similar projects in the past.

3.6 Selection and Notification

IFES will evaluate Responses to identify responsible Bidders and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

4 SCOPE OF WORK/GOODS/SERVICES

Background

IFES plans to conduct a pre-election public opinion survey in Iraq of adults aged 18 years or older to develop in-depth understanding of the use of media and other information sources by Iraqis for elections, as well as perceptions of the quality of information provided by both traditional and online sources of information. IFES places special emphasis on understanding the experiences and perceptions of members of marginalized populations in Iraq. Data from this survey will be used to inform IFES programming on electoral information in Iraq.

Responsibilities of Contractor (In close consultation at every stage with IFES):

1. Format, translate and print the questionnaire to Arabic and any other relevant local languages as appropriate.
2. Pretest the formatted and translated questionnaire in all local languages listed above.
3. Identify population database used to design the sample of the survey.

4. Select sampling approach for the survey, construct sample and identify method for selecting respondents in consultation with IFES.
5. Describe means to be used to examine the representativeness of the achieved sample.
6. Manage all aspects of fieldwork.
7. Screen and hire field staff with appropriate qualifications and regional knowledge.
8. Conduct training of interviewers and enumerators.
9. Develop coding scheme; code, enter, and clean data.
10. Prepare electronic data file, marginal results, tabulations, and a methodological report.
11. Share interim data file after one week of data collection.

Materials Delivered by Contractor to IFES:

1. The translated and formatted questionnaires in Arabic and any other relevant local languages as appropriate.
2. Pre-test results and recommendations for changes in questionnaire.
3. Sample design and approach used to select respondents.
4. Coding scheme (based on question numbers and skips and filter instructions in questionnaire), including codes for open-ended questions.
5. Marginal frequency results.
6. Electronic data file in SPSS.SAV format using coding scheme and open-end code formulation specified by IFES Survey consultant including any weight variables that may apply. An interim data file after one week of data collection is also required.
7. A detailed methodological report for the survey.

Survey Methodology & Sampling Procedures

Sample size: The proposal response will provide sample design for two options (n=1,500 and n=2,000, adults 18 years and older). The sample design shall ensure that the following sample sizes are obtained for each of the following marginalized populations in Iraq: ethnic Kurds (n=200), ethnic Turkomen (n=200), and member of religious minorities such as Yazidis and Manda'ies (n=200). The sample design can incorporate over-samples of these marginalized populations to ensure the appropriate number of respondents. In addition, the response should also outline a special sample of n=125 persons with disabilities. IFES recognizes that representative sampling of persons with disabilities may be difficult and is open to alternative sampling techniques such as snowball sampling.

Questionnaire: The survey questionnaire will consist of approximately 45 closed-ended questions and 5 open-ended questions, not including standard demographics (sex, age, education, occupation, income, employment status, place of residence, ethnicity, etc). Interviewing time is estimated at 30-40 minutes.

Interviewing technique: Interviews will take place in respondents' households (*in compliance with any Iraqi Government COVID-19 protocols*). Contractor must also show clear plans on interview methods to ensure adherence to COVID-19 regulations and guidelines during fieldwork. Before fieldwork start, the translated and formatted questionnaires in local languages shall be pretested with 50 adults in both urban and rural areas. The selection of respondents for the pretest shall also take into account gender, age, PWDs 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 contractor will design the primary sample to be nationally representative for the adult voting population in Iraq. Please note that the special sample of n=150 persons with disabilities is separate from the primary sample.
- The sample will be stratified proportionately for geographic representativeness.
- Over-samples can be proposed to ensure that the requisite number of interviews are obtained for the specific populations (n=200 ethnic Kurds, n=200 ethnic Turkomen, n=200 religious minorities)
- The contractor 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 contractor 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.

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

Respondent selection

- Selection of the respondent will be done using a Kish Grid or other appropriate methodology. 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.
- At least two call backs should be done if the randomly selected respondent is not at home at the time of the interview. Please indicate how call backs will be organized to ensure compliance with Government of Iraq COVID19 protocols.

Supervision of Fieldwork: Contractor 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. Contractor shall immediately contact IFES should any problems be detected with the quality of the fieldwork.

Data Entry: Contractor shall enter data into software that can easily transfer data to SPSS. The Contractor 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 250 interviews, the Contractor 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 Contractor shall code open-ended question according to the coding scheme approved by IFES.

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

Methodological Reports: The Contractor 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.

Tentative timeline

Aug 30, 2021	IFES submits the questionnaire to contractor for translation and comments
Sep 3, 2021	Translated questionnaires due to IFES; Detailed sampling plan & procedures submitted to IFES
Sep 8, 2021	Review of translations by IFES, comments to contractor; IFES signs off on final sampling plan
Sep 10, 2021	Contractor submits revised translations to IFES
Sep 11-13, 2021	Contractor pre-tests questionnaires in all languages; Pretest results & recommendations to IFES; Questionnaires finalized
Sep 14, 2021	Fieldwork starts
Sep 30, 2021	Fieldwork ends
Oct 8, 2021	Initial data file with findings from first week of data collection shared with IFES
Oct 15, 2021	Final data file due to IFES
Oct 15, 2021	Methodological report due to IFES

5 FUNCTIONAL REQUIREMENTS

5.1 Timeline

Bidders must submit a timeline in the Response showing the time required to produce and consolidate the products and/or deliver services.

5.2 License, Clearance and Approvals

The Bidders will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

The deadline for submitting samples by all Bidders is August 20, 2021.

6 QUALIFICATIONS & REFERENCES

Bidders must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
 - Full legal name and address of the company
 - Corporate and tax registration documents
 - Year business was started or established

- Full name of the legal representative (president or managing director) of the company
 - Name of any individuals or entities that own 50% or more of the company
 - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)
2. Evidence of successful completion of a project of a similar size and complexity.
 3. References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.
 4. Bidders must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work. Scope of Work.

7 PRICING

Bidders must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Bidders must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in US Dollars (USD). Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

8 ADDITIONAL TERMS & CONDITIONS

8.1 Non-Disclosure Agreement

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

8.2 No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

8.3 Companies Owned or Controlled by Government

The Bidder must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership or managerial interest in the company will result in the Bidder's offer being removed from consideration.

8.4 Subcontracting

The Bidder must disclose in writing with its Response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the Bidder's offer being removed from consideration. (if permitted by the solicitation).

8.5 Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a Bidder or third parties, in connection with the Response.

8.6 Intellectual Property

Bidders may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

8.7 Bidders' Responses

All accepted Responses and supporting documentation shall become the property of IFES, subject to claims of confidentiality in respect of the Response and supporting documentation.

8.8 Partial Awarding

IFES reserves the right to accept all or part of the Response when awarding a contract.

8.9 No Liability

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any Bidder, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

8.10 Entire Solicitation

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

[End of Solicitation]