

REQUEST FOR PROPOSALS (RFP)
CONSULTANT – CUSTOMER SATISFACTION FOCUS GROUPS AND
DEVELOPMENT OF SECRET "SHOPPER" PROTOCOL AND ANALYSIS
OCTOBER 2024

THE NATIONAL ORGANIZATION

Local Initiatives Support Corporation (LISC) is a national community development organization founded in 1979 that is dedicated to helping other nonprofit community-based organizations transform neighborhoods into healthy and sustainable communities of choice and opportunity. Together with residents and partners, LISC forges resilient and inclusion communities of opportunity across America – great places to live, work, visit, do business and raise families.

ABOUT DETROIT LISC

Detroit LISC is a comprehensive housing and economic development program that rebuilds communities through local CDCs. Celebrating over 30 years in Detroit, Detroit LISC has invested over \$408 million and leveraged an additional \$1.5 billion in funding for the revitalization of Detroit. Through LISC, these organizations have access to capacity building, technical assistance, and financial resources that assist CDCs in transforming and renewing their neighborhoods. By providing these and other resources, CDCs are better able to develop affordable housing and vital commercial facilities as well as green space such as parks and playgrounds, healthcare facilities, and more.

LISC is a national intermediary headquartered in New York, NY. Any agreement that would be entered into because of a selection based on this RFP being selected by Detroit LISC would be governed by National LISC.

SITUATION:

In collaboration with the Mayor's Workforce Development Board (MWDB) and Detroit Employment Solutions Corporation (DESC), Detroit Local Initiatives Support Corporation (LISC) serves as the One - Stop Operator in compliance with the Workforce Innovation and Opportunity Act (WIOA). As the One Stop Operator for Detroit Employment Solutions Corporation (DESC), LISC will coordinate the service delivery of required One-Stop partners and service providers on behalf of DESC.

Detroit at Work Service Centers provide multiple employment and training programs for job seekers and employers. Through the one-stop system, every customer has access to a set of core employment related services. As the one stop operator LISC plays a role in identifying and implementing opportunities for process improvements that lead to integrated services and better outcomes for job seeking and employer customers.

To this extent, LISC needs to gain understanding of the services being provided by Detroit at Work Service Centers through the creation and facilitation of job seeker satisfaction focus groups and a secret "shopper" protocol.

PROJECT SCOPE OF WORK

This Request for Proposals (RFP) is designed to seek a qualified consultant to work with Detroit LISC to develop, execute and analyze secret "shopper" customer satisfaction protocol to gather information about the services of the Detroit at Work Service Centers. As well as create questions for and facilitate focus groups for job seekers using Detroit at Work services. The findings from the secret "shopper" feedback and focus groups will be analyzed and put into interim and final reports to be submitted to LISC. Provide technical assistance: this refers to activities related to troubleshooting and providing solutions throughout the proposed project timeline, such as providing assistance related to challenges with implementing protocol, data collection, analysis and general project management. Detroit LISC is open to other methods of qualitative and quantitative measures to collect customer feedback submitted by consultant.

LISC is requesting a fee proposal for this deliverable based contract to:

- Develop secret "shopper" protocol, which entails a person entering the Detroit a Work Service Center or gaining service on-line and reporting their customer experience
- Execute secret "shopper" protocol at a minimum of three (3) Detroit at Work Centers per quarter beginning December 2024. Analyze results and provide report(s) to Detroit LISC
- Design and facilitate a maximum of two (2) focus groups each month (may include: career center staff, leadership, and customers) and submit focus group summaries
- Analyze data collected, provide data and analytic reports including but not limited to key observations and findings to Detroit LISC on a quarterly basis
- Summarize the data and observations from the data collection (focus groups and secret "shopper") into a final report – due to Detroit LISC September 2025

Specifically, Detroit LISC is seeking those with proven experience in the following areas:

- ✓ Evaluation
- ✓ Analysis
- ✓ Report Development
- ✓ Program Design

PROPOSAL GUIDELINES AND REQUIREMENTS - NOT TO EXCEED THREE PAGES:

Please provide a fee proposal to accomplish the scope and deliverables outlined above. Consultants will be engaged to complete specified tasks or receipt by LISC of satisfactory deliverables. Fees for each task or deliverable include preparation, research, participation in phone calls and meetings with LISC and other interested parties (other stakeholders identified by LISC), edits of drafts if requested by LISC, and other ancillary tasks/work necessary for the completion of the task or deliverable described in the Scope of Work, above.

1) Basic Information:

Max: 10:

This section of the proposal should include the consultant’s name, legal name of the consultant’s business, mailing and e-mail address, phone and fax number, and website if available. It should list the number of pages enclosed with the proposal and it should also include how the consultant heard about the RFP.

2) Statement of Qualifications/Technical Proposal:

Max: 60:

This section of the proposal should describe the general capacity of the respondent to provide the services as listed in the scope of work. This section should contain the following:

Element	Points
a. An overview of the respondent’s background, experience with the elements of the scope of work and indication an understanding of general issues that face Detroit area community development organizations (CDOs).	/5
b. Description of the overall approach and method to addressing the scope of work described above; detailed plan for completing the work including methods, tools, etc.	/30
c. Identification of key individual(s) who will be providing the technical assistance, including a description of their proposed assignments and the skills they bring that are appropriate to the assignments.	/10
d. Availability -- demonstrated ability to complete the scope of work within a specified time frame	/10
e. The name, addresses, and phone numbers of three references for the respondent, who can comment on the respondent’s qualifications for the technical assistance based on previous experience as clients for the respondent on similar tasks.	/5
Total	/60

3) Fee Proposal

Max: 30:

Provide a fee proposal aligned with the deliverables as listed above, that clearly defines a how costs are to be incurred. Indicate your rate structure and any cost not incurred in that structure, as well as whether or not expenses are included. A narrative should be included to describe your methods for calculation and justification for costs. As noted previously this is a deliverable based contract, therefore, this contract will be paid upon completion and approval of deliverables as listed in the contract, rather than paid via an hourly rate.

Additional Evaluation Criteria

- Proposal Presentation – The information is presented in a clear, logical manner and is well organized
- Responsiveness of Proposal to the specifications set forth in this RFP

RESPONSES

- **Any questions** regarding this RFP must be made in writing to Kiara Conway, Assistant Program Officer, LISC Detroit at KConway@lisc.org and submitted by **Friday, October 18, 2024**.
- **Responses to this RFP** are due **Friday, October 25, 2024** and should be emailed to KConway@lisc.org

Small Business Enterprises, Minority-Owned Business Enterprises, and Women-Owned Business Enterprises

LISC is committed to working with Small Business Enterprises (SBEs), Minority-Owned Business Enterprises (MBEs), and Women-Owned Business Enterprises (WBEs). LISC encourages submissions from SBEs, MBEs, and WBEs.

Intellectual Property. Any reports or other deliverables produced pursuant to a scope of work or contract will be the sole property of LISC (except to the extent rights are reserved by the applicable federal agency).

Compliance with Laws: Consultant shall comply with all applicable laws, rules, regulations, and Ordinances relating to the performance of the Services, including but not limited to any licensure and registration requirements.

#