



Request for Proposal Research Services in Ukraine

National Democratic Institute (NDI)

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SUMMARY

The National Democratic Institute (NDI) seeks to hire a Ukraine-based research firm(s) to conduct quantitative and qualitative research to provide NDI's partners with information about the thoughts, beliefs, and attitudes of the public towards specific aspects of the political system. Research objectives for each activity will vary, but in general, NDI wants to explore citizen priorities, vulnerability to disinformation, attitude towards a variety of topics including elections, reforms, leaders, parties and policies as well as motivators and barriers to civic participation.

This request for proposals indicates the National Democratic Institute's (NDI) intention to contract with a Ukraine-based research firm to conduct following different types of research activities:

1. National surveys
2. Computer-assisted telephone interviews (CATI) surveys
3. Focus groups
4. In-depth Interviews
5. Online/smartphone surveys
6. Additional questions services (Omnibus)

Interested organizations are invited to apply for all elements **together or any of these separately**. NDI reserves the right to contract these elements out separately. If your organization/firm chooses to apply for more than one element, please include a price for all elements together and for each element individually (and include a unit price for each research method). Pricing should be valid for the 12-month duration of the contract.

BACKGROUND

NDI has actively supported Ukrainian efforts to strengthen democratic institutions and advance democratic reforms since 1992. NDI's program provides high quality analysis to a wide range of program partners and expects to conduct several waves of research over the next one year.

SURVEYS

Context permitting, NDI seeks to carry out up to two nationally representative face to face probability surveys with up to 8 oversamples (boosters) for representative samples in some Ukrainian cities/oblasts per survey. They should be CAPI surveys only, i.e., conducted on tablets. Also, NDI considers conducting sectoral surveys (public opinion research of specific groups of people (teachers, doctors, military staff etc.)).

TIMELINE

The first survey will be completed at a date to be confirmed prior to May 2023. The exact timeline will be discussed and finalized with the successful bidder(s). Subsequent surveys would be scheduled according to programmatic needs and funding availability.

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none">• Design and provide the questionnaire which will be approximately 50 minutes in length;• Approve the content and participate in the briefing session in Kyiv for all supervisors;• Approve the sampling strategy;• Approve the final database delivery;• Provide templates and training for data visualization.	<ul style="list-style-type: none">• Provide advice on questionnaire;• Provide detailed pre-test feedback on the questionnaire;• Translate the questionnaire from English into Ukrainian and Russian;• Provide skilled fieldwork staff;• Design appropriate fieldwork training documents;• Organize a briefing session for all supervisors in Kyiv and provide a detailed training plan for interviews;• Provide an open source and replicable sampling script which can be independently verified;• Provide all data cleaning scripts;• Be able to generate and provide mock survey data;• Provide a complete database of raw results and cleaned and weighted results in Stata format, version 14 or later;

	<ul style="list-style-type: none"> • Provide a detailed Methods (technical) report about the fieldwork. A report will include among other things information about a survey design, panel and sample description, weighting, overall and daily outcome rates according to AAPOR Standard Definitions¹; • Provide any weighting scripts in a replicable format and documentation on weight construction; • Provide data visualization
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PROPOSAL INFORMATION

For the purpose of this bid, assume sample sizes of 500-1,900; 2,000-3,900 and 4,000+ completed interviews for the national sample and 600 completed interviews for each oversample. To assist NDI in assessing your firm’s qualifications, please fill in the relevant survey and oversample (booster) sections of the [bidding form](#) attached to the bidding announcement. Please provide the following information in your bidding form:

- Detailed methodology for calculating sample size for the nationally representative sample and any oversamples (boosters), including design effect calculations and the basis for these design effects;
- Experience in randomization protocols including questionnaire ordering and split samples; experience in conduction of complex survey experiments such as conjoint design.
- Cost per unit (interview) for different samples: 500-1900; 2000-3900; 4000+
- Cost per oversample (600 completed interviews);
- Detailed sampling methodology;
- Description of data quality control methods;
- A description of available technology, including PDA devices for conducting field work.

NOTE: NDI will not consider any proposals that use quota sampling. Random sampling is required for nationally representative sample and any oversamples (boosters). Upon NDI request, the successful bidder(s) must provide all sampling, data cleaning and weighting scripts for independent verification.

COMPUTER-ASSISTED TELEPHONE INTERVIEWS (CATI) SURVEYS

NDI seeks to carry out up to four CATI surveys. They could be standalone nationally representative surveys or parts of mixed-mode surveys. Sampling design should have an option of not using quotas, and be random at all stages.

TIMELINE

The exact timeline and schedule will be discussed and finalized with the successful bidder(s). Subsequent surveys would be scheduled according to programmatic needs and funding availability.

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> • Design and provide the questionnaire which will be approximately 30 minutes in length; • Approve the content and participate in the briefing session in Kyiv for all interviewers; • Approve the sampling strategy; • Approve the final database delivery. 	<ul style="list-style-type: none"> • Have a CATI call-center at the full disposal; • Provide advice on questionnaire; • Provide detailed pre-test feedback on the questionnaire; • Translate the questionnaire from English into Ukrainian and Russian; • Provide skilled fieldwork staff; • Design appropriate fieldwork training documents;

¹ See: https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

	<ul style="list-style-type: none"> • Organize a briefing session for all engaged interviewers; • Provide an open source and replicable sampling script which can be independently verified; • Provide all data cleaning scripts; • Be able to generate and provide mock survey data; • Provide a complete database of raw results and cleaned and weighted results in Stata format, version 14 or later; • Provide a detailed Methods (technical) report about the fieldwork. A report will include among other things information about a survey design, panel and sample description, weighting, overall and daily outcome rates according to AAPOR Standard Definitions²; • Provide any weighting scripts in a replicable format and documentation on weight construction; • Provide data visualization.
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PROPOSAL INFORMATION

For the purpose of this bid, assume sample sizes of 500-1,900; 2,000-3,900 and 4,000+ completed interviews. To assist NDI in assessing your firm’s qualifications, please fill in the relevant survey sections of the bidding form attached to the bidding announcement. Please provide the following information in your [bidding form](#):

- Detailed methodology for calculating sample size for the nationally representative sample including design effect calculations and the basis for these design effects;
- Experience in randomization protocols including questionnaire ordering and split samples; experience in conduction of complex survey experiments such as conjoint design.
- Experience of CATI conduction as a part of a larger mixed-mode survey
- Cost per unit (interview) for different samples: 500-1900; 2000-3900; 4000+
- Detailed sampling methodology;
- Description of data quality control methods
- A description of available technologies for conducting fieldwork.

FOCUS GROUPS

NDI seeks to contract a Ukraine-based research firm(s) to conduct up to seven rounds of up to 20 focus groups each. Please, provide prices for offline and online set-up if the prices are different.

TIMELINE

The timeline and schedule of subsequent rounds will be determined based on programmatic needs and funding availability and will be discussed with successful bidder(s).

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> • Design and provide the focus group discussion guide and selection criteria; • Approve the content and participate in the briefing session in Kyiv for all focus group moderators; 	<ul style="list-style-type: none"> • Provide advice on the focus group discussion guide; • Translate the focus group discussion guide from English into Ukrainian and Russian; • Provide skilled moderator(s);

² See: https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

<ul style="list-style-type: none"> • Approve the recruitment strategy for focus group participants; • Observe focus groups as possible. 	<ul style="list-style-type: none"> • Organize a briefing session for all moderators in Kyiv, in coordination with NDI; • Recruit focus group participants according to NDI selection criteria; • Provide a schedule of all focus groups; • Organize and conduct the focus groups in specified locations according to a timeline agreed with the client; • Where needed, provide transportation for focus group participants to ensure that focus groups begin on time; • Set up live video feed in a neighboring room in focus group facilities where two-way mirrors are not available; • Provide NDI with written transcripts and video/audio recordings of all focus groups according to the specified deadline; focus group transcripts should only be provided in the language that they were carried out in; if people mix Ukrainian and Russian, then their native language should be used; • Provide translated transcripts into English; • Provide NDI with demographics on all participants before the groups are conducted; • Prepare a preliminary conclusions report (topline memo) if agreed prior to the start of the field work; • Prepare full report with quotes if agreed prior to the start of the field work.
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An example list of one round of focus groups:

- Kyiv (4+1 pilot group)
- Kharkiv (4)
- Odesa (4)
- Lviv (4)
- Zaporizhyya (4)

FOCUS GROUP DESIGN

The participants of focus groups will be selected according to specific criteria. These criteria will change with each round of focus groups. Example criteria include: location, gender, urban and rural location, age, and voting behavior (e.g. abstention or party-switching). NDI will provide and/or suggest to the successful bidder(s) other details about participant selection and any other issues or topics to bear in mind in arriving at the final design for the focus groups.

NDI will independently verify that participants:

1. Were recruited in the appropriate way and do not have any conflict of interest;
2. Have not participated in any focus groups within the last six months.

PROPOSAL INFORMATION

To assist NDI in assessing your firm's qualifications, please fill in the relevant focus group section of the [bidding form](#). Please provide the following information in your bidding form:

- A detailed description of your recruitment methodology for the focus groups;
- A description of available focus group facilities, including live observation capacity.

IN-DEPTH INTERVIEWS

NDI seeks to contract a Ukraine-based research firm(s) to conduct up to two rounds of in-depth interviews each. Please, provide prices for offline and online set-up if the prices are different.

TIMELINE

Schedule and timing for all in-depth interviews will be agreed between NDI and the successful bidder(s). The timing of subsequent rounds will be determined based on programmatic needs and funding availability.

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> ● Design and provide in-depth interviews discussion guide; ● Approve the content and participate in the briefing session in Kyiv for all interviewers; ● Approve the recruitment strategy for in-depth interviews participants; ● Observe in-depth interviews process. 	<ul style="list-style-type: none"> ● Provide advice on the in-depth interviews discussion guide; ● Provide NDI with written transcripts and audio recordings of all in-depth interviews in the language in which they occurred, ● Provide transcripts translated into English for each interview, according to specified deadline; ● Translate the in-depth interviews guide from English into Ukrainian and/or Russian language; ● Provide skilled interviewer(s); ● Organize a briefing session for all interviewers in Kyiv, in coordination with NDI; ● Recruit in-depth interviews participants according to NDI selection criteria; ● Provide a schedule of all in-depth interviews; ● Organize and conduct the in-depth interviews in specified locations according to a timeline agreed with the client; ● Where needed, provide transportation for in-depth interviews participants; ● Provide NDI with demographics on all participants before the interview;. ● Prepare a preliminary conclusions report (topline memo) if agreed prior to the start of the field work; ● Prepare full report with quotes if agreed prior to the start of the field work.

IN-DEPTH INTERVIEWS DESIGN

The participants of In-Depth Interviews will be selected according to specific criteria in each round. Example selection criteria could include: location, gender, urban and rural location, age, voting behavior (e.g. abstention or party-switching) as well as other characteristics such as being a candidate for elected office, a journalist or a small business owner. NDI will provide and/or suggest to the successful bidder(s) other details about participant selection and any other issues or topics to bear in mind in arriving at the final design for the interviews.

NDI will independently verify that participants:

1. Were recruited in the appropriate way and do not have any conflict of interest;
2. Did not participate in any focus groups or in-depth interviews within the last six months.

PROPOSAL INFORMATION

To assist NDI in assessing your firm’s qualifications, please fill in the relevant in-depth interviews’ section of the [bidding form](#). Please provide the following information in your bidding form:

- A detailed description of your recruitment methodology for the in-depth interview;
- A description of available focus group facilities, including live observation capacity.

ONLINE/SMARTPHONE SURVEYS

NDI seeks to carry out multiple waves of nationally representative computer-assisted web interviewing (CAWI) surveys.

TIMELINE

The exact schedule and timeline for all online surveys will be agreed between NDI and the successful bidder(s). The timing of subsequent rounds will be determined based on programmatic needs and funding availability.

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> • Design and provide the questionnaire; • Approve the content and proofread and test the CAWI script; • Approve the sampling strategy; • Approve the final database delivery. 	<ul style="list-style-type: none"> • Provide advice on questionnaire; • Provide detailed pre-test feedback on the questionnaire via a pilot; • Translate the questionnaire from English into Ukrainian and Russian; • Provide an open source (R or similar language) and replicable sampling script which can be independently verified; • Provide all data cleaning scripts; • Provide a complete database of raw results and cleaned and weighted results in Stata format, version 14 or later; • Be able to include images, audios and videos in a questionnaire; • Be able to randomize questions, blocks of questions, and response sets within questions; • Provide technical variables within a database allowing to control for randomization order and other experimental designs; • Provide technical variables within a database for the following (upon request): <ul style="list-style-type: none"> - invitation dates; - starting, ending and total time spent by a respondent to fill in the survey; • Be able to generate and provide mock survey data; • Control for survey timing by each respondent and provide criteria for this control; • Be able to implement rolling polls including daily delivering of updated data; • Be able to implement longitudinal surveys dealing with sample attrition; • Be able to implement conjoint analysis and other complex survey experiments techniques;

	<ul style="list-style-type: none"> • Provide any weighting scripts in a replicable format and documentation on weight construction; • Provide a detailed Methods (technical) report about the fieldwork. A report will include among other things information about a survey design, panel and sample description, weighting, overall and daily outcome rates according to AAPOR Standard Definitions³.
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PROPOSAL INFORMATION

For the purpose of this bid, assume the national sample sizes of 500-900; 1,000-1,900; 2000+ interviews. Similarly, assume the interview duration is up to 15 minutes.

To assist NDI in assessing your firm’s qualifications, please fill in the [bidding form](#) attached to the bidding announcement. Please, provide the following information in your bidding form:

- Detailed methodology for protocols used to draw samples for the online survey/from the online panel.
- For opt-in online panels: description of online panel including: 1) number of panelists, 2) panel distribution by age groups, gender, settlement size and macroregions, 3) how panelists were recruited into panel, 4) methods of panel refreshment, 5) methods of data quality control, 6) software used to conduct CAWI, including its name(s), whether it’s proprietary, internally developed, and whether there is a full control over it, 7) the software’s capability for complex randomization and specialty techniques such as conjoint analysis, list experiments, and other experimental and quasi-experimental methodologies including ability to deliver visual and audio primes.
- Average web penetration rate for different sub-populations.
- Quality control strategy, including methods to detect fraud.
- A standardized matrix of prices per unit (interview) and expected turnaround time for different sample sizes (500-900; 1,000-1,900; 2000+) and sample types (i.e. [urban only, urban-rural], [all age groups and under 45]).
- Experience in conducting rolling and longitudinal online surveys.

ADDITIONAL QUESTIONS SERVICES (Omnibus)

NDI seeks to add questions to other surveys, like regular Omnibus surveys.

TIMELINE

The exact schedule and timeline for all additional questions services will be agreed between NDI and the successful bidder(s) depending on the schedules of Omnibus surveys and NDI programmatic needs.

RESPONSIBILITIES

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> • Design and provide the questions to be added to the Omnibus or additional surveys; • Approve the sampling strategy; • Approve the final database delivery; 	<ul style="list-style-type: none"> • Have a CATI call-center at the full disposal; • Provide advice on questionnaire; • Provide a database of raw results and cleaned and weighted results for NDI questions and socio-demographic questions in Stata format, version 14 or later; • Provide a detailed Methods (technical) report about the fieldwork. A report will include among other things information

³ See: https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

	<p>about a survey design, panel and sample description, weighting, overall and daily outcome rates according to AAPOR Standard Definitions⁴;</p> <ul style="list-style-type: none"> • Provide any weighting scripts in a replicable format and documentation on weight construction.
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PROPOSAL INFORMATION

For the purpose of this bid, assume adding all available types of questions into one wave. To assist NDI in assessing your firm’s qualifications, please fill in the relevant Omnibus sections of the [bidding form](#) attached to the bidding announcement. Please provide the following information in your bidding form:

- Detailed methodology for calculating sample size for the nationally representative sample and any oversamples (boosters), including design effect calculations and the basis for these design effects;
- Cost per each type of question (closed with the list of options, open-ended, multiple choice etc.);
- Detailed sampling methodology;
- Description of data quality control methods
- A description of available technology, including PDA devices/CATI system for conducting field work.

GENERAL PROPOSAL INFORMATION

All proposals should indicate the research firm’s qualification to conduct the component or components it is bidding on. Please fill in all relevant fields in the [bidding form](#), including cost per unit.

In addition to the information requested in the bidding form, your proposal should also include the following information:

- General information about your firm, including registration documents;
- A list of previous clients;
- Statement of previous experience in conducting the types of research included in your proposal;
- A description of the management (including quality control measures) and field team qualifications for this project.

As a result of this RFP, NDI anticipates issuing a master services agreement (MSA)--or possibly multiple MSAs--a copy of which is available upon the request, to establish a rate structure and procedures for ordering these services under future Task Orders. Under this mechanism, the MSA contract itself does not authorize any work or guarantee any payment but rather establishes agreed-upon rates for the work. The work itself is authorized and issued through Task Orders, which are subordinate agreements that outline a detailed scope, expected deliverables, and timeframe for a specific project. The Task Order also specifies the billable rate and includes a cost ceiling for the project, in accordance with the rates listed in the MSA. Payment under the MSA can only be made with a fully executed Task Order.

If the execution of work to be performed by the bidder requires the hiring of subcontractors, this must be clearly stated in the proposal. NDI will not refuse a proposal based upon the use of subcontractors; however, NDI retains the right to refuse the subcontractors selected by a vendor.

CONTACT DETAILS AND SUBMISSION DEADLINE

Please submit your proposals in English and a filled-in bidding form via email to ukr_procurement@ndi.org. The deadline for submitting proposals is **April 5, 2023**. Early submissions are welcomed.

NDI will evaluate bids based on vendor’s ability to meet description of product needed, experience and price. NDI reserves the rights to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI reserves the right to sign a contract with multiple research organizations/firms to undertake listed research projects. NDI should not be liable for any costs associated with the preparation, transmittal, or presentation materials submitted in response to the RFP. NDI reserves the right

⁴ See: https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

before making an award to inspect the proposed bidders' facilities. Proposals are expected to be binding for period of two years from the published response date.

Bidders must provide disclosure of any known past, present or future relationships with any parties associated with NDI. For example, bidders should disclose if a member of their Board is also a member of NDI's Board currently or in the past, or if they are affiliated (such as a board member, current/past employee or family member, volunteer, etc.) with a civil society organization that is a current, past or planned recipient of NDI funding. The bidder also certifies that the prices offered were arrived at independently and without the purpose of restricting competition with other offerers, including but not limited to subsidiaries and that prices have not been and will not be knowingly disclosed to any other offerer unless required by law. Failure to comply with these requirements may result in NDI having to re-evaluate the selection of a potential bid.

INFORMATION ABOUT NDI

The National Democratic Institute is a nonprofit, nonpartisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. NDI has been supporting local democratization efforts in Ukraine since 1992.

For more information about NDI, please visit: www.ndi.org.