

A Request for Bids

Local Agency for Demographic Outreach Research Study

Summary:

The New Jersey Department of Community Affairs requests bids for the development and implementation of a demographic/outreach study for NJDCA's LIHEAP and USF programs. The purpose of the study is to analyze and identify effective methods to reach New Jersey residents that are potentially LIHEAP and USF eligible. Bids are due no later than 4:30 p.m. on November 15, 2018.

Bids must be sent to the attention of:

Jose Sanchez Room# 515
New Jersey Department of Community Affairs
Division of Housing and Community Resources
PO BOX 811
Trenton, New Jersey 08625-0811

Low Income Home Energy Assistance Program (LIHEAP):

LIHEAP is a federally funded program that helps low-income households pay for heating costs (includes: electric, natural, gas, oil and other deliverable fuels). The Program is administered by the New Jersey Department of Community Affairs.

Universal Service Fund Program (USF):

USF is a program created by the State of New Jersey to help make natural gas and electric bill more affordable for low-income households.

Overview:

The Vendor will develop and implement a Demographic/Outreach study on New Jersey Residents that are potentially eligible for the LIHEAP and USF programs, and agencies who administer the program.

Scope of Services:

The services to be provided include, but are not limited to the following:

1. Review NJ LIHEAP and USF data in the LIHEAP Data Warehouse
2. Analyze the eligible population by county area using publicly available data
3. Analyze LIHEAP and USF participation using the NJ LIHEAP database
4. Analyze LIHEAP and USF participation rates at the state and agency level by:
 - a. State overall
 - b. By County

- c. By zip code
 - d. By agency
 - e. Heating fuel type
 - f. Ethnic background of those served and undeserved.
5. Conduct more detailed local analysis for a sample of agencies with low and high participation rates
6. Assess potential barriers to participation:
 - a. Application process
 - b. Application requirements
 - c. Undocumented residents
 - d. Language
7. Analyze current state and local agencies outreach method and material for value and penetration.
8. Research best practices for improving participation rates
9. Provide a written report with findings and recommendations

Funds Available : \$39,999.00

Required Experience:

1. Experience conducting research on LIHEAP for the Federal government
2. Experience conducting research on LIHEAP for state LIHEAP offices
3. Experience conducting research with state LIHEAP databases
4. Experience conducting research on eligible populations using publicly available data
5. Experience conducting research with local agencies that deliver LIHEAP assistance
6. Demonstrate knowledge of New Jersey's market
7. List 3 client references (finalists' references will be contacted)
8. Describe work experience within New Jersey's market and address any potential conflicts of interest.