



New Jersey Motor Vehicle Commission

P.O. Box 160
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STATE OF NEW JERSEY

Philip D. Murphy
Governor

Sheila Y. Oliver
Lt. Governor

B. Sue Fulton
Chair and Chief Administrator

June 1, 2018

NJMVC REQUEST FOR QUOTE (RFQ): PERFORMANCE SURVEY

RE: 05-14-OMB in conjunction with applicable NJ State Circular Letters
Link enclosed: <http://www.state.nj.us/infobank/circular/circindx.htm>

Bidder Questions Due: 2:00 pm (Eastern) June 11, 2018
Proposal Due Date: 2:00 pm (Eastern) June 25, 2018

All Questions and Proposals must be addressed directly to: Procurement@mvc.nj.gov and submitted in writing via email no later than 2:00 pm (Eastern) on each of the respective closing dates.

Bidder Questions received and time stamped later than 2:00 pm Eastern on June 11, 2018 may be rejected as invalid by NJMVC with no further consideration or review.

IMPORTANT NOTE: ALL VENDOR (BIDDER) E-MAIL CORRESPONDENCE IN RESPONSE TO THIS RFQ, INCLUDING BIDDER QUESTIONS, MUST CLEARLY STATE “NJMVC PERFORMANCE SURVEY RFQ” IN THE SUBJECT LINE OF EACH E-MAIL.

Proposals received and time stamped later than 2:00 pm Eastern on June 25, 2018 will be deemed unresponsive and rejected with no further consideration or review by the Commission.

Bidder Eligibility: This procurement is open to those autonomous colleges and universities registered to conduct business within the state of New Jersey that satisfy the minimum qualifications stated herein.

REQUEST FOR QUOTE

NJMVC PERFORMANCE SURVEY

RE: 05-14-OMB in conjunction with applicable NJ State Circular Letters

Overview:

The New Jersey Motor Vehicle Commission (“NJMVC”, “MVC”, “Commission”) seeks professional services quotes from those autonomous colleges and universities authorized to provide in-state professional resources and services under NJ State Circular Letter 05-14-OMB to design, conduct, report and track findings in a targeted, analytics based survey of NJMVC customers.

New Jersey State Circular Letters, including 05-14-OMB are publicly available for review under the enclosed link: <http://www.state.nj.us/infobank/circular/circindx.htm>

Bidders are encouraged to propose a bundled professional service solution utilizing in-state resources and tools to provide the required survey results, analysis and reporting capabilities specified within this RFQ. NJMVC will assess bidder’s proposals based on value, efficiency and long-term cost/benefit to the Commission.

Bidders are also encouraged to highlight optional value add services and proposed pricing for additional survey enhancements which may reduce overall costs, improve survey results or otherwise provide direct benefit to the NJMVC and meet or exceed the required objectives, specifications and deliverables detailed within this RFQ.

1) Background:

NJMVC currently provides motor vehicle services to nearly seven (7) million motorists in thirty-nine (39) Agency locations throughout the State. As part of these collective services The Commission anticipates it will actively engage in ongoing customer service improvements to support federal and state compliance requirements under the REAL ID Act. Our Vision and Mission Statement respectively detail direction and primary goals of The Commission, “To be the model for excellence in motor vehicle services”; and “To promote motor vehicle safety for our citizens by delivering secure, effective and professional motor vehicle services, and to achieve public trust and confidence in the quality and integrity of those services.”

For the purposes of this project NJMVC requires professional services resulting from this RFQ to produce qualitative survey results. MVC expects the finished work product from this survey to establish a baseline status and clear understanding of current MVC customer service performance levels. NJMVC intends to utilize this baseline understanding of Commission service levels resulting from this survey to further enhance customer service capabilities, improve customer satisfaction and facilitate our ability to achieve these goals and fulfill our Vision Statement. NJMVC Core Values and Strategic Direction guide, compliment and further support these preceding objectives and expectations for this survey.

NJMVC requires a scalable, modular survey proposal in response to the specific requirements of this RFQ. Survey proposals should be written to include the capacity and capability to build and fulfill expanded future requirements including but not necessarily limited to additional polling questions, locations and population samples.

Note: Any future NJMVC survey requirements are intended to be separate and apart from this RFQ and will be subject to applicable N.J.S.A. Procurement regulations and Circular Letter guidelines for competitive bidding.

2) Electronic Question and Answer Period:

NJMVC will accept questions and inquiries electronically, via email from all potential Vendors (Bidders)

- a. Questions should be directly tied to the Bid Solicitation (RFQ) and asked in consecutive order, from beginning to end, following the organization of the RFQ; and
- b. Each question should begin by referencing the applicable page number and section to which it relates.

Bidder shall not contact MVC Procurement concerning this RFQ except by email on or before the designated due date for Bidder Questions. Bidders are permitted to contact MVC Procurement via email solely for the purpose of submitting written questions and/or its proposal in response to this RFQ. No phone calls are permitted and no additional communication is anticipated between any Bidder and MVC Procurement prior to final award of a P.O. unless otherwise allowable within this RFQ or any subsequent addenda.

The due date for electronic questions and inquiries relating to this RFQ is indicated on the cover sheet. In the event questions are posed by Bidders, answers to such questions will be issued by Bid Amendment (Addendum). Any Addendum to this RFQ will become part of this RFQ and any P.O. awarded as a result of this RFQ. Addenda to this RFQ if any, will be posted as a separate File Attachment and added to the RFQ after the due date.

3) Scope of Work:

General: NJMVC will assign a designated project and/or contract manager to the contractor as Primary Point of Contact (PPOC) for the full term and duration of any P.O. resulting from this RFQ.

Contractor must design, develop, and conduct a brief, comprehensive survey with tracked response and written report, directed to a specific target audience to meet the following objectives, achieve the required results and fulfill the purpose specified herein. The following objectives and deliverables must be completed by the contractor within thirty (30) days after award of a P.O. resulting from this RFQ.

Research objectives:

Determine & track MVC performance in serving our customers, focused on wait times as well as employee knowledge, efficiency, and courtesy. Measure the impact of the REAL ID initiative on MVC customer service.

Target Audience: Individual license and/or registration customers who have just attempted or completed a transaction, either online or in-person at an Agency location.

Purpose:

What will we do with the results?

- Set concrete goals for improvement.

- Publicize results to promote best practices (e.g., show that customer satisfaction is far higher online vs in the agency; or that wait times mid-week are much shorter than on Saturday).
- Recognize good customer service.

3.1) Deliverables:

A) Contractor's survey must include, but is not necessarily limited to the following components and specifications which the Contractor shall complete:

I. Master Survey Plan (MSP) Draft

- i. Contractor must design and submit a written Master Survey Plan Draft and schedule to the MVC for review no more than thirty (30) days prior to its planned implementation date.
- ii. Contractor's draft MSP shall identify a target population and sample size for both online and in-person surveys and should include a regional Agency assessment strategy.
- iii. Contractor's draft MSP should be written to include the capacity and capability to build and fulfill expanded future requirements including but not necessarily limited to additional polling questions, locations and population samples.
- iv. Contractor's draft MSP must demonstrate its analytical capability and proven success with recent similar and/or comparable projects.
- v. The Contractor's draft MSP must indicate an appropriate methodology to obtain greater than ten percent (10%) useful public response to the survey.
 - a. MVC will, for mutual agreement purposes, discuss qualitative and quantitative expectations to establish a commercially reasonable "useful public response" level with the Contractor.
 - b. MVC retains the sole, exclusive right to determine and define "useful public response" relative to this survey.
- vi. Contractor must include a projected online and in-person response rate in its draft MSP. Contractor should base this estimate on its recent success with similar and/or comparable projects completed over the previous one (1) to two (2) calendar years.
- vii. Contractor shall secure written MVC approval for its draft MSP prior to implementing any survey online or in-person.
 - a. Contractor's draft MSP shall be designated as an authorized Master Survey Plan upon written MVC approval.
 - b. Assessment and Online Survey Plan shall be subject to separate review and require additional MVC approval in writing prior to implementation by the Contractor.

II. Assessment of NJMVC Agencies and locations

- i. Contractor must complete an assessment of NJMVC Agency locations and identify no less than three (3) Agency locations to conduct the survey.

- ii. Contractor must provide written justification and appropriate data to support optimal Agency location selections to conduct the subject survey.
 - iii. Contractor shall present its completed Agency assessment its designated NJMVC PPOC (PPOC) for review and;
 - iv. Upon mutual agreement between the Contractor and its PPOC, select no less than three (3) Agency locations to conduct the survey.
- III. Online Survey Plan
- i. Contractor must describe its online survey methodology and anticipated response rate.
 - ii. Contractor must provide a separate implementation plan in writing for conducting an online survey.
 - iii. Contractor shall secure written MVC approval for its written online survey plan prior to implementation.
- IV. Survey Questions, Response and Reports
- i. Contractor shall prepare a written multi-question, comprehensive survey with tracked response and report capabilities based upon NJMVC input to, and written approval of the Contractor's draft MSP, Agency Assessment and Online Survey Plan detailed in the preceding Deliverables I, II and III respectively.
 - ii. Contractor shall detail its recommendations for communication to raise public awareness of the NJMVC intent to conduct the subject in-person and online survey.
 - iii. Contractor must specify start and end dates for conducting both an in-person and online survey and develop a written roll-out schedule to include communication release plans as well as applicable survey implementation, duration and completion dates at specific Agency locations.
 - iv. Contractor shall include an anticipated deliverable schedule for reporting all survey results and detail its required timeline to present NJMVC with survey results and analytical findings in report format
 - v. Contractor shall, based on its demonstrated experience recommend question format, i.e. online or in-person, content for questions, and an optimal number of survey questions to achieve best results from this targeted effort.
- V. Authorized Master Survey Plan
- i. Following written MVC approval of all preceding Deliverables I through IV, inclusive, the Contractor must present any edits, changes and/or updates to its MSP draft to MVC for final review and authorization.
 - ii. MVC shall not unreasonably withhold its review and approval/authorization of the Contractor's MSP.
 - iii. Contractor shall deliver to MVC PPOC in a timely manner, all completed Deliverables, Schedules, Assessments and Analysis as specified within the Authorized MSP.

- iv. Contractor shall create, deliver and present written ad hoc status reports on any or all Deliverables to MVC PPOC upon request.

VI. Survey Results and Analysis

- i. Contractor must provide accurate, meaningful analysis and reports for each survey conducted.
- ii. Contractor must establish written standards for all analysis and report requirements with MVC PPOC prior to conducting any survey.
- iii. Contractor must secure MVC PPOC approval in writing for all written standards, analysis and report requirements with MVC PPOC prior to conducting any survey.

VII. Final Report

- i. Contractor must present all survey results, analysis and findings in both written hard copy and electronic, machine readable format, using WORD, Excel, PowerPoint or Adobe application, or any appropriate combination of the above programs.
- ii. Contractor must provide no less than three (3) hard copy reports and no less than three (3) electronic "soft" copy reports via disk, flash drive or email. One electronic copy must be provided exclusively in PDF format.

4) Instructions to Bidders:

Interested Parties (Vendors, Bidders) intending to submit a proposal in response to this RFQ are instructed to thoroughly review all specifications and Deliverables and understand compliance requirements specified within applicable NJ State Circular Letters.

NJMVC requires a scalable, modular professional services survey proposal in response to the specific requirements of this RFQ. Survey proposals should be written to include the capacity and capability to build and fulfill expanded future requirements including but not necessarily limited to additional polling questions, locations and population samples.

Bidders must provide a response to all deliverables and include a timeline / project schedule and price quote in full compliance with NJ State Circular Letters 05-14-OMB and 14-07-DPP/OMB/OIT.

All Bidders should fully understand the obligations and deliverables specified herein. Bidders must meet and comply with the following:

Proposal Requirements:

- Bidders are instructed to prepare and submit a written comprehensive proposal to address the requirements and specifications described within the draft Master Survey Plan.
- Bidder's draft Master Survey Plan Proposal should clearly and concisely address Deliverables I through IV inclusive.
- Bidder's should also include in its proposal a comprehensive and concise plan to complete all requirements specified within Deliverables VI and VII.

- Bidders are encouraged to provide at least one (1) recently completed example of a project of similar size and scope as a relevant work sample. Bidder sample work example should be completed within no more than two (2) calendar years.
- Bidders may reasonably redact confidential information in its relevant work sample. However, should the work sample be redacted, bidder must provide no less than three (3) third-party references for previously completed work of similar size and scope.
- Bidders are instructed to present solutions to common analytical limitations and reoccurring problems typically encountered in conducting any survey of similar size and scope.
 - Bidder solutions should be identified with the appropriate Deliverable in this RFQ and must be addressed in the Bidder's proposal.
- Bidders are instructed to propose viable, cost effective solutions to address all preceding issues listed as well as any analytical limitations anticipated in completing the required Deliverables.
- Bidders must wherever possible identify advantages and potential disadvantages (if any) of each optimal survey solution proposed based on previous experience and expertise in conducting a survey of similar size and scope to that specified within this RFQ.

4.1) Price Proposal:

Bidders must submit its price proposal as an all-inclusive firm, fixed price in machine readable, Excel or PDF format as a clearly labeled attachment to its proposal.

- I. Bidders must include a unit cost breakdown for each Deliverable.
 - a. Unit cost must be presented as either an hourly rate, a proposed rate per Deliverable; or cost per survey question.
 - b. In the event a Bidder prefers to propose an hourly cost, its all-inclusive firm fixed price must state both the hourly rate and number of hours proposed to complete each Deliverable.
 - i. Total hours and cost per Deliverable must equate to the Bidder's total, all-inclusive firm fixed price proposal.
 - c. Should a Bidder prefer to propose a unit cost per survey question, with no cost breakdown per Deliverable, the Bidder must show that its total all-inclusive, firm fixed price proposal can be broken down into a fixed number of survey questions.
 - i. In this cost per survey question example, Bidders are instructed to propose a fixed rate per survey question along with an optimal recommended number of survey questions proposed.
 - ii. The Bidder's total number of survey questions proposed and its cost per survey question multiplier must equate to the Bidder's total, all-inclusive firm fixed price proposal.
 - iii. The Bidder must state that its cost per survey question is an all-inclusive total firm fixed price per survey question and the Bidder proposes no additional costs to complete all Deliverables within this RFQ.

4.2) QUOTE PROPOSAL PREPARATION AND SUBMITTAL

The Vendor (Bidder) is advised to thoroughly read and follow all instructions contained in this RFQ in preparing and submitting its Quote. The Vendor (Bidder) is advised to sign and return this RFQ Signatory Page with its proposal.

The Vendor (Bidder) should reference all Quick Reference Guides (QRGs) located on the [NJSTART Vendor Support Page](#), in preparing and submitting its required Vendor registration and completed forms. Use of URLs in a Quote Proposal should be kept to a minimum. If a preprinted or other document included as part of the Quote Proposal contains a URL, an electronic copy of the URL page shall be provided and will be considered as part of the Quote Proposal. Additional URLs on the copy of the URL page shall not be considered as part of the Quote Proposal unless a copy of those URL pages is also provided.

After NJMVC issue of a Purchase Order (PO) as a result of this RFQ:

- I. if a conflict arises between a Vendor (Bidder) proposed term or condition included in the Quote Proposal and any term or condition of the RFQ, the term or condition of the RFQ will prevail; and
- II. if the result of the application of a Vendor (Bidder) proposed term or condition included in its Quote Proposal would diminish the State's, or the Commission's rights, the Vendor (Bidder) proposed term or condition will be considered null and void.

Failure to submit information as indicated below may result in your Quote being deemed non-responsive.

Interested Parties (Vendors / Bidders) are required to provide:

A clear and concise written quote / proposal with detailed description of the services offered to meet all Deliverables and requirements specified within this RFQ. The following information must be included with the Bidder's proposal.

1. Vendor / Bidder Information- Institution and State University / College name,
2. Contact person and title
3. Contact phone number and email address
4. Date of quote / proposal, and
5. Quote/proposal number assigned by the Bidder.

Note: Bidders shall comply with procedural instructions and updates as well as applicable NJ State Circular Letters that may be issued from time to time by the Director of the Division of Purchase and Property.

Vendors shall not place any order or support services into service which would result in charges to the Using Agency without a written order and approval from NJ MVC.

The forms discussed herein and required for submission of a Quote in response to this RFQ are available on the [Division's website http://www.state.nj.us/treasury/purchase/forms.shtml](http://www.state.nj.us/treasury/purchase/forms.shtml) unless noted otherwise.

4.3) FORMS, REGISTRATIONS AND CERTIFICATIONS REQUIRED WITH QUOTE

Vendors {Bidders} are under a continuing obligation to report updates to the information contained in its required forms.

Vendors / Bidders must complete:

1. Consolidated DPA Forms Packet which consists of:
 - Information Sheet and Certification for DPA Transactions
 - Ownership Disclosure Form
 - Disclosure of Investigations and Other Actions Involving Bidder Form
 - Disclosure of Investment Activities in Iran Forms Pursuant to N.J.S.A. 52:132-55, contractor must attest that the contractor, or any of its parents, subsidiaries, and/or affiliates, is neither engaged in certain investment activities in Iran nor identified on a list created and maintained by the Department of the Treasury as a person or entity engaging in investment activities in Iran.
 - Source Disclosure Certification Form For all purchases that exceed \$17,500 and are primarily for services, the vendors must comply with N.J.S.A. 52:34-13.2 (also known as EO 129) and file a source disclosure certification with the agency, it is the agency's responsibility to determine if the vendor complies with N.J.S.A. 52:34-13.2, i.e., that the vendor will provide the services within the United States.
 - MacBride Principles Certification Form
 - Vendor Certification and Political Disclosure Form/Two Year Chapter 51/Executive Order 117 Vendor Certification and Disclosure of Political Contribution Form In addition for all purchases exceeding \$17 500 whether singly or in the aggregate the vendor must comply with N.J.S.A. 19:44A-20.13 et seq. (formerly known as Executive Order (EO) 134). If this provision is applicable to the purchase, the agency shall not issue a purchase order to the vendor until DPP apprises the agency that the vendor is in compliance with N.J.S.A. 19:44A-20.13 et seq.
 - Affirmative Action Form - A New Jersey Certificate of Employee Information or a copy of the Federal Letter of Approval verifying it is operating under a federally approved or sanctioned Affirmative Action program (Verification of Affirmative Action compliance may also be obtained through the VINP screen on MACS-E.).
 - Delegated Purchasing Authority Terms and Conditions
2. Proof of NJ Business Registration with the Division of Revenue and Enterprise Services <http://www.state.nj.us/treasury/revenue/> and https://www1.state.nj.us/TYTR_BRC/jsp/BRCLoginJsp.jsp
 - Provide a copy of the vendor's Business Registration Certificate — Vendors must have a valid Business Registration Certification to be eligible to do business with the State of New Jersey.
3. Proof of Insurance (ACORD form) as indicated by the terms and conditions for DPAs.

In the alternate, the vendor may provide proof that such forms have been completed by the vendor and accepted by the State within six months of the purchase date, proof of which is a copy of the previously completed Consolidated DPA Forms Packet.

GENERAL

Quotes which include Vendor (Bidder) proposed terms and conditions may be accepted, but Vendor (Bidder) proposed terms or conditions that conflict with those contained in the RFQ as defined within this RFQ, or that diminish the State's rights under State of New Jersey Standard Terms and Conditions (rev:5/8/18)

<http://www.nj.gov/treasury/purchase/forms/StandardTermsandConditions.pdf> or any Purchase Order (P.O.) resulting from the RFQ, will be considered null and void. The State is not responsible for identifying conflicting Vendor (Bidder) proposed terms and/or conditions before issuing a P.O. award. It is incumbent upon the Vendor (Bidder) to identify and remove its conflicting proposed terms and conditions prior to Quote submission.

After award of P.O.:

- A. If conflict arises between a Vendor (Bidder) proposed term or condition included in the Quote and a term or condition of the RFQ, the term or condition of the RFQ will prevail; and
- B. If the result of the application of a Vendor (Bidder) proposed term or condition included in the Quote would diminish the State's rights, the Vendor (Bidder) proposed term or condition will be considered null and void.

Bidder Signature constitutes agreement to comply with all terms and conditions of this RFQ and those contained within the State of New Jersey Standard Terms and Conditions.

Bidder Signature

Print Name, Title

Institution or Firm

Date of Proposal