

## **REQUEST FOR PROPOSALS**

### **SURVEY TO IDENTIFY CONSTRUCTION INDUSTRY DECISION MAKERS AND THE FACTORS THAT INFLUENCE THEIR CHOICE OF CONSTRUCTION MATERIALS**

#### **INTRODUCTION**

The National Concrete Masonry Association (NCMA) is a non-profit 501(c)3 corporation whose mission, through nearly a century of advocacy, remains to advance, protect and promote the common interests of its members. Through leadership, promotion, education, research, government relations and partnering, NCMA ensures that members' products are the building materials of choice. Additional information on the programs and activities of the NCMA is available online: <http://ncma.org/>

NCMA invites proposals from qualified firms, universities, and organizations to complete a study surveying those within the construction industry that drive decisions regarding the selection and use of specific types of structural construction materials and the factors that influence their decisions. Respondents should have significant experience conducting surveys and analyzing results to identify meaningful trends, preferably those with background and experience in the construction industry. There is no expressed or implied obligation for the NCMA to reimburse respondents for any expenses incurred preparing proposals in response to this request.

The deadline for submittal of proposals is 5:00 PM, Eastern Time, December 1, 2014.

The deadline for completion of the final written work product is July 15, 2015.

#### **OBJECTIVE**

The NCMA invites qualified firms, universities, and organizations to submit for consideration fixed price proposals to:

- Develop appropriately scoped questions to be used in surveying critical decision makers within the construction industry regarding their preferences in structural construction materials and the reason(s) and influence(s) that affect their opinions. Decision makers include, but are not limited to: engineers, architects, general contractors, owners, developers, government agencies, and project managers. Influences include, but are not limited to: energy efficiency, speed of construction, maintenance costs, fire safety, sustainability, durability, and aesthetics. Structural construction materials include, but are not limited to: concrete masonry, cast-in-place concrete, precast concrete, tilt-up concrete, insulating concrete forms, wood and engineered wood products, and steel.
- Upon completion of the survey, develop a written report that identifies market-based trends in process(es), factors, influences, and decision makers that impact the choice of building materials and systems selected for building projects throughout the U.S. The resulting written report shall enable the NCMA to make decisions on the type and scope of future research and education programs that will enable construction industry decision makers to make informed decisions when selecting structural building materials and systems.
- Present the findings of the survey and subsequent analysis of responses to the NCMA at its meetings during the timeframe between August 18-21, 2015 in Montreal, Canada.

The project consists of furnishing all labor, materials, equipment, tools, supervision, and travel necessary to complete these objectives.

## **NCMA'S RESPONSIBILITIES**

The NCMA shall provide the consultant all available information it has pertaining to the objectives of this RFP and provide oversight and direction to the consultant throughout the course of the project.

## **PROPOSAL FORMAT**

Proposals should include the following information:

- Cover letter summarizing the proposal.
- Scope of work, including a description of deliverables and activities.
- Description of the project team, including names, titles, and qualifications. The proposal shall identify a single project manager and any sub-consultants (if used).
- Outline of the proposed work plan.
- Schedule of billing rates and a specific not-to-exceed capped amount that is inclusive of all fees associated with this project. A requested payment schedule should accompany the work schedule.
- References for similar projects, including names of contact persons.

Proposals shall not exceed 15 pages in length.

## **SELECTION PROCEDURE AND SCHEDULE OF WORK**

The following is an outline of the selection procedure and a tentative schedule:

- November 1, 2014 – Release of RFP.
- December 1, 2014 – Deadline for submission of proposals.
- December, 2014 – Review of proposals by NCMA and other designees.
- January, 2015 – Requests for clarification from submitters.
- March 2, 2015 – Contract award; work initiated.
- March 18, 2015 – Review of draft survey questions and means of survey.
- April 1, 2015 – Initiation of survey.
- June 15, 2015 – Submission of preliminary findings and draft report.
- July 15, 2015 – Submission of final report and findings.
- August 20, 2015 – Presentation of findings.

## **SELECTION CRITERIA**

Proposals will be evaluated based on the following criteria:

- Thoroughness and understanding of the tasks to be completed;
- Background and experience in broad-based industry surveys;
- Recent experience and understanding of the construction industry;
- Staff expertise and overall experience of personnel assigned to the work;
- Time required to accomplish the requested services;
- Responsiveness to the requirements of this project; and
- Cost.



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## **DISCRETION AND LIABILITY WAIVER**

The NCMA reserves the right to reject all proposals or to request and obtain, from one or more of the proposal submitters, supplementary information as may be necessary for the NCMA to analyze the proposals pursuant to the consultant selection criteria listed above. The consultant, by submitting a response to this request, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this request for proposals or the resulting selection criteria.

## **CONTACTS AND PROPOSAL DELIVERY**

Proposals and all questions regarding this project are to be directed to:  
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