



# **Request for Proposal R002092: Qualitative Research Services**

**Jim Hasegawa**

Deputy Director  
Business Planning & Research

# Qualitative Research Services Conducted by the Lottery

- Qualitative Research: Collecting and analyzing non-numerical data to understand concepts, opinions, or experiences.
  - Common Methods: Focus Groups, One-on-one interviews, Ethnographies, Case Studies
- The Lottery has conducted 13 qualitative research projects in the past three fiscal years
  - The insights delivered by research helps Lottery staff make data driven business decisions when it comes to advertising, product/game development, and more
  - Vendors were procured through 'Request for Quote' informal solicitation process on a project-by-project basis
  - The solicitation process itself takes more time than the actual research project



# Request for Proposal Creation

## Issue:

Need to reduce overall timeline to deliver actionable insights in a timely manner



## Solution:

Formal solicitation process to have multi-year agreements available to conduct research on an as needed basis

- In coordination with Operations and Legal, Business Planning & Research conducted a formal Request for Proposal (RFP) for Qualitative Research Services
- Multi-year research agreements have potential cost and resource savings
- One solicitation with multiple multi-year agreement awards  
(7 Total Agreements to be Awarded - 5 primary; 2 secondary)



# Benefits of this solicitation approach

- One solicitation with multiple agreement awards
  - Although these contracts fall within qualitative research, each of the contracts has an independent scope with separate pricing; therefore, each one was evaluated and awarded independently.
  - The Lottery's research needs vary requiring vendors with different specialties – product research, advertising testing, cultural nuances, industry experience, etc.
- Multiple agreement awards allow for:
  - Increased competition between potential vendors
  - Minimum Qualifications and Rated Submittals criteria are tailored for each agreement
  - The Lottery can award each agreement individually based on a best value determination



# Proposals Received

	Agreement Name	Number of Proposals Received
<b>A</b>	Product Concept Research (General Market)	<b>12</b>
<b>B</b>	Product Concept Research (Hispanic Market)	<b>10</b>
<b>C</b>	Advertising Concept Research (General Market)	<b>12</b>
<b>D</b>	Advertising Concept Research (Hispanic Market)	<b>9</b>
<b>E</b>	Exploratory Research (General Market)	<b>13</b>
	<b>Total:</b>	<b>56</b>

**15 Total Proposers**

**8 Vendors bid on all**

**7 Small Businesses**

**5 Vendors bid on English only**

**4 Vendors bid on only 1-2**



	Agreement Name	Winning Vendor	Estimated # Studies in Base Term	Estimated Contract Value
<b>A</b>	Product Concept Research (General Market)	Dialogue	6-8	\$220,000
<b>B</b>	Product Concept Research (Hispanic Market)	Element54/ Cultural Edge	3-5	\$150,000
<b>C</b>	Advertising Concept Research (General Market)	Dialogue	6-8	\$220,000
	<b>** Secondary Contract</b>	Element54	Guaranteed 1/year	\$120,000
<b>D</b>	Advertising Concept Research (Hispanic Market)	Element54/ Cultural Edge	5-7	\$200,000
	<b>** Secondary Contract</b>	Culturati	Guaranteed 1/year	\$120,000
<b>E</b>	Exploratory Research (General Market)	Dialogue	2	\$150,000

Although these contracts were awarded under the same solicitation, each of the contracts has an independent scope with separate pricing, and each one was evaluated and awarded independently.

\*\* Both Advertising Concept Research agreements (C&D) have secondary agreements, if primary vendor is unavailable.





# Moving Forward

- Agreements are routing for final approvals with an anticipated contract start date of June 15, 2024
- Each agreement has a base term of 2 years with two optional one-year extensions
- Business Planning & Research will evaluate during base contract terms if this solicitation approach resulted in greater value to the Lottery than prior project-by-project solicitations. Taking into consideration:
  - Lessons learned from this solicitation and evaluation process
  - Evolving qualitative research requirements and costs
  - Business needs and constraints
- Agreement Amendments may have to be approved by the Commission if the contract expenditure authority increases over \$250,000



**That concludes the presentation.  
Thank you.**

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