

REQUEST FOR PROPOSAL
Economic Impact and Market Research Report



YORK COUNTY COMMUNITY COLLEGE

York County Community College
112 College Drive, Wells, Maine 04090

Mission:

We are on a mission to reimagine the educational experience so that it works better for everyone. We are committed to working in partnership with our communities and our students to design the most relevant, flexible, and life-enhancing experience possible.

Vision:

We aim to be a game-changer for our students and a growth engine for our community.

We succeed when our students succeed because they have the life skills necessary to improve their quality of life and contribute to the vitality of our community.

Project Description

York County Community College (YCCC) is seeking a proposal for an Economic Impact and Market Research Analysis Reports. Proposals **should be submitted electronically by May 14, 2021 to Sam Ellis, Dean of Finance at County Community College, ysellis@yccc.edu**. For any questions please call 207-216-4436.

Scope of Work

Economic Impact Study

YCCC is seeking an experienced and qualified vendor to conduct a York County analysis of York County Community College to determine impact and return on investment. The study should cross state lines in order to capture true economic impacts representative of students' settlement patterns in New England.

- 1) Determine how much economic value YCCC students have added to York County.
- 2) Measure how YCCC students have increased income affects York County.
- 3) Understand how York County is impacted by student spending.
- 4) Indicate the community and YCCC benefit to social and taxpayer saving due to highly educated and skilled workers.

Economic Impact Study

The economic impact analysis shall include the following facets to examine the direct and indirect multiplier effects that occur when YCCC employees and students spend money in the region, as well as the economic benefits generated by alumni who are living and working within the local economy, including:

Operations Impacts — The added net income generated in the region as a result of colleges' payroll and purchases for supplies and services.

Student Spending Impacts — The impact of new sales generated by out-of-region and retained students who spend money on food, transportation, and other personal expenses while attending the institution.

Alumni Impacts — The impact of the alumni's higher earnings and the increased productivity of state and local businesses from human capital accumulation in the regional workforce.

Investment Analysis

An investment analysis shall indicate the strength of YCCC as an investment from the perspectives of students, taxpayers, and society. This analysis will project various benefits into the future, discounts them to current dollars, and compares the present values with the costs of generating the benefits.

Student Investment Analysis — Students enjoy a lifetime of higher earnings. Using various investment measures, we compare the present value of these higher earnings with the costs of their education.

Taxpayer Investment Analysis — State and local taxpayers benefit from increased tax base and social benefits such as improved health, lower crime, and reduced welfare and unemployment.

Social Investment Analysis — The benefits to society as a whole are measured in terms of total added income and avoided social costs due to improved health, lower crime, and reduced welfare and unemployment.

Market Research Report

YCCC is seeking an experienced and qualified vendor to conduct a study and report on the future work force needs of York County and Southern New Hampshire. The report should focus on specific careers and workforce training needs for the region's future workforce needs. The report should indicate the career fields and workforce training over the next five years.

1. YCCC is trying to determine what jobs will be needed to align our credit and non-credit offerings to meet current and future needs.
2. To provide an authoritative overview of current labor market trends and snapshots of businesses' opinions on training and strategic skill needs as well as an overall assessment of economic, social and technical drivers of market growth.
3. Find out the most employable skills training courses that can be offered.

QUALIFICATIONS

The selected individual or firm shall have the following qualifications:

1. Experience conducting similar types of market research projects.
2. Experience working in and knowledge of Maine.
3. Strong interpersonal and communication skills;
4. Individuals or firms that wish to be considered for this project should submit a letter indicating interest and the ability to start work immediately. Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the York County Community College, or that may reasonably be perceived as having this effect. Failure to do so may lead to disqualification or the termination of the Contract.

GUIDELINES FOR SUBMISSION

The following must be included in the submission:

- (a) A statement of qualifications;
- (b) A list of previous market research studies;
- (c) A schedule of fees;
- (d) If a firm, a description of key personnel to be involved in the project;
- (e) Confirmation that work can be started in May 2021 and concluded by December 2021; and
- (f) A list of three references from past clients for work performed within the last three years.

The firm selected for this project will be required to show evidence of, and maintain through the completion of the project, all required insurance.

All responses should be addressed to: Sam Ellis ysellis@yccc.edu

Review of qualifications will begin immediately and remain open until a market researcher for this project is identified.

1. **One (1) electronic copy (in PDF format) should be submitted before 3pm Friday May 14, 2021. Late proposals are subject to refusal by YCCC.**
2. Evaluation factors will include price, schedule of services and ability to meet deadline, as well as vendor's past performance. The bidder with the best performance based on these evaluation factors, will be considered the best value vendor – even if the vendor's total project cost was not the lowest.
3. Proposals shall not be withdrawn during a period of sixty (60) calendar days immediately following the opening.
4. No contract may be assigned or transferred without the written consent of YCCC.
5. **Bid Proposals will be reviewed internally and the winning bidder will be notified by May 28, 2021**

RFP Clarification

YCCC reserves the right to obtain clarification of any point in a vendor's quotation or to obtain additional information necessary to properly evaluate a particular quotation.

YCCC reserves the right to revise, add, or delete any section and/or specifications provided prior to awarding any contract; in addition, YCCC reserves the right to reject any and all quotes.

NOTICE TO VENDORS AND BIDDERS: STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively "MCCS"). These terms and conditions derive from the public nature and limited resources of the MCCS. **MCCS DOES NOT AGREE TO:**

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those MCCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to MCCS policies of insurance;
6. Pay attorneys' fees; costs, including collection costs; expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed;
9. Automatic renewals for term(s) greater than month-to-month;
10. Limitations on MCCS' recovery of lawful damages incurred as a result of breach of the contract;
11. Limitation of the time period under which claims can be made or actions brought arising from the contract;
12. Vendor's terms prevailing over MCCS' standard terms and conditions, including addenda; and
13. Unilateral modifications to the contract by the vendor.

BY SUBMITTING A RESPONSE TO A REQUEST FOR PROPOSAL, BID OR OTHER OFFER TO DO BUSINESS WITH MCCS, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between MCCS and your entity; that such terms and condition shall control in the event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the MCCS any contractual documents of any kind that are not in at least 11-point black font on a white background and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to “trade secret” exemption from disclosure under Maine’s Freedom of Access Act; that failure to so identify will authorize MCCS to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless MCCS in any and all legal actions that seek to compel MCCS to disclose under Maine’s Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between MCCS and your entity.

With proper authorization, Vendor and MCCS executed this Rider on the date(s) set forth below.

FOR VENDOR:

FOR MCCS:

Name: _____ Name: _____
Title: _____ Title: _____
Date: _____ Date: _____