

## REQUEST FOR PROPOSAL FOR EVALUATION & COMPLIANCE SERVICES

**RFP Release Date:** Dec. 1, 2023

**Proposal Submission Deadline:** Dec. 29, 2023, 5 p.m. eastern time

### OVERVIEW

The Concrete Masonry Checkoff (“Checkoff”) is an entity created by the Concrete Masonry Products Research, Education, and Promotion Act of 2018 which required a referendum for approval by more than fifty percent of block producers registered to vote, representing more than fifty percent of the machine cavities of those registered to vote. The successful referendum vote established the Checkoff, meaning every CMU block sold is assessed one penny at the first point of sale (and only the first point of sale).

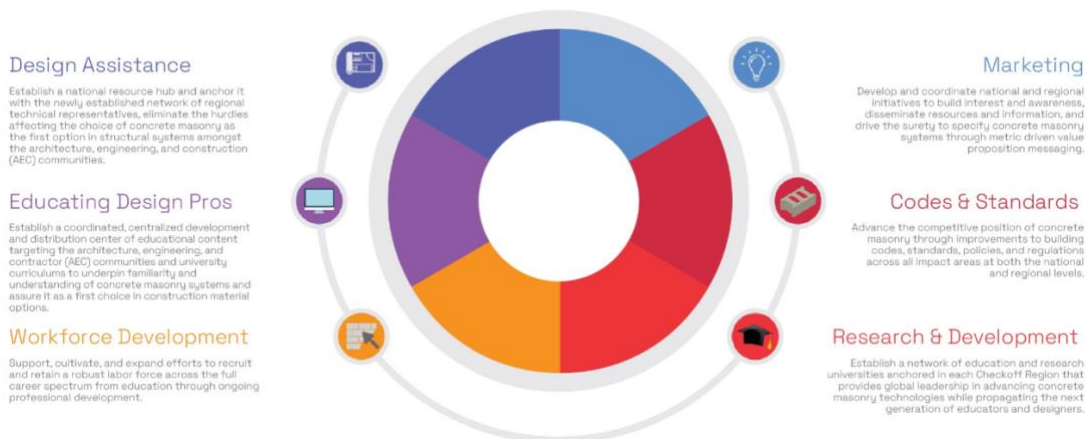
The Checkoff was created by concrete masonry producers frustrated with the continual loss of market share to competitive products such as softwood lumber, steels and others. That frustration was compounded as program ideas surfaced that could drive demand, there was no way to fund multi-year, well-funded programs that would change outdated perceptions of concrete masonry products (“block”).

Checkoff investments are overseen by a group of block producers, nominated by their peers and appointed by the U.S. Secretary of Commerce. While all Checkoff investments are decided upon by the Board, there are five regional advisory committees (RACs) who are responsible for identifying funding opportunities unique to their region that are then submitted to the board for consideration. At least half of Checkoff program dollars are required to fund regional programs, with the remaining program dollars going to work at the national level.

The Checkoff is soliciting firms to work in partnership with the Board on developing a baseline industry insights and analytics report as well as program measurement and evaluation methodology that can be updated periodically to show the impact of the Concrete Masonry Checkoff.

### CHECKOFF FUNDING PRIORITIES

Checkoff leaders have identified six focus areas for funding with national and regional program investments. These focus areas should be considered in the proposal as to how the firm would analyze success with these initiatives.



## STRATEGIC OBJECTIVES

- Periodic analysis and measurement of the state of the industry’s market share and business trends.
- ROI modeling for the Checkoff Board to optimize marketing and program initiatives.
- Initial historic review measuring previous 10 years of market share as a baseline.
- Establishment of methodology for future analysis and measurement that includes national market share based on unit based measures spanning major end uses (residential and non-residential construction) as well as the Checkoff’s Direct Impact Measures.

## SCOPE OF WORK

The key tasks that we require from our economic analysis partner:

- Development of periodic reporting and analysis of market trends using multiple data sources. Quarterly Business Trends presentations to the Board.
- Design and operation of innovative analysis of data from industry competitors providing complete picture of market share across channels.
- Economic and ROI analysis
- Opportunity identification and market sizing
- Benefit/cost ratio of the program’s impact dollar value for each dollar of spending by that program.
- Track all conversions to concrete block attributable to Checkoff efforts.
- Use to establish Checkoff-specific performance measures, such as incremental demand and ROI.

## ANTICIPATED TIMELINE

RFP Distribution	December 4, 2023
RFP Submissions Due	January 19, 2024
Top Agency Interviews	week of January 29, 2024
Agency Selection	February 5, 2024
Introduction to Board	February 12, 2024

## PROPOSAL SUBMISSION GUIDELINES

Responses should be provided electronically [here](#). **Please respond by January 19, 2024.**

Please answer the following points in your response.

1. Please describe your agency’s experience in developing industry insights and market analysis trends.
2. Please identify your team leader and the relevant experience to the Checkoff’s efforts. Please list any other key personnel who will be integral to the efforts of the Checkoff, as well as subcontractors you anticipate would work on our business.
3. How do you believe the Checkoff will best achieve its strategic objectives? Outline the strategic approach you recommend using, including initial methodology, timelines, and expected results. If recommending a phased approach, please outline the necessary phases to accomplish the Checkoff’s objectives.
4. What key performance indicators (KPIs) do you recommend that the Checkoff use to determine the ROI on their marketing efforts?

**SELECTION CRITERIA**

The agency will be selected based on the following criteria listed in the order of importance:

- Trust
- Interpersonal Fit
- Experience and skills of agency members
- Pricing