



REQUEST FOR PROPOSAL
BUREAU OF JUSTICE ASSISTANCE (BJA) NATIONAL TRAINING AND TECHNICAL ASSISTANCE
CENTER (NTTAC)
CUSTOMER-FOCUSED CHANGE-ORIENTED CURRICULUM DEVELOPMENT

SECTION A: OVERVIEW

The Bureau of Justice Assistance (BJA) has identified a need to enhance the service training that police agencies undergo to better serve the public.

The objective and ultimate goal for this project is to produce course structure and content for police agencies to use to advance culture change within the organization and to align department values and activities to the mission and goals of a strong service model. The project will design a unique change-oriented curriculum and tools, in partnership with BJA and a leading private sector national retail chain-that builds on the expertise and experience of private industry service models. The resulting curriculum will put individuals interacting with law enforcement at the center of the organization's purpose, major strategy and priority decisions, and keep the organizational focus on serving those individuals.

Public service entities exist only to provide services to members of the public. By adopting a service-centric approach to agency mission design, organizational priorities, and service delivery, public safety agencies can reframe desired outcomes, methods of operating, and measures of success.

On BJA's behalf, and as part of the BJA NTTAC contract, ICF is issuing this Request for Proposal (RFP) to identify a consultant or consultants who will perform the work specified below.

SECTION B: PROJECT SCOPE AND SPECIFICATIONS

- The consultants will work in partnership with BJA and an instructional designer to develop the organizational structure change framework required to implement service-focused training. This framework will assist department leadership in creating and adopting a service-centric approach to its mission design, organizational priorities, and service delivery. This framework should be designed so that any department can use it to identify and then reorient activities and operations toward these principles.
- High-quality training materials including a training curriculum should be developed to implement the service-focused philosophy throughout the department. The training should be adapted from service models and training in the private sector and translated to the public sector. This training will focus on service-focused guiding principles, daily interactions both inside and outside of the organization, adopting a service-oriented culture, change management and implementation.
 - The consultant or consultants will work in partnership with an instructional designer identified by ICF to produce these materials.
- The training curriculum will include both an in-person training component and accompanying materials.
- The project will also produce a shortened 90-minute version/overview of the tools and training for use at in-person workshops, conferences, or other public settings. The content of this overview will be produced by the consultant or consultants selected through this RFP, while the design and final product will be produced by the instructional designer mentioned above.
- Testing the curriculum through delivery at two law enforcement departments and revising the curriculum content as needed

- All aspects of this effort should account for unique differences in policing and the private sector in their response, such as unwanted encounters.
- Ensuring equity in service delivery and properly defining who the customer is will be vital to translating existing service-focused materials effectively.

SECTION C: PROJECT TIMELINE

The project will be completed in two (2) phases. During Phase 1, the consultant or consultants will complete development of the framework and the curriculum content. This phase should be completed by September 27, 2023. During Phase 2, the consultant or consultants will work in partnership with the identified instructional designer to finalize, test, revise and launch the curriculum. This phase should be completed by December 31, 2023.

SECTION D: GENERAL REQUIREMENTS

Proposals must be submitted in accordance with the requirements stated herein, and must remain valid for thirty (30) days and complies with the following requirements:

1. **Anticipated Contract Execution Date:** July 12, 2023
2. **Question Submission Due Date:** June 21, 2023
3. **Proposal Submission Due Date:** July 5, 2023

Your proposal, questions, and any additional correspondence shall be submitted via email to the following individual: Penelope Oseguera (penelope.oseguera@icf.com)

This Request for Proposal should not be construed in any manner to represent an obligation to enter into an agreement of any kind or to result in any claim for reimbursement of costs for efforts expended by your company in preparation of the proposal. This request for Proposal does not form part of any contract or service agreement with a selected supplier. ICF reserves the right to reject any and all proposals received in response to this RFP; to reject any or all portions of any offer, to negotiate terms and conditions consistent with the solicitation, and to make an award for any or all remaining portions.

SECTION E: PROPOSAL INSTRUCTIONS

To establish your qualifications, please provide the following information when submitting your response:

- Business name, physical address and website
- Business Point of Contact (POC) name, phone, and email address
- Technical approach
- Price proposal
- 2 client references



SECTION F: EVALUATION CRITERIA

Proposals will be reviewed with the following criteria in mind:

- Experience designing adult curriculum
- Private sector service knowledge
- Demonstrated ability to complete the project within the timeframe specified above
- Quality of design proposed
- Demonstrated ability to subcontract or collaborate with public safety agencies

SECTION G: PRICING

Please include a detailed breakdown of all costs associated with the curriculum content development, finalization, testing, and launch for both phases. Please note that the pricing should include only costs related to the production and piloting of content. The design and final product will be developed by the instructional designer separate from this RFP.

SECTION H: PROPRIETARY DATA CONTROL

All ICF furnished data, documents, specifications and other information relating to this solicitation, including interface or other technical data of ICF which is revealed to Offeror, are proprietary to ICF and all rights therein are reserved. ICF hereby provides Offeror the right to use any Proprietary Data only for purposes relating to Offeror's response to this solicitation. Offeror, by acceptance of this request for proposal and use of the Proprietary Data, agrees not to use or disclose to others, for any reason or any other purpose, the data provided, except as specifically authorized by ICF in this solicitation and any resulting agreement. Offeror agrees to destroy or return the data to ICF in the event that Offeror is not selected to receive the contract resulting from this solicitation. from this solicitation.

