



# Request for Proposals (RFP)

## Urban Media Arts (UMA)

### Focus Group Facilitation for Disability Communities

#### 1. Introduction

Urban Media Arts (UMA), located in Malden, MA, seeks proposals from experienced organizations or consultants with expertise in conducting focus groups for disability communities in the Greater Boston area. The purpose of this initiative is to gather valuable input on the media needs and interests for individuals with disabilities and how UMA can improve its marketing, programs, media content, and facility accessibility.

#### 2. Scope of Work

The selected focus group facilitator will be responsible for organizing and conducting one or two focus groups targeting members of disability communities in Malden and surrounding cities. The focus groups will gather feedback on the following areas:

- Media needs and interests for individuals with disabilities
- Accessibility of UMA's marketing and outreach materials.
- Accessibility of UMA's media programs and content.
- Suggestions for improvement to better serve individuals with disabilities.

#### 3. Proposal Requirements

Interested applicants should submit a proposal that includes the following:

- **Cover Letter:** Brief introduction of your organization or yourself, outlining your relevant experience and motivation for this project.
- **Proposal Specifics:** Provide details on:
  - **Timeframe:** Suggested schedule for planning and conducting the focus group/s.
  - **Format:** Description of the focus group format (e.g., virtual, in-person, hybrid) and the rationale behind it.

- o **Content:** Proposed questions or discussion topics to ensure comprehensive feedback is gathered.
- o **Accessibility Considerations:** How you will ensure the focus group process is accessible to all participants, including accommodation for various disabilities.
- **Monetary Compensation Requirements:** Include your fee structure, specifying costs for planning, conducting the focus group(s), and any post-group reporting or analysis.
- **Experience & References:**
  - o Provide a summary of your experience working with disability communities, particularly in facilitating focus groups or similar participatory research.
  - o List at least two references from previous clients or organizations for whom you've conducted similar work.

#### 4. Selection Criteria

Proposals will be evaluated based on:

- Experience with focus groups, particularly with disability communities.
- Clarity and thoughtfulness of the proposed focus group structure and content.
- Demonstrated understanding of accessibility needs.
- Cost-effectiveness.
- Relevant references and/or experience.
- Professionals who have a disability themselves are eagerly welcomed.

#### 5. Submission Details

All proposals must be submitted by December 31, 2024. Proposals should be sent electronically to [anne@umaverse.org](mailto:anne@umaverse.org).

For questions or additional information, please contact [insert contact name and phone number].

## **6. Timeline**

- RFP Release: November 8, 2024
- Proposal Submission Deadline: December 31, 2024
- Anticipated Award Notification: January 20, 2025
- Focus Group Planning and Execution: Spring 2025

## **7. Budget**

UMA has a budget range of \$3,000 to 4,000 for this project. Please provide a breakdown of your fees, including any additional costs related to accessibility accommodation.

## **8. Terms and Conditions**

UMA reserves the right to reject any or all proposals, and to request clarification of information from any applicant.