



**REQUEST FOR PROPOSALS (RFP)  
AND TERMS OF REFERENCE (TOR)**

FOR

**SERVICES TO CONDUCT SURVEYS OF RADIO  
BROADCAST MARKETS IN THE BAHAMAS**

**RFP Issue Date:** Monday, 24 July 2023

**Deadline for Proposals:** Monday, 21 August 2023

# Request for Proposals (RFP) and Terms of Reference (TOR) for services to conduct a survey of Radio Broadcast markets in The Bahamas

## 1. Introduction

The Utilities Regulation and Competition Authority (URCA) is an independent regulator whose remit includes responsibility for overseeing the electronic communications sector (ECS) in The Bahamas. This includes fixed and mobile telecommunications services, spectrum, numbering, radio broadcasting, and pay television. URCA's authority and duties for the ECS were established by the Communications Act of 2009 (Comms Act). URCA is responsible for implementing the ECS Policy and enforcing the competition provisions of the Comms Act.

URCA has a crucial policy objective defined by the Comms Act to promote the availability of high-quality content services to benefit individuals in The Bahamas<sup>1</sup>. Since taking regulatory responsibility for the ECS in 2009, the radio broadcasting market has undergone significant structural and technological change, providing consumers with more options and platforms to access media and communication services. URCA aims to measure consumer habits and satisfaction with the available radio broadcast services and programming to inform and enhance its ability to promote a diverse range of high-quality content services.

The availability of radio content across different platforms has significant implications for competition. This includes defining relevant markets and determining market share and concentration. To ensure URCA can competently execute its competition powers and functions under the Comms Act, it is necessary to have reliable data.

## 2. Objective

URCA aims to gather accurate data to offer valuable insights into consumers' listening habits in The Bahamas. This includes their thoughts and opinions on radio broadcasters' programming and services. URCA plans to conduct qualitative and quantitative surveys of the radio broadcasting markets to ensure consumers can access high-quality content. The resulting data will inform broadcast-concomitant regulatory measures that URCA will implement in The Bahamas.

The survey data must be comprehensive and reliable to help to inform URCA's understanding of consumers' usage of and attitude toward the services, as mentioned above. In particular, the survey is intended to find out about:

- **Alternatives** to radio have increased, which may provide a challenge to its free accessibility and availability to residents at their desired time and place of use, and it is essential to be aware of the options available and the extent to which they affect traditional radio consumption. Radio can

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<sup>1</sup> Communications Act, 2009 S.4

reinforce a sense of identity in the community, and it is crucial to understand how it affects different Bahama Island Territories.

- **Demographics** play a critical role in understanding radio consumption and satisfaction; it is essential to remember how it varies across different demo groups. To the extent that local radio content is desirable, it is necessary to understand how consumer groups define it and its importance. The digital revolution has impacted traditional radio roles, and it is crucial to understand which aspects of broadcast radio remain relevant to varied demographic groups.
- **Interaction** between radio stations and audiences is crucial, including the interaction's quality, usefulness, and evolution. Local content and news are also vital interrogative areas, including how consumers perceive it and its significance. Production values also play a role in radio listener interaction, and it is necessary to understand to what extent it affects the traditionally necessary interactive experience.
- **Satisfaction** with radio station choices and content available is also a crucial area to explore, along with the significance of radio broadcast services to Bahamian citizens. Additionally, it is essential to consider which types of local radio content and services are sustainable. Finally, exploring whether traditional radio effectively delivers time-critical information and the variety and specialism of available or desired programming is crucial.

Therefore, interested individuals are invited to submit quotations to provide services to conduct a survey of the radio broadcasting markets in The Bahamas as outlined in this Request for Proposal and Terms of Reference (RFP and TOR).

### **3. Overview of the Radio Broadcasting Market**

Since September 2009, The Bahamas has seen significant growth in radio broadcasting thanks to the establishment of the existing regulatory regime. Radio content is mainly delivered through free-to-air transmission using either AM or FM frequencies issued by URCA. Private participation in FM radio broadcasting has made it a highly competitive industry, particularly in New Providence. The country has fifty (50) commercial radio broadcasting stations, of which forty-seven (47) are FM and three (3) are AM, offering a range of programming and content.

Out of the FM stations, twenty-seven (27) are licensed to operate in New Providence, seven (7) in Grand Bahama, four (4) in Abaco, and two (2) each on Andros, Eleuthera, and Inagua islands. Bimini, Exuma, and Long Island have one (1) each. Pay television service providers extend broadcast coverage by airing specific radio broadcast channels on their television channel line-up as supplemental content to their primary television offerings. FM terrestrial radio broadcast networks in The Bahamas have geographical limitations, and each inhabited island is deemed a separate geographic territory for FM radio broadcasting.

### **4. Specific Terms of Reference for Consultancy Services**

URCA needs consultancy services to conduct a survey that adheres to international best practices. The survey aims to produce reliable data on consumers' broadcast radio listening habits throughout The Bahamas and their opinions on available services and programming provided by traditional radio service providers per relevant Bahama Island territories.

The Consultant is expected to carry out the following tasks:

- i. Determine representative sample sizes for the Bahamas and each relevant family island territory;
- ii. prepare draft survey instruments for review;
- iii. develop a methodology for a statistically valid sampling of consumers;
- iv. prepare final survey instruments;
- v. conduct the survey;
- vi. consolidate and analyse the results;
- vii. present and discuss the results with URCA's CEO, DEC and project team members; and
- viii. prepare a final data analysis and report of survey results with raw data based on discussion and comments in the presentation.

## **5. Deliverables and outputs**

URCA expects that the Consultant will work closely with the URCA-appointed team to ensure the following **key deliverables and outputs**:

- i. Prepare the final survey instrument;
- ii. Conduct/Administer survey;
- iii. Analyse survey results; and
- iv. Submit the Final Report, which must include, at a minimum, the framework and methodology used; tabulation of all calls and contacts made as part of the survey, tabulation of survey results; key findings and conclusions; and recommendations.

## **6. Reporting and Accounting**

The individual in the Consultant role will directly report to URCA's Director of Electronic Communications. The Regulatory Manager - Broadcasting from the URCA team will be the primary point of contact and project lead for the Consultant's day-to-day activities. The Consultant will provide regular updates on their progress and advise URCA's Director of Electronic Communications. Additionally, the Consultant will be responsible for producing written status reports and updates as needed by the Chief Executive Officer and the Director of Electronic Communications. URCA's Director of Electronic Communications will oversee the monitoring and evaluating deliverables and outputs.

## **7. Submission of Proposals**

Please note that completing this project on time is crucial. Therefore, we request that interested individuals submit their proposals to URCA for consideration, based on this RFP and TOR, without delay. To ensure proper submission, respondents must adhere to the following guidelines when submitting their proposals and associated documents:

Physical:

Three (3) **PRINTED COPIES** of the proposal, placed in sealed, opaque packages marked:

**PROPOSAL FOR SERVICES TO CONDUCT SURVEYS OF RADIO BROADCASTING MARKETS IN THE BAHAMAS**

**MR RUPERT PINDER  
DIRECTOR OF ELECTRONIC COMMUNICATIONS  
UTILITIES REGULATION AND COMPETITION AUTHORITY  
FREDERICK HOUSE  
FREDERICK STREET  
PO BOX N-4860  
NASSAU, THE BAHAMAS**

Electronic:

Proposals may also be submitted to URCA electronically to email: [info@urcabahamas.bs](mailto:info@urcabahamas.bs).

**Please note that complete proposals for URCA must be received by 5:00 p.m. on the response deadline of 21 August 2023. Only submissions that comply with the guidelines above will be considered.**

URCA will finalise the selection of a preferred Consultant by 25 August 2023. All interested parties are assured that they will be promptly informed of the outcome by 28 August 2023. It should be noted that URCA reserves the right to select any respondent or cancel the proposed works. Proposals should contain the following information:

- i. Background Information
- ii. Technical Capability,
- iii. Work Plan, and
- iv. Financial Proposal.

#### Background Information

Please provide the following information to proceed with the consultation:

- i. Your legal and registered name as a consultant;
- ii. Certificate of Good Standing, if applicable;
- iii. Contact details for all correspondence;
- iv. A copy of your Business License;
- v. A copy of the current Certificate of Registration for VAT, if applicable;
- vi. Any additional relevant details you would like to share?

#### Technical Capability

To submit a technical proposal, the following information is required:

- i. A brief introduction of the firm/organisation and a summary of previous experience in similar projects. The respondent must be able to verify their experience and provide references upon request by URCA.
- ii. A list of the proposed personnel categorised by their area of expertise.
- iii. Details on the position and responsibilities assigned to each team member.
- iv. Curriculum vitae (CVs) of each team member proposed for the project.

## Work Plan

Please submit a detailed work plan outlining your proposed approach and methodology for completing the project by 27 November 2023. We encourage you to include suggestions that could enhance the quality and effectiveness of the project. Please note that our processes require a Board review of critical project deliverables, including Data Analysis and Final Reports, which take at least seven (7) calendar days. Therefore, please consider this timeline when planning the completion of the project.

## Financial Proposal

When submitting a financial proposal, it is essential to include all costs associated with the services the Consultant proposes to provide. This consists of the remuneration/rate sheet for each team member assigned to the project.

URCA expects a fixed-price financial proposal from the prospective Consultant detailing their fees and estimated expenses. The proposal should cover the work required to complete each deliverable and allow for phased payment within thirty (30) business days of URCA accepting each deliverable. URCA assumes that any activities or items mentioned in the proposal are included in the cost.

### **8. Conflicts of Interest**

Per the guidelines, the Respondent must inform URCA about any possible or apparent conflict of interest in their proposal. If any such dispute arises after submitting the proposal, it should be reported to URCA promptly.

### **9. Evaluation of Proposals**

URCA will review each proposal submitted for compliance with the requirements stated in the RFP and TOR. The submittal requirements must be met to prevent proposal rejection. The submissions will be evaluated based on specific elements, and URCA will allocate a maximum number of points to rank the proposals:

<b>CRITERIA</b>	<b>MAXIMUM SCORE</b>
<b>Technical Evaluation:</b> <ul style="list-style-type: none"><li>Firm's experience in completing projects of similar nature and scope – 15%</li><li>Qualification/experience of personnel proposed for assignment to the project – 10%</li><li>Completeness of response – 10%</li></ul>	<b>35%</b>
<b>Work Plan:</b> <ul style="list-style-type: none"><li>Approach and methodology to perform the work as per the Terms of Reference and Deliverables – 25%</li><li>Timetable for prompt completion of the project – 10%</li></ul>	<b>35%</b>
<b>Financial Evaluation:</b> <ul style="list-style-type: none"><li>The lowest financial proposal submitted by a technically qualified party will be selected – 30%</li></ul>	<b>30%</b>
<b>TOTAL</b>	<b>100%</b>

## 9. Timing

The contractual work will begin on 4 September 2023 and conclude by 27 November 2023, as projected by URCA.

## 10. Contract

To proceed with the consulting project, the consultant should provide URCA with a draft contract that aligns with the Terms of Reference and Deliverables outlined in this document. URCA will evaluate the draft, and the final terms and conditions will depend on URCA's approval.

## 11. Miscellaneous

It is important to note that URCA holds the absolute right to refuse any or all proposals that do not meet the specified requirements or are considered unsuitable by URCA. Furthermore, URCA may waive technicalities, and the proposal that best satisfies the stated requirements will be chosen solely at URCA's discretion.

**This RFP and TOR create no obligation (legal or otherwise) for URCA to award a contract or compensate the Respondent for any costs incurred during proposal preparation, response, submission, presentation, or oral interviews. URCA also reserves the right to negotiate further with any respondent to the RFP and TOR. Respondents should refrain from relying upon the opportunity to alter their qualifications during discussions.**