

# **Request for Proposals (RFP 2025-26-06): Economic Impact Analysis of Oregon's Regional Universities**

## **I. Overview**

The Regional Public Universities of Oregon (“RPU”) — Eastern Oregon University (EOU), Southern Oregon University (SOU), and Western Oregon University (WOU) — seek a qualified consulting firm to conduct a comprehensive, credible, and strategically framed economic impact analysis of the collective and individual contributions of these three institutions to the State of Oregon and their respective regional communities.

This study is intended to support state legislative engagement, resource development, and broader policy advocacy by providing robust and regionally disaggregated economic, social, and fiscal data. The final product must be designed for use with policymakers, philanthropic entities, local leaders, and institutional stakeholders.

## **II. Purpose**

The purpose of this project is to produce a unified, rigorous, and strategic economic impact analysis to inform and influence state legislative audiences. The study will also support institutional strategy and planning by highlighting the role of the Regional Public Universities in fostering statewide economic resilience, talent development, and community well-being.

## **III. Required Scope of Work**

The selected consultant must deliver a comprehensive economic impact study that includes the following components:

### **1. Purpose-Driven Framing for Legislative Stakeholders**

- Analysis to be written explicitly for the policymaker audience.
- Emphasize relevance to legislative priorities: workforce development, regional economic equity, return on investment, alumni impact, and public service outcomes.
- Include a section of legislative-friendly talking points
- Provide an executive summary of content tailored to budget and policy decision-makers.

### **2. Use of Established and Defensible Economic Modeling**

- Use the IMPLAN platform or an equivalent input-output economic modeling system.
- Include analysis of:
  - Direct impacts (e.g., payroll, operational spending)
  - Indirect impacts (e.g., supply chain and vendor effects)

- Induced impacts (e.g., household and employee spending)
- Report on:
  - Total output (economic activity generated)
  - Employment (jobs created and supported)
  - Labor income
  - Potential State and local tax revenue generated
- Reference examples include recent studies conducted for OSU, UO, PSU, OIT, and the TRUs.

### 3. Regional and Statewide Breakout of Results

- Final report must present results broken down by region (campus- or county-level) and aggregated to statewide totals.
- Data presentation must reflect regional equity and legislative district-level relevance.
- Include maps or data tables that show regional variation and distribution.

### 4. Return on Investment (ROI) to the State

- Include a calculation of the economic return per \$1 in state appropriations.
- Report format must align with legislative budget framing.
- Potential State and local tax revenue generated.
- (Note - UO's reported \$15.22 and OSU's \$13.18 per dollar are recent comparable benchmarks.)

### 5. Workforce & Alumni Economic Impact

- Research and report on the number of alumni residing in Oregon, their lifetime earnings, and jobs supported.
- Highlight the universities' role in producing and retaining workforce talent, especially in rural and underserved regions.
- Track outcomes for first-generation, rural, or Pell-eligible students
- Include statewide workforce gap alignment by discipline

### 6. Social and Community Impact (Qualitative Analysis)

- University contributions to rural and underserved communities, including:
  - Healthcare delivery
  - Rural service
  - Underserved student populations
  - Cultural enrichment
  - K-12 pipeline programs
- Include narrative examples or case studies to illustrate real-world impact.
- Include quotes, profiles, or case studies from regional stakeholders and university partners.

## 7. Economic Impact

- Economic impact
  - Statewide
  - Local, Regional
- Workforce / Jobs
  - University
  - Community jobs
- Student and Visitor Spending Impacts
- Capital
  - Include analysis of capital expenditures, especially construction projects funded by state appropriations.
  - Quantify short-term and long-term impacts of capital investment, including job creation and local supplier activity.
- Present as part of overall economic activity
- Reference prior reporting standards from OSU and OIT impact studies.

## 8. Legislative-Ready Deliverables

Final deliverable must include the following:

- A two-page legislative brief (statewide findings and key messages)
- One-page tear-away summaries for each university
- Executive summary (no more than two pages)
- Full technical report with appendices and methodology
- Slide deck suitable for legislative testimony
- Infographics, maps, and other visuals for use in both digital and print formats

## 9. Timeline Aligned to Legislative Session

- |                                       |                   |
|---------------------------------------|-------------------|
| 1. RFP Issued:                        | January 30, 2026  |
| 2. Proposals Due:                     | February 15, 2026 |
| 3. Vendor Selected:                   | February 25, 2026 |
| 4. Project Kickoff:                   | March 2, 2026     |
| 5. Draft Findings (Legislative Prep): | May 1, 2026       |
| 6. University Feedback Response:      | May 15, 2026      |
| 7. Final Deliverables Due:            | June 30, 2026     |

Proposers must present a project timeline that includes draft deliverables in advance of the 2027 Oregon legislative long session.

## 10. Budget

We are not disclosing a predetermined budget for this project. Instead, we are asking proposers to give us a quote for what we're asking for based on the full scope of work described in this RFP.

Please include:

- A detailed cost proposal that reflects the full scope of required deliverables.
- Separate pricing (if applicable) for any optional enhancements you propose.
- Any assumptions or constraints that would affect cost or delivery.
- A clear statement of whether the proposal is fixed-fee or time-and-materials.

All proposed costs should be inclusive of fees, overhead, travel (if any), and deliverables.

#### **IV. Optional Enhancements (Budget-Dependent) - Will not be scored**

Proposals may include the following value-added features as optional line items:

- Benchmarking against other Oregon public universities
- Additional analysis of faculty research and startup activity
- Interactive data dashboards or public-access visualization tools

#### **V. PROPOSAL SUBMISSION**

All proposals must be received on or before noon Pacific Time on Friday, February 15, 2026. Proposals must be emailed to Suzannah Moore at [mooresm@eou.edu](mailto:mooresm@eou.edu)

Proposals must be submitted using the following method: Electronic Copy Submission – One original of the proposal response attached (one PDF document) E-mail subject line must be "Response to RFP #2025-26-06." Proposals delayed or lost by email system filtering or failures may be considered at EOU's sole discretion. It is the responsibility of the Proposer to ensure that Proposals arrive by the closing date and time. **NO LATE PROPOSALS WILL BE ACCEPTED.**

#### **ISSUING OFFICE**

All correspondence regarding proposals should be in writing to the contact person below, they are the sole point of contact regarding this RFP:

Suzannah Moore  
Government Relations  
Eastern Oregon University  
[mooresm@eou.edu](mailto:mooresm@eou.edu)  
(541) 962.3740

General RFP provisions and EOU's General Terms and Conditions at Eastern Oregon University are available at: <https://www.eou.edu/busserv/files/2025/02/EOU-Standard->

Terms-and-Conditions-FIN-2024-12-09-v2.pdf It is the proposer's responsibility to review the provisions and terms & conditions before providing a response.

It will be the responsibility of potential proposers to refer daily to the Oregon Public Universities Shared Resources website ([www.orpu.org](http://www.orpu.org)) or the Oregon Buys website <https://oregonbuys.gov/bso/> to check for any available addenda, response to clarifying questions, cancellations or other information pertaining to this Request for Proposals ("RFP")

## **VI. Proposal Submission Requirements**

Proposals must include:

1. Cover letter and executive summary of the proposed approach
2. Description of methodology and modeling framework
3. Detailed Work plan and timeline
4. Firm qualifications and relevant experience with higher education or public-sector economic impact studies
5. Examples of comparable deliverables
6. Budget with detailed cost breakdown, including optional features
7. References from three comparable projects, preferably from public sector or higher education clients
8. Include Proposer's Federal tax identification number and Secretary of State Corporation Division Business Registry number. Provide an explanation if Proposer is not required to be registered with the Business Registry in Oregon. This information can be submitted by completing EOU's Bidder/Proposer Tax Laws and Non-discrimination Certification Form (Exhibit A) and submitting a copy with the proposal.

## **VII. Proposal Evaluation Criteria (100)**

Proposals will be evaluated based on the following:

- Methodological rigor and modeling appropriateness (25)
- Relevance to legislative framing and policy use (30)
- Demonstrated experience with similar higher education or regional economic studies (25)
- Quality and clarity of proposed deliverables (10)
- Project timeline and responsiveness to session deadlines (10)

# EXHIBIT A

## BIDDER/PROPOSOR TAX LAWS AND NON-DISCRIMINATION CERTIFICATION

I, the undersigned, have read all of the terms and conditions of this Request for Bid, and I understand that if awarded the contract, I and the firm represented herein shall be bound by its terms and conditions and representations made in this response. I certify that Proposer has not discriminated against minority, women or emerging small business enterprises in obtaining any required subcontracts.

### Business Designation (check one):

- |  |  |
|--|--|
| <input type="checkbox"/> Corporation               | <input type="checkbox"/> Partnership                   |
| <input type="checkbox"/> Sole Proprietorship       | <input type="checkbox"/> Governmental/Non-Profit       |
| <input type="checkbox"/> Limited Partnership       | <input type="checkbox"/> Limited Liability Partnership |
| <input type="checkbox"/> Limited Liability Company |  |

### MWESB Certification

For statistical purposes only, please indicate if your firm is certified in Oregon as one of the following:

- Emerging Small Business (ESB)
- Minority-owned Business Enterprise (MBE)
- Women-owned Business Enterprise (WBE)
- Service-Disabled Veteran-owned Small Business (SDV)
- Disadvantaged Business Enterprise (DBE or ACDBE)

### Certificate of Compliance with Tax Laws

I, the undersigned, (check one)

- hereby certify under penalty of perjury that I am not in violation of any Oregon Tax laws,
- hereby certify under penalty of perjury that I am authorized to act on behalf of Contractor and, to the best of my knowledge, Contractor is not in violation of any Oregon tax laws.

For purposes of this certification, "Oregon Tax Laws" means a state tax imposed by ORS 320.005 to 320.150 and 403.200 to 403.250, ORS Chapters 118, 314, 316, 317, 318, 321 and 323; the elderly rental assistance program under ORS 310.630 to 310.706; and local taxes administered by the Oregon Department of Revenue under ORS 305.620

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Firm: \_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_