

REQUEST FOR PROPOSAL

ARIN is seeking proposals to conduct Customer Satisfaction Tracking Research. A presentation of the findings and analysis of the results in narrative form will be provided to the ARIN Board of Trustees and ARIN Executive Management Team of the American Registry for Internet Numbers, Ltd. ("ARIN").

ARIN'S MISSION

ARIN, a nonprofit member-based organization, supports the operation of the Internet through the management of Internet number resources throughout its service region; coordinates the development of policies by the community for the management of Internet Protocol number resources; and advances the Internet through informational outreach.

EXECUTIVE SUMMARY

ARIN is soliciting proposals from consulting firms ("Respondents") that are qualified, insured, and properly licensed to do business in the Commonwealth of Virginia to provide comprehensive community and member satisfaction tracking research, analysis, and recommendations.

ARIN is a 501(c)(6), nonprofit corporation incorporated in the Commonwealth of Virginia and has been in operation since December 1997. ARIN is operated for nonprofit educational, charitable, and technical purposes and is designated as a membership organization directed by a Board of Trustees elected by its membership. ARIN is one of five Regional Internet Registries ("RIRs") in the world, and its service region includes Canada, many Caribbean and North Atlantic islands, and the United States. ARIN provides services related to the technical coordination and management of Internet number resources in its region, participates in the global Internet community, and facilitates the development of policy decisions made by its members and stakeholders in its region. ARIN has approximately 105 employees.

Additional information Respondents deem necessary for a definitive response may be provided upon request. Also, please visit our website at www.arin.net.

STATEMENT OF SCOPE OF WORK

ARIN is requesting proposals to conduct a customer satisfaction and community perception study to better understand customer needs as well as perceptions of ARIN in the Internet community. Key objectives for the study include, but are not limited to:

- Determine customer expectations and needs from ARIN
- Assess current satisfaction with ARIN's services and operations
- Determine any unmet needs customers have
- Identify and prioritize areas for improvement
- Assess current perceptions of the organization within the Internet community
- Identify opportunities to better engage the Internet community in terms of outreach, education, and fostering engagement
- Understand how ARIN's current performance compares to that indicated in previous surveys completed in 2014, 2017, 2020, and 2023.

ARIN intends to preserve trend integrity and year-over-year comparability with prior surveys completed in 2014, 2017, 2020, and 2023. Respondents should assume ARIN will retain the core question set, question wording, scales, and key segmentations as much as practical. Any proposed changes should be limited, clearly justified, and documented so results can be trended and interpreted consistently over time.

PROPOSAL GUIDELINES

The selected Respondent will meet with the Senior Director of Customer Experience and Strategy and relevant ARIN staff. ARIN will provide access to previous survey questions and reports to assist with the development of a new survey and to define specific sampling requirements to ensure comparable datasets for analysis. The selected Respondent will be responsible for:

- Conducting a kickoff meeting with ARIN staff to define objectives for the 2026 survey and review previous survey outcomes.
- Designing the questionnaire to address the research objectives.
- Conducting the survey to ensure anonymity for participants.
- Describing what respondent data will be collected (including any PII), how PII will be minimized, and how anonymity/confidentiality will be maintained in outputs (including suppression rules for small groups).
- Providing regular reports during the data collection phase.
- Monitoring sampling to ensure a representative distribution of the ARIN membership, comparable to historical datasets where appropriate.
- Providing an initial report to staff for review following the conclusion of the survey period.
- Providing a final report, including any staff feedback, following the initial report review. To include recommendations based on survey outcomes.

- Providing a final questionnaire change log documenting any edits relative to the prior survey instrument (wording, scales, ordering) and any implications for trend analysis.
- Preserving the core instrument to maintain comparability with prior survey cycles and clearly identify any recommended changes.
- Providing a questionnaire change log and crosswalk showing which questions are unchanged, modified, retired, or new, including rationale and any impact to trending.
- If meaningful changes are recommended, proposing an approach to preserve trend comparability (for example, parallel wording or a bridge approach) and explaining the tradeoffs.

PROPOSED SCHEDULE AND COST

If and when awarded, vendors will be given access to historical survey data and stakeholder lists. Include your approach for secure data transfer between ARIN and the Respondent (encryption in transit, approved transfer methods, access controls, and storage protections once received). ARIN places a high value on continuity with prior survey cycles to support valid trend analysis and interpretation over time. The narrative report is targeted for delivery to the Senior Director of Customer Experience and Strategy by 10 August 2026.

Each proposal must contain at a minimum the following information:

- (1) Identification of the anticipated key personnel to be assigned to handle and complete the project along with any relevant biographical information and background, applicable experience in handling matters of a similar nature, and any information demonstrating such individuals' capabilities and competencies to successfully complete this project.
- (2) Describe your experience with Internet registry, Internet governance, telecommunications, or similar technical communities. Experience with a Regional Internet Registry (RIR) environment is a plus.
- (3) Description of strategy for initial meeting with the ARIN Project Team for purposes of setting project expectations and overall goals of the engagement.
- (4) At least three (3) client references including business name, address, phone number and person to contact regarding similar work performed.
- (5) Description of methods for interacting and communicating with clients in order to keep the client informed of the current status of the project.
- (6) Schedule of performance including milestone dates of deliverables.
- (7) Detailed cost estimate of the fees to perform the project.
- (8) Strategy for conducting the survey and data analysis
- (9) Survey administration and data handling protocols, including survey platform/tools, collection method, sampling controls, and quality checks (e.g., deduping, fraud/bot controls), and any standards followed.

- (10) Include details on how sampling will be monitored and specific steps to guarantee the anonymity and confidentiality for all participants and that the results are not attributable in any way.
- (11) Description of strategy for developing the questionnaire to maximize consistency with previous surveys (2014/2017/2020/2023), including: (1) the approach for determining which questions and scales will remain unchanged once ARIN provides the prior survey instruments, (2) criteria for adding or revising questions, (3) a proposed change log and crosswalk, and (4) how ARIN will maintain trend comparability if meaningful changes are proposed.
- (12) Description of strategy to ensure that the resulting report will incorporate any necessary actions for ARIN that may come out of the process.
- (13) Proposed outline of narrative report for the findings and analysis of the results to the Senior Director of Customer Experience and Strategy, to include an option for an oral briefing to the ARIN Executive Team and Board of Trustees.

EVALUATION CRITERIA

Proposals will be evaluated by the ARIN Project Team based on the following:

- **Experience & Qualifications:** Demonstrated success delivering customer satisfaction tracking (and related satisfaction/perception research) for non-profit or member-based organizations, including trend analysis across multiple survey cycles.
- **Methodology:** Clarity, robustness, and feasibility of the proposed survey design and sampling strategy.
- **Cost:** Competitiveness and clarity of the fee structure.
- **References:** Quality of past performance reviews and relevance of client portfolio.
- **Continuity and Trend Comparability:** Demonstrated ability to preserve historical comparability while making minimal, well-documented updates aligned to current survey methodology.

TERMS AND CONDITIONS

All contractual terms and conditions related to the work performed, non-disclosure of information, or liability issues must be detailed. ARIN will require that the Respondent performing this service sign a non-disclosure agreement prior to beginning work due to the highly proprietary nature of the information that may be obtained from the project. The initial report will be marked as Private and Confidential and sent to the Senior Director of Customer Experience and Strategy for review.

Respondents should examine all the RFP documents carefully. The submission of a proposal indicates that the Respondent thoroughly understands all the terms and conditions, instructions, notices, parameters, and specifications of the RFP documents as well as the Respondent's proposal.

Unnecessarily lengthy responses are not desired. Please provide a complete but concise proposal focused on the information requested in this RFP.

The laws of the Commonwealth of Virginia shall govern the interpretation and enforcement of any contract resulting from this RFP.

INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

The proposal must be received by ARIN on or before the date and time specified below as the submission deadline. Each proposal must be duly signed by an authorized agent of the Respondent with the Respondent's legal name fully identified.

SUBMISSION DEADLINE

27 March 2026, 5:00 p.m. EST (* ARIN may extend the proposal due date in its sole and absolute discretion. If the date is extended, ARIN shall notify all prospective Respondents who received copies of this RFP and related documents.)

Proposals should be submitted to: rfp-survey@arin.net

Proposal Review Team
American Registry for Internet Numbers, Ltd.