Request for Proposals No. 2024-06 Addendum 01 – Pre-Bid Q&A

This document is posted to capture the questions received, and agency answers provided, during the pre-bid conference for RFP No. 2024-06. The RFP was issued on February 22, 2024, and the Pre-Bid Conference was held on March 5, 2024.

All amendments, addenda, and notifications related to this procurement will be posted on the OSPI website (if this was an open procurement) and on the Washington Electronic Business Solution (WEBS) website. Additional questions concerning this procurement must be submitted to contracts@K12.wa.us. Communication directed to other parties will be considered unofficial and non-binding on OSPI, and may result in disqualification of the Consultant.

1. **Question:** Do you have an expected or required response rate or minimum number of surveys to be received?
   Answer: Historically, we have aimed for a 10% minimum response rate. Our response rate with our paper/pencil surveys has ranged from 10-14%. If we aren't hitting the 10% response rate, we typically leave the survey window open for an additional week or two in order to increase the rate to over 10%.

2. **Question:** Will the survey have any open-ended questions and if so, what would you want the vendor to do with them?
   Answer: There will be one open-ended question. This question will not be part of the scoring for the survey. We would like for the vendor to provide the responses to the open-ended question to us, identified by district and school at a minimum, so that we can provide the information to the LEA. We do not expect the vendor to complete any sort of summary or analysis of the open-ended question.

3. **Question:** Can you clarify again (1) the survey questions are already prepared, in English, and (2) the vendor will translate into the other 11 languages?
   Answer: Yes, the survey questions have already been prepared in English. The vendor will be expected to translate into the other identified languages: English, Spanish, Russian, Korean, Vietnamese, Cambodian, Arabic, Chinese, Marshallese, Somali, Tagalog, and Ukrainian.

4. **Question:** Are you providing us questions to ask?
   Answer: Yes, OSPI will provide the questions to be asked.

5. **Question:** How many questions will be asked?
   Answer: There are a total of 14 questions. The first 11 questions are for all parents to respond to. Questions 12 and 13 are only if the child is in preschool (#12) or high school (#13). The last question is open-ended. The survey will open with a request for parents to identify basic demographic information (using drop-down boxes), including district, school name, grade level, disability category, and race/ethnicity.

6. **Question:** Who will be responsible for contact list cleanup?
   Answer: OSPI will be responsible for providing the vendor with an accurate contact list for the LEAs that will be participating in the parent survey each year.

7. **Question:** Will the vendor be creating the survey?
   Answer: Yes, the vendor will create the online survey and make it available in the identified languages: English, Spanish, Russian, Korean, Vietnamese, Cambodian, Arabic, Chinese, Marshallese, Somali, Tagalog, and Ukrainian.

8. **Question:** What are the timelines for the survey implementation and analysis?
   Answer: We typically launch the surveys in February/March and leave them open for around 8 weeks. If we aren't hitting the 10% response rate, we may leave them open for an additional couple of weeks. We would expect the vendor to be able to provide the results of the survey/analyses by June. This time period is open for discussion, we can launch the surveys in January/February, for example, if needed.

9. **Question:** What is the expectation with regard to translations, including the accuracy?
   Answer: The state of Washington has a [list of contractors vetted for written word translation services](). The preferred translation service used by OSPI's special education division is Dynamic Language. However, the selected contractor may use venders on this list or choose their own vendors to conduct the translation services.

10. **Question:** Is 100k for base year contract? Are there option years?
    Answer: $100,000 is the maximum budget for the initial contract term of August 1, 2024, and end on or about July 31, 2025. Per Section A.6. of the RFP, OSPI reserves the right to amend to extend the contract for three (3) additional contract years through 2025-26, 2026-27, and 2027-28. If OSPI provides a renewal notice to the Contractor, the Contractor shall be obligated to enter into a contract with the same fiscal obligations as the previous Contract year, provided that OSPI and Contractor shall negotiate any revision of additional services or goals beyond those encompassed in the previous Contract.

11. **Question:** Will the vendor name be included on the survey that is distributed and any subsequent reports or will it appear to come from OSPI?
    Answer: The current paper survey is sent in an envelope with the vendor's name on it, but the cover letter and survey tool have OSPI's letterhead. Reports that we issue to

LEAs contain an introduction that describes the survey process and includes information about the vendor. We anticipate something similar with the new process.

12. **Question:** Is there a preference for the platform used for hosting the surveys?
    Answer: We do not have a preference. This would be the decision of the vendor.

13. **Question:** Will you be able to provide how many paper survey would be needed? Would paper survey be the vendors responsibility?
    Answer: Since paper surveys will be a backup option provided at parent request, we are unable to provide an estimate of how many might be needed. Yes, the paper survey will be the vendor's responsibility. We anticipate that either the LEA or OSPI would notify the vendor of which parents have requested a paper survey and the mailing address and survey language to use, and the vendor would send out the paper surveys using that information.

14. **Question:** Does OSPI have specific accessibility requirements that might be relevant for us as we choose a survey platform?
    Answer: All documents, videos, audio records, presentations, or other deliverables required under the resulting contract shall be produced in format, compliant with the Americans With Disabilities Act and follow the Web Content Accessibility Guidelines (WCAG) 2.0, OSPI's formatting standard specified in Exhibit G – OSPI Americans with Disabilities Act Compliance: Graphics and Colors, OSPI's Brand Use Policy, and OSPI's Style Guide, which are hereby incorporated by this reference.

15. **Question:** Would OSPI want to take over the platform in the future once the system has matured?
    Answer: At this time, we do not anticipate wanting to take over the platform, although that could be a future possibility. Regardless of whether we take over the platform, we will still need to work with a vendor to distribute, collect, score, analyze, and report on the results.

16. **Question:** How is OSPI selecting vendors?
    Answer: We are looking for a vendor that can partner with us to fine tune the process and work out the details. We are looking for someone with experience in administering, disseminating, scoring, and analyzing surveys on a large scale. They should also have experience with data analyses, including representativeness and non-response bias. We would be very interested to know if the applicant has worked with other states or entities on similar survey projects. For specific scoring criteria, please refer to Section D.2. of the RFP.

17. **Question:** Is there a preference for hosting it on premises to keep data completely in house?
    Answer: We do not have a preference at this time.

18. **Question:** What are the requirements if the vendor is outside of Washington, or outside the United States? Must they meet the specified criteria before or after they are selected/approved?
    Answer: In addition to meeting minimum qualifications and being a responsive and responsible bidder, the selected vendor must:
    - register with the Washington Secretary of State and/or Washington State Department of Revenue if registration requirements set forth by the [Department of Revenue](#) apply. Per the RFP, vendors have 30 days to register their business in Washington after award.
    - register as a Statewide Vendor (SWV) with the [Office of Financial Management](#). Registration must be completed before the state can issue payment on the awarded contract.

19. **Question:** When calculating response rate – how will we score partial surveys?
    Answer: The scoring methodology that OSPI has selected would allow for a partially-completed survey to have results calculated, therefore they would likely count toward the response rate.

20. **Question:** Why does the state not want to use the Rasch analysis for calculating the results of the surveys?
    Answer: We have used the Rasch method for our surveys since around 2006. There is nothing wrong with the methodology itself. However, it is a complicated methodology that wasn't able to be easily explained or understood by the participants of the survey and the recipients of the results. OSPI is wanting to use a simpler, more transparent method for calculating survey results moving forward, and has determined what scoring method we would like to use. However, we are not statisticians, and would be open to further discussions with the vendor regarding scoring methodology.

21. **Question:** Is there a preference for an off-the-shelf solution vs a custom one?
    Answer: OSPI does not have a preference, this would be the vendor's decision.

22. **Question:** Would OSPI be interested in creating separate links for each district or ESD to eliminate or reduce the dropdown menu?
    Answer: Yes, we would be interested in exploring options such as this that would make the survey easier for families to complete.

23. **Question:** How many vendors will be selected?
    Answer: We will be selecting one vendor.

24. **Question:** Would the selected vendor be expected to be present while the survey is being implemented?
    Answer: We expect the vendor to be available prior to, and during the survey implementation window. We would need to be able to reach them for a timely

response to things such as requests for paper versions of the survey, troubleshooting issues with the online survey, or other concerns while the survey is open.

25. **Question:** Is there interest in audio narration for the survey?
    Answer: This is not a current priority for implementation. However, depending on the results, including representativeness and non-response bias, options such as audio narration might be a future consideration.

26. **Question:** Are you looking for Artificial Intelligence (AI)/Machine Learning (ML) type business intelligence in reporting?
    Answer: OSPI as an agency is currently exploring ways of incorporating AI into our work. We would be interested in exploring this as part of the parent survey work, but it would not be a requirement or expectation for the vendor.

27. **Question:** What's your expectation for a deliverable? Are you just looking for basic data analysis, or more "storytelling with data," implications and recommendations?
    Answer: The expected deliverable would be a summary of the aggregated and disaggregated survey results across the 13 scored questions. For the open-ended question, we would like those results provided to us, but no analysis would be expected. We would also expect an analysis of the representativeness of the responses across the identified demographics (including disability category and race/ethnicity), including any non-response bias identified in the results.

28. **Question:** Does it matter how many people are involved in building the Solution?
    Answer: It is up to the vendor to determine who to involve in the project, such as web developers, survey experts, statisticians, data analysts, etc.

29. **Question:** Is this for next year 2025?
    Answer: Yes, the current goal is to implement the first round of surveys in the spring if 2025. However, we recognize that getting a contract in place can be a time-intensive process, so if needed, we can push that timeline back.

30. **Question:** Does all work need to be done inside Washington state? Or USA?
    Answer: The vendor does not have to psychically located in the State of Washington, but may need to obtain a Washington state business license and/or adhere to other Washington requirements.

No questions or responses included in this document require any changes to the solicitation document; this document stands alone.