

# Request for Proposals No. 2023-12

## Addendum 01 – Q&A

This document is posted to capture the questions received, and agency answers provided, during the question and answer period of RFP No. 2023-12, issued February 6, 2023.

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](mailto: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.

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**Question:** Is this the first time you are having this survey sent out or have you done it in previous years?

**Answer:** We completed a Baldrige performance review of OSPI in 2017.

**Question:** If so, who did the survey for you?

**Answer:** We completed a Baldrige performance review of OSPI in 2017; it was handled in-house, not by an external contractor.

**Question:** Why are you looking to change (is there something that you wish to improve on)?

**Answer:** We are seeking to understand if our customers feel they are getting the quality of service they expect and need from us.

**Question:** How will the survey be deployed (i.e. email)?

**Answer:** Email.

**Question:** If the survey is to be deployed by email, will you be providing the email addresses?

**Answer:** Yes, OSPI can provide email addresses from within our systems.

**Question:** Confirming you want the vendor to send out the survey?

**Answer:** We do not have a preference on whether the vendor sends the survey or we send the survey.

**Question:** How many surveys do you want to be sent?

**Answer:** Approximately 5K-10K.



**Question:** How many survey completes are you expecting?

**Answer:** We don't have a specific number in mind for this, and we would seek the vendor's recommendation. We would aim to have enough responses back by customer group to have solid data.

**Question:** Will the survey design be done by the vendor or will you be providing the questions you want asked (or some collaboration)?

**Answer:** A starter draft will be provided to the vendor and OSPI will consult on the final questions.

**Question:** How do you plan on digesting or consuming the data (survey results)?

**Answer:** OSPI envisions the results to be collected online and expects a report provided in Excel format.

**Question:** How do you see having access to the data (survey results) (such as access to online portal, report, file, etc.)?

**Answer:** OSPI envisions the results to be collected online and expects a report provided in Excel format.

**Question:** If access to online portal, how many people do you want to have access?

**Answer:** Just a few OSPI staff.

**Question:** What kind of access to the portal would you like (report viewers only or ability to customize and build own reports)?

**Answer:** We would like those with access to have the ability to build their own reports.

**Question:** In The Scope of Work, can you define what you mean by "Utilizes a user-friendly platform"? We weren't sure if you meant related to the survey or access to the data (survey results) or something else.

**Answer:** This is referring to the survey itself. The survey must be intuitive and easy to complete for survey-takers.

**Question:** Will you want access to the survey builder tool (survey software)? Are you open to having access (as long as we meet your requirements)?

**Answer:** We don't have a strong preference on whether or not we need access to the survey builder tool.

**Question:** Will you want access to the vendors online portal to see the survey results?

**Answer:** We would like to have access.

**Question:** Will you want any reporting or analysis of the insights by the vendor (consultant)?

**Answer:** If there is qualitative data collected, the vendor will be expected to provide the full analysis of those data. OSPI can handle the analysis of quantitative data.

**Question:** You mentioned the period of performance is tentatively scheduled to begin March 15, 2023 and end about May 31, 2023. Can you explain why approximate 2 ½ months timeframe and what needs to happen for the end date to happen (certain number of survey completes, access to the results, etc.)?

**Answer:** This is our first time hiring a vendor for this kind of work. Our intent was to build in a long enough timeframe to work with the vendor on question development, distribution list development, have the survey open for a few weeks, and then for data analysis.

**Question:** Can you buy off the GSA Schedule?

**Answer:** No, OSPI is procuring this service through our own agency-issued competitive procurement process.

**Question:** Do you require StateRAMP authorization?

**Answer:** No, OSPI does not require StateRAMP authorization.

**Question:** Will a Spanish version of the questionnaire be needed?

**Answer:** We have not yet discussed this, and we would likely want the vendor's opinion. If we administer the survey in any languages beyond English, it would likely be limited to Spanish only.

**Question:** For which, if any, of the stakeholder groups can OSPI provide lists of contacts?

- School districts
- Community partners
- Legislative staff
- Other regular consumers of OSPI services

**Answer:** OSPI intends to work with the vendor to identify stakeholders. Once the key stakeholders are defined, OSPI can provide email addresses from within our systems.

**Question:** Regardless, what is the approximate number of stakeholder contacts in each group (i.e., the population of potential respondents in each group)?

**Answer:** Approximately 5K-10K.

**Question:** For the School Districts, we understand each may have multiple stakeholders. Can you estimate the count (or range in count) of stakeholders that is typical within each district?

**Answer:** We do not have an estimate for each group as the it will vary by group.

**Question:** If OSPI can provide lists, please estimate the proportion of each group for which the lists contain...

- Name, Title, Phone, Email, Mailing address

**Answer:** We do not have an estimate for each group as the it will vary by group.

**Question:** Has a study like this been conducted before for OSPI? If so, is there a methods report to reference to learn more about prior experience interviewing this population?

**Answer:** Yes, OSPI completed a Baldrige performance review in 2017, and we would like to start this new process from that framework.

**Question:** In Section A4.A, the RFP says the consultant must administer the survey by April 2023. Does this mean the survey needs to be open to survey takers by April 30 (and thereby remaining open for some time after) OR does this mean the survey needs to close by April 30 (and thereby opening multiple weeks earlier)?

**Answer:** The survey needs to be open by April 30 at the absolute latest, but we hope to have it open by early April.

**Question:** In Section C.1, the RFP says the proposal must be eight pages. Does this mean 8 sides of a page (i.e., 4 printed pages) OR does this mean up to 16 sides of a page (i.e., 8 printed pages)?

**Answer:** Proposals will be evaluated electronically, so please submit no more than 8 single-sided pages.

**Question:** "We have a survey design and analysis platform based on new technology that provides rapid analytic analysis for surveys...As an emerging platform, we work with large organizations like SHRM among others but have not worked with government agencies. Are we eligible to bid on RFP No. 2023-1 from OSPI, as an emerging technology provider without any government agency references?"

**Answer:** Proof of past or current experience administering surveys for state agencies is a minimum qualification for this procurement.

**Question:** First, does OSPI have a sample frame of stakeholders, or is the ASB responsible for creating a sample frame? If the ASB is responsible for creating the sample frame, what level of assistance in identifying stakeholders is OSPI able to provide?

**Answer:** We will expect the contractor to work with the 17 division leaders within OSPI to identify the division's key stakeholders/customers. We do not anticipate that this process will be very time consuming. Once the key stakeholders are defined, we will provide their email addresses from within our systems.

**Question:** Second, does OSPI have a number of responses that they are targeting with this survey project?

**Answer:** We expect the survey to reach 5K-10K people.

**Question:** Third, what level of support can OSPI provide to the ASB during the creation of the questionnaire?

**Answer:** A starter draft will be provided to the vendor and OSPI will consult on the final questions.

**Question:** Fourth, will this survey be implemented in English only, or will OSPI need survey instruments to be produced in multiple languages? If multiple languages are needed what languages does OSPI want represented?

**Answer:** We have not yet discussed this, and we would likely want the vendor's opinion. If we administer the survey in any languages beyond English, it would likely be limited to Spanish only.

**Question:** According to the RFQ instructions, *"The four (4) major sections of the proposal are to be submitted in the order noted below:*

1. Letter of Submittal including signed:
  - a. Certifications and Assurances
  - b. Contractor Intake Form
2. Management Proposal
3. Technical Proposal
4. Cost Proposal"

However, below that, it also states that "Proposals must provide information in the same order as presented in this document with the same headings.". The rest of the document is organized as:

Letter of Submittal  
Technical Proposal  
Management Proposal  
Cost Proposal  
References

**Question:** Can you please clarify which order we are intended to follow?

**Answer:** Due to the error in our template, we will accept either order.

**Question:** How does OSPI envision reporting of the survey results?

**Answer:** OSPI envisions the results to be collected online (versus phone or paper) and expects a report provided in Excel format

**Question:** Can OSPI provide a sample set of questions that it would like to administer as a part of this customer service survey program?

**Answer:** A starter draft will be provided to the vendor and OSPI will consult on the final questions.

**Question:** Is the customer service survey intended to be administered anonymously to all stakeholders?

**Answer:** We will seek the vendor's recommendation on this.

**Question:** What is the approximate number of respondents per stakeholder group?

**Answer:** It will vary by group. We anticipate sending the survey to somewhere between 5K-10K stakeholders.

**Question:** Can you clarify who makes up each of the populations? For example, does "School Districts" include all employees in each district, including teachers? Are families or students considered "Community Partners"? Schools Districts; Community Partners; Legislative staff; Other regular consumers of OSPI services

**Answer:** "School districts" is an umbrella term, and we will be surveying discrete populations of staff within that umbrella (e.g., teachers, curriculum directors, special education directors, etc.). Families and students are not a primary customer of OSPI, so we may seek the vendor's recommendations on how we could include their feedback in the survey. "Community partners" is referring more broadly to organizations we work with in support of our mission (e.g., community-based organizations).

**Question:** How many total individuals are we expecting to receive the survey?

**Answer:** Approximately 5K-10K.

**Question:** Are we expecting this to be an anonymous or confidential survey? In other words, will we ask for anonymous answers or will there be a unique list of individuals who should participate?

**Answer:** We will seek the vendor's recommendation on this.

**Question:** If not anonymous, Are you able to provide us a flat file with a desired demographic for every respondent (if demographic reporting desired)

**Answer:** We have not yet determined whether the survey will be anonymous.

**Question:** Has content for the survey been finalized by OSPI? Will OSPI require support in developing content?

**Answer:** No, content has not been finalized. We have an initial set of questions that we used in a stakeholder survey six years ago to be used as a starting point. We would like the vendor's support in finalizing our questions.

**Question:** If OSPI requires support in developing content, who will be responsible for making those decisions?

**Answer:** A very small group of agency leaders.

**Question:** If OSPI requires support in developing content, how quickly can we expect decisions to be made in anticipation of an April survey launch date?

**Answer:** Very quickly. This survey is a priority for the agency, so leadership is committed to being as responsive and timely as possible.

**Question:** In what languages will we need the survey translated?

**Answer:** We have not yet discussed this, and we would likely want the vendor's opinion. If we administer the survey in any languages beyond English, it would likely be limited to Spanish only.

**Question:** Are there any additional languages besides English the survey needs to be translated to for deployment?

**Answer:** We have not yet discussed this, and we would likely want the vendor's opinion. If we administer the survey in any languages beyond English, it would likely be limited to Spanish only.

**Question:** Do you have contact information for the key stakeholders? If so, do you have email addresses for everyone?

**Answer:** Yes, we will provide email addresses for stakeholders.

**Question:** What is the total population size for this survey?

**Answer:** Approximately 5K-10K.

**Question:** What is your preferred data collection mode (online, paper, phone)?

**Answer:** Online.

**Question:** For deliverables, does OSPI desire a presentation or will a report suffice?

**Answer:** A report will suffice.

**Question:** Would you be able to tell me if Educational Service Districts are one of the customers that will be included in this customer service survey?

**Answer:** We have not yet defined each customer group for the survey, but yes, ESDs will be included.

**Question:** Will the survey be administered in multiple languages or only English?

**Answer:** We have not yet discussed this, and we would likely want the vendor's opinion. If we administer the survey in any languages beyond English, it would likely be limited to Spanish only.

**Question:** Does the scope also include analysis and reporting of the survey data or just the creation of the survey instrument?

**Answer:** Creation of the survey instrument—we will provide a starter draft and consult on the final questions. The vendor will complete initial analysis of the data.

**Question:** If it includes reporting, is there a preferred platform for sharing the results?

**Answer:** Excel

**Question:** Can the contract support financial incentives for survey completion?

**Answer:** No.

**Question:** What team(s) at OSPI will be overseeing survey design?

**Answer:** Communication and Digital Media.

**Question:** Has OSPI administered a customer service survey in the past? If so, may applicants access it?

**Answer:** Yes.

**Question:** Are the questions drafted already or do you want suggested poll questions?

**Answer:** A starter draft will be provided to the vendor.

**Question:** What number of completes/margin of error do you expect?

**Answer:** We will follow recommendations from the vendor.

**Question:** If this is a survey vs. a poll, what is the number of people to be surveyed and what percentage of completes are you looking for?

**Answer:** Approximately 5K-10K. As many completes as possible—this is not a scientific survey.

**Question:** If enough responses are not acquired on the first round, do you expect multiple rounds to increase number of completed surveys?

**Answer:** Yes.

**Question:** Is there a certain department within OSPI that the vendor will work with for the development and implementation of the survey?

**Answer:** Communication and Digital Media.

**Question:** If the vendor determines questions to be asked in the survey, what is the timeline and process for approval of these questions by OSPI?

**Answer:** One to two weeks.

**Question:** Are you expecting someone to create this survey based specifically on Baldrige, that is, does the consultant need to have experience working within the Baldrige framework/have experience consulting on that framework, or is an intimate knowledge of that program not required?

**Answer:** Prior experience with Baldrige and extensive knowledge of the framework is not required. Our goal is to use the questions that we asked in our Baldrige performance evaluation in 2017 as a starting point.

**Question:** Is the contractor going to receive a list of stakeholders among whom the survey will be contacted?

**Answer:** We will provide contact information for the stakeholders who are identified. The vendor will be expected to engage divisional leaders to compile the list of stakeholders.

**Question:** If yes, what contact information will be available on the list?

**Answer:** Email Addresses

**Question:** On your answer to Q1, it sounds like the contractor will be asking for additional contacts from various sources; does this mean it is all school districts in the state? Is it all legislative staff or just some? I guess my point is it's not clear what level of effort this part of the process will take as we're not sure how large the contact lists are or how engaged the contacts will be.

**Answer:** We will expect the contractor to work with the 17 division leaders within OSPI to identify the division's key stakeholders/customers. We do not anticipate that this process will be very time consuming. Once the key stakeholders are defined, we will provide their email addresses from within our systems. We do not anticipate that the vendor will be reaching out to various sources and requesting contact information.

**Question:** Could you more explicitly list out the expected scope of work? Specifically, is the contractor expected to provide questionnaire development, and data analysis and reporting, in addition to methodology design and data collection?

**Answer:** We are expecting the vendor to start from Baldrige and make updates as they recommend. The vendor will do some initial analysis of the data and we will prepare our own presentations. The vendor will design methodology and the data collection—if they use Alchemer, OSPI can complete more of this work ourselves.

**Question:** On your answer to Q2: what is Baldrige?

**Answer:** [The Baldrige Framework](#) helps organizations focus on strategy-driven performance, achieve customer and workforce engagement and satisfaction, and improve governance and ethics. We completed a Baldrige performance review of OSPI in 2017, and we would like to start this new process from that framework.

**Question:** Also on your answer to Q2, this sounds to me like you are more interested in a vendor who can help on the startup and data collection side but intend to handle the vast majority of analysis and reporting on the OSPI side; is that accurate?

**Answer:** We are seeking support with **both** the startup and data collection; and the data analysis. **If** the data collection is done within OSPI's Alchemer account, we will be able to take care of the majority of the analysis and reporting ourselves. If there is qualitative data collected, the vendor will be expected to provide the full analysis of those data.

**Question:** If the Contractor is expected to develop the questionnaire, what input will OSPI provide to support this process?

**Answer:** We will provide a starter draft and consult on the final questions.

**Question:** To what extent would the contractor be responsible for analyzing, synthesizing, and presenting the results from the survey?

**Answer:** The vendor will do some initial analysis of the data and we will prepare our own presentations. If the vendor used Alchemer, we could likely perform all these steps ourselves.

**Question:** Does OSPI have the list of stakeholder already created (e.g., names, emails, etc.)?

**Answer:** We will provide contact information for the stakeholders who are identified. The vendor will be expected to engage divisional leaders to compile the list of stakeholders.

**Question:** To what extent will the contractor be responsible for gathering feedback across OSPI on the survey questions and survey design? Put another way, are there a lot of folks who will give input on the survey design and questions, or just a small group?

**Answer:** Small group if at all.

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