

# Request for Proposals No. 2025-06

## Addendum 01 – Q&A

This document is posted to capture the questions received, and agency answers provided, during the question and answer period, and Pre-Bid Conference which was hosted on October 22, 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](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:** The objective states "create and implement a communications campaign" -- but a "communications campaign" doesn't appear in the Scope of Work. The scope of work only mentions developing a strategic communications plan and messaging. Please clarify what the expectation of a "communications campaign" is.

**Answer:** See Scope of Work # 10 which states: *After consulting the OSPI Communications Team, prepare a strategic communications plan and messaging for this project.*
- Question:** After the website has been developed, who will maintain the site?

**Answer:** OSPI will be responsible for maintaining the website after the end of the contract period.
- Question:** How many in person sessions are required? Can you coordinate zoom meetings?

**Answer:** None are explicitly required to be in-person. We left that open as an option for the applicants to consider the best method of meetings and professional development.
- Question:** What specific requirements or expectations are there for ensuring that all deliverables meet ADA compliance and the Web Content Accessibility Guidelines (WCAG) 2.0?

**Answer:** In the Request for Proposal, Section A4, subsection C specifies the ADA requirements.
- Question:** Will OSPI provide support in ensuring ADA accessibility standards are met?

**Answer:** It is the responsibility of the contractor to ensure all work is ADA compliant. See Section A4, subsection C.



6. **Question:** How many Fentanyl & Opioid Education meetings are expected during the period of performance? In person or virtual?  
**Answer:** The number of meetings is not specified; however, see section A4, subsection B, item 3: for details regarding the required scope of work to be accomplished in those meetings. These meetings may be held in-person or virtually.
7. **Question:** How will success and performance be measured throughout the project, particularly regarding the impact of educational materials and professional development on fentanyl and opioid prevention awareness?  
**Answer:** Success of the overall project is based on completion of the Scope of Work in section A4, subsection B. With regards specifically to professional development, see section A4, subsection B, item #9, letter h states: providing a pre- and post-survey of each professional development activity to identify objectives of professional development are accomplished.
8. **Question:** Is the \$100,000 in addition to the \$200,000 cost? Or is this a part of the cost?  
**Answer:** See Section A7 Funding for details. This states: OSPI has budgeted an amount not to exceed two hundred thousand dollars (\$200,000) for this project; however, OSPI does not represent or guarantee any minimum purchase from the resulting contract. Proposals in excess of this amount will be rejected as non-responsive and will not be evaluated.
9. **Question:** Are there limitations to the length of proposal?  
**Answer:** There is no specified length requirements or minimums of the proposal.
10. **Question:** The RFP mentions a budget not exceeding \$200,000. Could you clarify the proportion of this budget expected to be allocated to professional development, materials development, and community engagement activities?  
**Answer:** This was intentionally not specified in the Request for Proposal as it may vary depending on the proposal. Bidders have flexibility to allocate funds to these activities as they see fit, to best meet the needs and implement the scope of work. However, the maximum cannot exceed \$200,000.
11. **Question:** Should contractor's budget for translation of curricula and materials? If so, what language(s) should be translated?  
**Answer:** This is not a specified requirement; however, providing translations of the curricula and materials may strengthen your application. If you include this in your proposal and you are selected as the successful bidder and are awarded a contract, details of translation can be negotiated.
12. **Question:** Can you provide more details on the expectations for the strategic communication plan? Should this focus primarily on educators and students, or are there broader community communication objectives to consider?

**Question:** The communication will be directed mainly toward districts and ESDs, but community organizations with extended learning opportunities should be considered as well.

13. **Question:** Regarding: Fentanyl & Opioid Education Meetings. Is this a team that already exists and has identified participants from respective state departments (e.g., DOH, HCA, OSPI); or does the scope of work include identification and recruitment of members for these meetings?

**Answer:** OPSI has met the Department of Health and Health Care Authority to identify representatives who will engage in this work. OSPI is currently working on identifying Educational Service District representatives to attend the Fentanyl & Opioid Education meetings.

14. **Question:** What evaluation metrics will be used to assess the effectiveness of the educational program? This information is crucial for developing a strategy that meets OSPI's standards for success and accountability.

**Answer:** This will be a topic of discussion during the Fentanyl & Opioid Education meetings.

15. **Question:** Is there any room to lengthen the period of performance?

**Answer:** No, not at this time.

16. **Question:** What is the expected scale of the professional development sessions? Will these sessions need to be repeated across multiple districts or regions, and will there be any required ongoing support after the initial sessions after the contract period of performance?

**Answer:** The professional development scale is not specifically identified but is a key component of the scope of work and should be reflected as such in your proposals.

17. **Question:** Is there a preferred method of communication with OSPI throughout the project lifecycle?

**Answer:** Virtual meetings are preferred.

18. **Question:** Is there a certain provider for the website? Like Wordpress, Elementor, etc?.

**Answer:** This proposal requires the contractor to help with content and layout (and ADA compliance as identified in the Section A4, subsection C specifies the ADA requirements).

19. **Question:** Can you provide more details on the level of collaboration expected between OSPI, DOH, HCA, and other agencies during the project? Will there be any dedicated liaisons to streamline communication?

**Answer:** Collaboration will take place during the Fentanyl and Opioid Education meetings. Additionally, if it is determined that resources, tools or curricula need to be developed by the contractor, OSPI would share this for review and comment with the

HCA, DOH and ESDs who attended the Fentanyl and Opioid Education meetings. OPSI has met with DOH and HCA to identify representatives who will engage in this work and is currently working to do the same for the ESDs.

20. **Question:** Are there existing materials or resources that should be incorporated into this program?

**Answer:** While OPSI has begun collecting resources with additions from DOH and HCA, this is one of the key purposes for the Fentanyl and Opioid Education meetings.

21. **Question:** Can you elaborate on the Listening Sessions? Are these group discussions only? I.e for program planning and approval by the agency. When OPSI asked for clarification on this question the participant asked if there would be interaction with students with the curricula.

**Answer:** Listening sessions may include students, educators, and community members. This may be in the form of virtual or in person meetings. There is no expectation for this proposal to include students interacting/being taught the curricula. However, students may participate in a review of materials in the listening sessions.

22. **Question:** Is there an expectation of types of curricula and materials that the contractor should develop, beyond "age appropriate"?

**Answer:** This will be determined by the results of the Fentanyl and Opioid Education meetings and listening sessions.

23. **Question:** What is the name of the HCA campaign you reference that will be blended into curriculum.

**Answer:** To clarify, the scope of work that includes professional development may include information from the Washington State Health Care Authority: [Starts with One Campaign](#) (Prevention Campaign Toolkit, other resources for youth and adults) or the [Friends for Life: Facts About Fentanyl!](#) (Middle and High School Presentations and Activities; Naloxone Information). These materials won't necessarily be blended into the curricula. This may be something that the Fentanyl and Opioid Education meetings determine with the contractor's assistance.

24. **Question:** Is it acceptable to submit a phased plan where a portion of the deliverables is completed by June 30th, 2025; and the remaining deliverables are completed after that date if each phase and deliverable has a corresponding timeline and budget?

**Answer:** Bidders may submit a phased plan outside of the budget period, but only the work within the current budget period will be reviewed and considered for existing funding at this time.

25. **Question:** Is it acceptable to submit a partial bid, meaning a proposal that outlines a plan for some but not all of the elements of the statement of work? For example, a number of variables can influence the scope of #5 on the statement of work (curriculum

development), which may impact feasibility for completing that deliverable in the stated timeline. Can an alternative timeline outside the period of performance be proposed for a required task like this (curriculum development)?

**Answer:** All elements of the scope of work should be addressed in the plan with work to be completed by June 30, 2025.

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