



Response to Questions of Clarification for: RFP GAGA-2011-R-0048, STAKEHOLDERS SURVEY

Date: 2/3/2011

ALL QUESTIONS RECEIVED ARE LISTED AND HAVE BEEN RESPONDED TO AND IN ORDER NOT TO LEAVE ANYTHING OUT IF THE QUESTION IS REPTITIVE A RESPONSE WILL STILL BE INCLUDED.

Set #1

1. For each stakeholder group, are surveys confidential or anonymous?

DCPS Response:

In the past student surveys have been confidential, staff and parent surveys have been anonymous.

2. Page 6 C3.2 states focus groups were to be conducted in Fall 2010. Were these completed as planned and if yes, will results be shared with the awarded vendor?

DCPS Response:

The focus groups were conducted as planned in Fall 2010. The focus groups focused on the content of the surveys. ODA will take the input from focus group participants into consideration when updating the survey questions and will provide a final list of survey questions to the vendor upon the award of the contract.

3. Page 9 states deliverables include 1 District Level Report and Individual School level reports. We saw that there was an elementary level and secondary school level summary reports online for 2009. Will these two reports be required this year?

DCPS Response:

In addition to the district-level report and the individual school reports, we would like 3 executive summaries: one for the district overall, one for elementary schools, and one for secondary schools.

4. Page 7 C4.1 and C4.2 references a section C1.1. We do not see a section C1.1 in this RFP. Please let us know where we can obtain that information.

DCPS Response:

These should refer to section C.2 instead of C1.1.

5. Please further explain the subcontractor rule for contracts over \$250,000 in section H9.1. Are goods and materials included in this \$250,000 threshold?

DCPS Response:

Goods and materials are included ONLY if the said goods and materials are purchased from Certified Small Business Enterprises

6. In past years, what has the dollar value of this contract been, or what is your budget number for the 2011 administration?

DCPS Response:

The most recent contract dollar value was \$384,415.00

7. In regards to RFP Section B.3.1, is this just a one year contract or are there option years? If so, how many option years are there?

DCPS Response:

There are no Option Years in this requirement.

8. Also regarding B.3.1, it states that "All must complete the Cost/Price Certification and Data package J.9 as instructed in Section J." Does this apply if our pricing is less than \$500,000?

DCPS Response:

The Cost/Price Certification and Data package shall only need to be completed by the vendors who have been invited to submit a Price Proposal package.

9. Under C.4 Specifications – How have paper surveys been distributed in the past? Are they broken down to the school level or classroom level, or is everything shipped to one location for distribution?

DCPS Response:

In the past, packages have been organized by school and all packages have been dropped off at the DCPS warehouse for delivery to schools. The survey coordinator at each school is responsible for distributing the surveys to the correct stakeholders (e.g., to school staff in a staff meeting, to classroom teachers to administer to their students during a certain class period, "backpacking" surveys home to parents).

10. Do you typically offer incentives for those who have completed the survey? Are the incentives down to the individual level, school level? How do you normally distribute these?

DCPS Response:

In 2009, we distributed \$500 gift cards to the 9 schools with the highest response rates across all surveys. The gift cards were given to the principal and could only be used to make purchases that would benefit the school. We also provided a staff lunch for the school with the highest staff response rate. In the past, we have not provided individual-level incentives.

11. In C.4.7 (on page 7) it states, "DCPS recommends that the contractor propose an initial 2-3 week survey administration period, with a small 1-2 week window of time added for non-response follow-up." Who administers the follow-up? Does the staff of DCPS handle that or are you leaving that solely up to the contractor?

DCPS Response:

In the past, schools have conducted the follow-up with reminders from the central office. Ideally, the contractor's role in follow-up would involve the creation of communication materials to encourage stakeholders and survey coordinators to boost response rates.

Set #2

1. How many elementary and secondary schools take part in this survey? Are charter schools included in this population?

DCPS Response:

There are approximately 87 elementary schools and 39 secondary schools in the district. Charter schools are not included.

2. Would like to confirm the number of parents in the district is about 60,000?

DCPS Response:

The number likely falls between 50,000 and 60,000.

3. What is the percentage of students and parents that speak the five non-English languages, by language? If we are printing paper surveys, we will need to know the breakdown for printing both parent and student surveys. Will the primary language for parents and students be made available to the vendor? Does DCPS have data in its systems on the primary language for each student?

DCPS Response:

Yes, the primary language for parents and students will be made available to the vendor. DCPS has data in its systems on the primary home language for each student. In past years, DCPS has provided the contractor with an estimate of the number of students (and therefore parents) speaking each of the five DCPS languages at each school. The vendor used this information to send the correct number of non-English surveys to each school. The survey coordinator at each school was responsible for getting these surveys to the parents and students who needed them—because the coordinators are familiar with which parents and students regularly get materials in other languages. Roughly 9 percent of DCPS students speak one of the five other languages at home.

4. In the past have you offered respondents the paper survey along with an online option? Or has it only been one method or the other?

DCPS Response:

In the past, the only survey that has had an online option was the staff survey but DCPS is open to online options for parents and students. When the online option was offered, a small number of staff completed the survey over the phone via the helpline.

5. What is the purpose of the "help telephone line for school staff and parent survey respondents?" What types of questions do you expect the help line to handle? What was the total call volume (in minutes) for the previous survey period? What was the total volume of email traffic to the survey email address?

DCPS Response:

In the past the helpline was used for parents with limited literacy, staff who were experiencing technical difficulties with the online option for completing the survey, and general questions about the purpose of the survey. We do not have total call volumes or email volumes but these were limited.

6. Traditionally, how have the surveys been returned to the contractor? (e.g., shipped to the contractor from each individual school, or each district, one location??) Are there any other materials (besides a privacy envelope) that are created for this project, if so what have you typically included in the packages that schools receive for survey administration/distribution?

DCPS Response:

Traditionally, the surveys have been returned by the schools to the DCPS warehouse where they are picked up by the vendor for processing. In each return package, a content list has been enclosed (provided by contractor to help with data tracking and management). The packages sent to schools have included a set of instructions for the survey coordinator to distribute and collect surveys. Last year, packages to schools have also included postage-paid envelopes for parent surveys—that parents could use to mail the survey directly to the contractor if they chose to. The majority of parents returned the survey to the school for processing. The contractor used a postage system whereby postage costs would only be incurred if the postage paid envelope was sent via USPS (i.e., no postage costs were incurred for envelopes that were created but not used).

7. In past surveys, were student surveys administered in school or were students allowed to take them home to complete?

DCPS Response:

In the past, the student surveys have been administered in school. They have not been taken home to complete.

8. The surveys each contain two open-ended comment areas. Do you require capture of those fields? If so, what is the average number of responses to these open-ends? Would you require translation of any foreign language comments into English? We did not see any indication that open-ended comments were included in the reports that were posted on your web site; please confirm.

DCPS Response:

Yes, we do require capture of the open-ended comment areas. Translations are not required and neither is coding of the open-ended items.

9. What efforts or strategies have been employed in the past to improve response rates?

DCPS Response:

Daily response rates were posted by school for staff surveys the year in which they were primarily completed online. \$500 awards were provided to schools with the highest response rates. Three awards were provided for each school level (elementary, secondary, other) one for the school with the highest parent response rate, one for the school with the highest student response rate and one for the school with the highest staff response rate.

10. Have there been any concerns with requesting students to include their student ID on their survey form? Are the IDs matched to school records to verify that it is a valid ID for that school/location?

DCPS Response:

We are concerned that many students do not know their student IDs and that invalid survey IDs were entered by students in the past. We have not used school records to verify that an ID was valid for that school/location, nor have we used the ID number to link survey data to school records. We are open to proposals for more accurately tracking student surveys individually through pre-printed surveys, or by using other methods to ensure that students know their student ID for entering on the surveys, although this is not required.

11. Do all teachers, staff and administrators have district-issued email addresses? If yes, are these email addresses used regularly by these populations?

DCPS Response:

Yes, all teachers, staff, and administrators have DC.gov email addresses, but not all check their email on a regular basis.

12. In what percentage of DC Public Schools do 5-12th grade students have access to computers/internet for at least one period a week?

DCPS Response:

Every school has a computer lab however the number of available computers and functionality varies widely by school.

13. In past surveys, have you identified a specific point of contact or “survey coordinator” at each school?

DCPS Response:

Yes, each school has had a survey coordinator. We are in the process of asking principals to designate their school's 2011 survey coordinator now.

14. How often will DCPS require response reports (one final report at close of surveys or more frequent throughout the survey administration window)?

DCPS Response:

We do not require reports of responses prior to the close of surveys, however, we would like updates on response rates throughout the survey administration window when feasible given the survey type (i.e., real-time response rates may be available if online surveys are administered).

Set #3

1. Is there a page limit regarding the length of the proposal? If so, we assume that it applies only to the technical discussion and not to the resumes.

DCPS Response:

The page limit is 15 pages and does not include resumes or references.

2. What proportion of the questions used in each of the 2008-09 questionnaires will be changed?

DCPS Response:

Approximately 10-20 percent of the questions will be changed.

3. Please confirm whether the requirement in H.9.1.1 (that contracts over \$250,000 must have at least 35% of the funds subcontracted to certified small businesses) applies to this contract.

RESPONSE WILL BE PROVIDED BY 3:00PM MONDAY FEBRUARY 7, 2011.

4. Please provide a list of certified small businesses, and of certified business enterprises.

DCPS Response:

The list of Certified Small Businesses can be found at the following web address,
<http://lsdbe.dslbd.dc.gov/public/certification/search.aspx>

5. Please confirm whether preference points will only be added for prime contractors that satisfy the conditions in M.5.1, and that preference points will not be added for subcontractors.

RESPONSE WILL BE PROVIDED BY 3:00PM MONDAY FEBRUARY 7, 2011.

6. What detail will you want in the cost proposal? Will you want separate costs for each survey (as possibly suggested by B.3.2), or do you only want the totals requested in B.3.1?

DCPS Response:

Yes, costs should be separated by survey as indicated in B.3.2.

7. Will the contract include the possibility of additional option years beyond the base year (as referenced in L.7)? If so, please specify the start and end dates (for pricing proposals).

DCPS Response:

No, this requirement will not include option years beyond the base year.

8. What number of pages will each survey require?

DCPS Response:

The survey instruments have not been finalized yet. The number of pages for each survey will not exceed those of the Spring 2009 surveys and may be printed double-sided. For reference the page lengths of the Spring 2009 surveys were: Teacher: 7 pages, Student: 6 pages, Staff: 6 pages, Parent: 4 pages, Administrator: 6 pages.

9. Please provide the number of students, parents, and staff to be surveyed.

DCPS Response:

These numbers appear in section F.3 of the RFP. The number of student surveys in this section, however, is incorrect. It should read 26,500 instead of 46,000. And the number of parent surveys should not exceed 55,000 (not 50,000 as indicated in section F.3).

10. Please confirm whether both the student and parent questionnaires must be translated. In the last survey, only the parent survey was translated.

DCPS Response:

Yes, we would like translations for parent and student surveys.

11. Please provide the number of students/parents requiring questionnaires in each of the five foreign languages.

DCPS Response:

Roughly 9 percent of DCPS students district-wide speak one of the five other languages at home.

12. Please confirm whether a Subcontracting Plan is required for this proposal (whether or not there is a subcontractor). If so, please confirm that offerors may submit the Subcontracting Plan with the Pricing Proposal.

RESPONSE WILL BE PROVIDED BY 3:00PM MONDAY FEBRUARY 7, 2011.

13. Please clarify whether the Subcontracting Plan FORM is required for this proposal. (It is not included on the required list of attachments in Section J, but is included on the OCP web site list of additional forms.)

RESPONSE WILL BE PROVIDED BY 3:00PM MONDAY FEBRUARY 7, 2011.

14. Please clarify whether any subcontracting information is required in the technical proposal.

RESPONSE WILL BE PROVIDED BY 3:00PM MONDAY FEBRUARY 7, 2011.

15. Please confirm whether offerors may submit Sections K & L-17 with the pricing proposal?

DCPS Response:

Section K and L.17.1 - L.17.3 should be submitted with the Technical Proposal.

16. Please clarify which attachments are to be submitted with the technical proposal on 2/7/11 and which are to be submitted with the pricing proposal.

DCPS Response:

The following document shall be submitted along with the Technical Proposal:

J.4 Office of Local Business Development Equal Employment Opportunity Information Report and Mayor's Order 85-85

J.5 Department of Employment Services First Source Employment Agreement Revised 12/2010

J.8 Tax Certification Affidavit

J.10 Previous Experience Questionnaire

17. In addition to the attachments listed in Section J, the Solicitation references attachments on the OCP website. <http://ocp.dc.gov/DC/OCP/Vendor+Support+Center/Solicitation+Attachments/Solicitation+Attachments> Please clarify whether offerors are to submit all of the forms on this web site or just the forms listed in Section J.

DCPS Response:

The forms listed in Section J of this solicitation and clarified in question 16 of Set #3.