



REQUEST FOR PROPOSAL (RFP) – BID# 7542371

RFP - STATEWIDE LONGITUDINAL DATA SYSTEMS - COMMUNICATION SERVICES/SUPPORT

SUBMISSION DEADLINE: Tuesday, January 07, 2014 at 11:30 AM (ET)

PRE-BID CONFERENCE: **NO**
 YES _____

Mandatory: **NO**
 YES: Any vendor who intends to submit a bid proposal in response to this solicitation must have its designated representative attend the mandatory pre-bid conference. The representative must register at the pre-bid conference and disclose the identity of the vendor whom he/she represents. Because attendance at the pre-bid conference is mandatory, a vendor’s failure to attend and register at the pre-bid conference shall result in disqualification of the vendor’s bid proposal as non-responsive to the solicitation.

Buyer Name: GAIL WALSH
Title: CHIEF BUYER

QUESTIONS concerning this solicitation must be received by the Division of Purchases at (gail.walsh@purchasing.ri.gov) no later than (Thursday, December 26, 2013, 5:00 PM (ET)). Questions should be submitted in a *Microsoft Word attachment*. Please reference the bid number (Bid #) on all correspondence. Questions received, if any, will be posted on the Rhode Island Division of Purchases website as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: NO

BOND REQUIRED: NO

DISK BASED BID: NO

NOTE TO VENDORS:
Vendors must register on-line at the Rhode Island Division of Purchases website at www.purchasing.ri.gov. Offers received without the completed four-page Rhode Island Vendor Information Program (RIVIP) Generated Bidder Certification Cover Form attached may result in disqualification.

THIS IS NOT A BIDDER CERTIFICATION FORM

Request for Proposals (RFP)
Statewide Longitudinal Data Systems – Communication Services/Support

The Rhode Island Department of Administration, Division of Purchases, on behalf of the Rhode Island Department of Education (RIDE) is requesting Proposals from qualified vendors to provide Communications Services and consultation in support of the Statewide Longitudinal Data Systems (SLDS) Grant communication outreach and, in accordance with the terms of this solicitation.

INSTRUCTIONS AND NOTIFICATIONS TO BIDDERS:

Potential offerors are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content, shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This will be a requirement only of the successful bidder (s).*

Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws.

Also, Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or charles.newton@doa.ri.gov. Visit the website <http://www.mbe.ri.gov>.

Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.

Equal Employment Opportunity (RIGL 28-5.1)

§ 28-5.1-1 Declaration of policy. – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email raymond.lambert@hr.ri.gov.

Subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.

RIGL 37-13-3.1 State public works contract apprenticeship requirements. * (a) Notwithstanding any laws to the contrary, all general contractors and subcontractors who perform work on any public works contract awarded by the state after passage of this act and valued at one million dollars (\$1,000,000) or more shall employ apprentices required for the performance of the awarded contract. The number of apprentices shall comply with the apprentice to journeyman ratio for each trade approved by the apprenticeship council of the department of labor and training.

ARRA SUPPLEMENTAL TERMS AND CONDITIONS

For contracts and sub-awards funded in whole or in part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto, such contracts and sub-awards shall be subject to the Supplemental Terms and Conditions for Contracts and Sub-awards Funded in Whole or in Part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto located on the Division of Purchases website at www.purchasing.ri.gov.

BACKGROUND/OVERVIEW

In December 2011, Rhode Island was awarded a grant from the National Center for Education Statistics (NCES), a competitive grant program administered by the U.S. Department of Education. The Department awarded Rhode Island \$4 million to be used over the next three years to develop a high-quality longitudinal data system. These grant funds will enable Rhode Island to build upon the public private partnerships to increase access and use of longitudinal data to drive policy and programmatic decision-making. This longitudinal data system is imperative to improving outcomes for all Rhode Islanders from birth through careers.

SLDS PROJECT GOALS

The purpose of grants under this program is to enable State educational agencies to design, develop, and implement statewide, longitudinal data systems to efficiently and accurately manage, analyze, disaggregate, and use individual student data.

The long-term goal of the program is to enable all States to create comprehensive P-20 systems that permit the generation and use of accurate and timely data, support analysis and informed decision-making at all levels of the education system, increase the efficiency with which data may be analyzed to support the continuous improvement of education services and outcomes, facilitate research to improve student academic achievement and close achievement gaps, support education accountability systems, and simplify the processes used by State educational agencies to make education data transparent through Federal and public reporting.

As part of the grant implementation process, a core team with representation from Labor, k-12 education and higher education was formed to oversee implementation of grant deliverables. These grant deliverables are as follows:

1. Overall Grant Management;
2. Integrate new postsecondary data (adult education, career and technical education, and Workforce Investment Act WIA-funded workforce development) into Rhode Island's current Longitudinal Data System (LDS);
3. Invest in the data infrastructure and technology systems within Rhode IOHE and RIDLT so that these agencies can more fully participate in Rhode Island's LDS;
4. Identify adult learners as a critical and priority audience in the development of data tools that are specifically developed to support student/consumer level of the LDS. (RIHEAA); and
5. Prioritize "users and use" of the LDS by making investments in training and ongoing TA for all stakeholders, especially practitioners and researchers.

THE PROJECTS ARE LED BY DESIGNATED STATE DEPARTMENT STAFF FROM THREE STATE AGENCIES: THE RHODE ISLAND DEPARTMENT OF EDUCATION (RIDE), OFFICE OF HIGHER EDUCATION (OHE) AND THE DEPARTMENT OF LABOR AND TRAINING (DLT).

The development and implementation of a communication plan to span across the duration of the grant is a stated deliverable. Due to the interagency design of the grant, there is a need to establish a sustainable means of communication both across state agencies and externally among stakeholders for the purposes of increasing awareness and outreach to the Rhode Island community, and policy makers on the scope and impact of longitudinal data grant activities. In particular, responses to this request must address stated deliverable # 5 above: *Prioritize Users and Use*.

SCOPE OF WORK

General Scope of Work

This proposal seeks a contractor to develop and implement a Communications Plan for inter-agency and external communications, outreach, and engagement associated with the tasks under the SLDS grant. The successful bidder will assist in developing and executing a plan to communicate internally amongst the partnering agencies, and externally to stakeholders in k-12, postsecondary, and workforce field and the public at large. The proposed communications plan should include traditional tools of communication and outreach, as well as utilize new media and social media platforms.

Tasks

The successful bidder will work in partnership with the core SLDS team, Longitudinal Data Analysis Teams and LDS partners. The work of the selected vendor includes the following tasks:

- Identify baseline communications priorities for FY 2014 in partnership with LDS Core Team.
- Conduct a needs assessment to identify audiences, messages, and challenges associated with communication, outreach, and public engagement. This assessment will also include an evaluation of current methods of communicating with the field and effectiveness to date;
- Assist in the design and implementation of a communications plan that addresses identified audiences and appropriate outreach and engagement activities as identified in the needs assessment, including ways to build upon existing communications methods. This plan should also address internal communication among state agencies working in concert on grant activities; and
- Evaluate the success of the implementation of the communications plan, including providing annual summary reports of communication activities completed pursuant to the communications plan at the end of each grant cycle (June 2014, 2015), an overview of lessons learned during implementation and recommendations for future communications with internal and external stakeholders.

Project Schedule

Task	Deliverable	Projected Schedule
1	Identify baseline priorities for FY 2014 in partnership with LDS Core Team.	<i>Upon execution of contract</i>
2	Conduct a needs assessment to identify audiences, messages, and challenges associated with communication, outreach, and public engagement.	<i>January 2014</i>
3	Assist in the design and implementation of a communications plan that addresses identified audiences and appropriate outreach and engagement activities as identified in the needs assessment, including how to best build upon and improve existing communications vehicles and identifying new communications strategies and vehicles that should be developed and used.	<i>January 2014</i>
4	Implement the Communications Plan, in partnership with LDS Core Team.	<i>February 2014 to June July 2015</i>
5	Evaluate the success of the communications plan, including annual summaries of communications undertaken during the previous year, an overview of lessons learned during implementation and recommendations for future sustainable means of communications.	<i>October 2014 June 2015</i>

Deliverables

- Communications plan for agreed upon activities estimated January 2014
- Proposed budget for communications plan estimated January 2014
- Invoices for all work on a monthly basis
- Completion of identified reports on a timeline as identified by LDS Core Team

ADDITIONAL CONTRACTOR REQUIREMENTS/QUALIFICATIONS

- Bidders must submit a letter of transmittal signed by an owner, officer, or other authorized agent.
- Bidders must submit relevant organizational information, a list of similar projects undertaken and/or clients served, agency expertise relative to the services requested, and a statement of existing workload as it impacts the performance of the project.

- Bidders must provide an overview of key personnel assigned to the project including education and prior experience.
- Bidders must disclose any work to be sub-contracted including the specific work to be performed and staffing, organizational structure, and business background of the sub-contractor.

TERMS OF THE CONTRACT

The contract will begin **upon issuance of a state purchase order, projected, January 2014** and end June 30, 2015. The scope of the work may be modified by RIDE prior to beginning work on a given task. RIDE retains the option of granting a time extension of up to **1 year** with additional funding if available and if the level of work is expanded by mutual written consent. If necessary, deficiencies in performance of services and/or failure to supply deliverables in a complete and timely manner will be documented in writing by RIDE. Should a pattern of substantial dissatisfaction become apparent, RIDE reserves the right to terminate the contract.

COST PROPOSAL/TERMS OF PAYMENT

The contractor must prepare a cost proposal reflecting the hourly rate or other fee structure proposed for this scope of services using the Cost Proposal Forms contained in Appendix A. The total cost of the contract is not to exceed **\$175,000**. The budget should be submitted on a state fiscal year basis (July 1st- June 30th).

Please note that reimbursement for travel within the continental United States will be limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.

Proposal Submission

Questions concerning this solicitation may be e-mailed to the Division of Purchases at the address on the cover sheet of this solicitation and no later than the date & time listed. **Send your questions in Microsoft Word format.** Please reference the RFP # on all correspondence. Questions received, if any, will be posted and answered on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. For computer technical assistance, call the helpdesk at 401-222-3766 or lynda.moore@doit.ri.gov.

Proposals (an original plus 4 copies) should include the following:

1. A completed and signed four-page RIVIP Bidder Certification Cover Form, available at www.purchasing.ri.gov.
2. A **separate sealed** Cost Proposal as described above.

3. A *separate* Technical Proposal (see below) describing the qualifications and background of the applicant and experience with similar programs, as well as the work plan or approach proposed for this requirement.
4. A completed and signed W-9 (taxpayer identification number and certification). Form is downloadable at www.purchasing.ri.gov. **Please include with original proposal only.**

Deliver to: Department of Administration
 Office of Purchases
 One Capitol Hill
 Providence, Rhode Island 02908

Contractor assumes all responsibilities for proposals submitted by mail or commercial delivery service. Proposals misdirected to other state locations or which are otherwise not present in the Office of Purchases at the time of opening, for any cause, will be determined to be late and will not be considered. Faxed responses will not be considered.

TECHNICAL PROPOSAL/REQUIRED ELEMENTS

- | | |
|---|-------------|
| 1. Contractor understanding of the Issues | (10 points) |
| 2. Work Plan | (20 points) |
| 3. Capacity of the Agency Effectively to Administer the Project | (20 points) |
| 4. Quality of Key Personnel (including Curriculum vitae) | (20 points) |
| 5. Cost Proposal | (30 points) |

The technical proposal should be 10-20 pages in length, respond to each area of the required elements listed above, and contain a cost proposal using the forms in Appendix A. Supplemental information may be appended to the technical proposal.

APPENDIX A

BUDGET MULTI-YEAR PROJECTS

The Contractor estimates that its budget for work to be performed under this Agreement is as follows:

<u>Expense Category</u>	<u>Estimated Expenditures</u>	
	Year 1	Year 2
1. Employee Salary and Benefits	0	0
5. Purchased Services	0	0
3. Supplies and Materials	0	0
4. Travel	0	0
5. Printing	0	0
6. Office Expense	0	0
7. Other: <i>(describe)</i>	0	0
8.	0	0
Subtotal	0	0
Indirect Cost *	0	0
TOTAL	0	0

It is understood and agreed that the amounts indicated above for the several line items are estimates of expenditures to be incurred by the Contractor on behalf of this Agreement and to be claimed by the Contractor for reimbursement under this Agreement. It is further understood and agreed that actual expenditures may vary from the estimates set forth above and that such variations shall not in themselves be cause for disallowance of reimbursement by RIDE; provided, however, that the Contractor shall notify the contract officer of the variance and obtain pre-approval, in writing; and provided further that unless permission of the contract officer shall have been obtained in advance, no expenditure shall be claimed by the Contractor for reimbursement by RIDE under this Agreement if such expenditure shall have been incurred in a line item category not listed above. Transfer of funds between categories requires prior written approval by RIDE. In no event shall the total amount of reimbursement claimed by the vendor under this agreement exceed the total approved contract amount.

**** Attach a copy of the approved indirect cost documentation***

BUDGET DETAIL SHEET *
 FISCAL YEAR _____

EMPLOYEE SALARY AND BENEFIT DETAIL (TOTAL COMPENSATION)**

NAME	POSITION TITLE	NUMBER OF HOURS	HOURLY RATE (including benefits)	SALARY and BENEFIT TOTAL \$
TOTAL REQUEST				

PURCHASED SERVICES DETAIL

NAME	POSITION TITLE	HOURS	HOURLY RATE \$	TOTAL \$
TOTAL REQUEST				\$

OTHER EXPENDITURES DETAIL

EXPENSE CATEGORY	DESCRIPTION	TOTAL
Supplies and Materials		
Travel ***		
Printing		
Office Expense		
Other: <i>(describe)</i>		
Indirect Cost		

Total \$

* Please include a detail budget sheet for each state fiscal year (July 1st – June 30th)

** Please round hourly rates to the nearest whole dollar and ensure there are no rounding differences with the extended totals.

*** Reimbursement for travel within the continental United States is limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.