

**CHESTERFIELD COUNTY  
PURCHASING DEPARTMENT  
CHESTERFIELD, VIRGINIA  
(804) 748-1617  
April 8, 2011**



REQUEST FOR PROPOSAL #11-0207

RESEARCH & SURVEY SERVICES FOR CHESTERFIELD  
COUNTY PUBLIC SCHOOLS  
DUE: May 9, 2011

*Request For Proposal Prepared By  
Lorie W. Newton  
Senior Contract Officer  
Purchasing Department  
[www.chesterfield.gov/purchasing](http://www.chesterfield.gov/purchasing)*

**1. PURPOSE**

- 1.1 The purpose of this Request for Proposal (RFP) is to solicit qualified and interested organizations or firms to submit proposals for **Research and Survey Services in Chesterfield County Public Schools**.
- 1.2 Surveys are routinely conducted to determine perceptions of staff, students, and parents on a variety of topics to enable the school administration to better meet the educational needs of its students and to make CCPS an employer of choice in public education. CCPS seeks an experienced contractor to administer a variety of existing surveys related to school improvement efforts, school climate and employee satisfaction, school bullying, professional development evaluation, community business partnerships, etc. Surveys must be deliverable online, via telephone, and in paper and pencil formats. The contractor should have a proven track record in delivering and reporting survey results and in working collaboratively with school district leaders and staff in designing surveys and reporting their results.
- 1.3 Research is a new component of the newly-designed Office of Research & Planning, so research assistance is needed to expand our in-house research capabilities. CCPS also seeks an experienced contractor to conduct customized research on topics that will aid instructional and administrative planning. The customized research would include literature reviews, program evaluation assistance, and analyses of survey research and other data.

**2. GENERAL TERMS AND CONDITIONS**

- 2.1 Submittals, in **six (6)** copies, marked "**Research and Survey Services for Chesterfield County Public Schools**" will be received no later than **5:00 P.M.**, Local Time Prevailing, on **May 10, 2011**, in:  
  
Chesterfield County Purchasing Department  
9842 Lori Road, Suite 101 (Court Square)  
Chesterfield, Virginia 23832-0001  
Monday-Friday, 8:30 a.m. – 5:00 p.m.
- 2.2 Should you decide to utilize an express delivery service, please note that we are located at the Intersection of Ironbridge Road (State Route 10) and Lori Road. **Proposals will not be accepted via Fax machine or Internet E-mail.**
- 2.3 Mark outside of envelope with **RFP #11-0207** and proposal subject, "**Research and Survey Services for Chesterfield County Public Schools**".
- 2.4 Time is of the essence and any proposal or addenda pertaining thereto received after the announced time and date for submittal, whether by mail or otherwise, will be rejected. It is the sole responsibility of the offerors for ensuring that their proposals are stamped by Purchasing Department personnel before the deadline indicated in Section 2.1. Proposals and/or any addenda pertaining thereto, received after the announced time and date of receipt, by mail or otherwise, will be returned. However, nothing in this RFP precludes the County from requesting additional information at any time during the procurement process.
- 2.5 In the event that Chesterfield County government offices are not operating under normal staffing levels or if the location for pre-proposal meetings or receipt of proposals is inaccessible due to inclement weather or other emergency situations at the published time, the proposal submission or pre-proposal meeting will default to the next regular business day at the same time.

- 2.6 If you are an individual with a disability and require a reasonable accommodation, please notify the Purchasing Department at (804) 748-1617, three working days prior to need.
- 2.7 Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. On the contrary, all responsible firms are encouraged to submit proposals. The County reserves the right to award in part, in whole, and/or to award to multiple contractors, or to reject any or all proposals received. Any requirements listed herein are intended to describe qualifications, certifications and/or experience considered to be vital and should be used as guidelines for proposal submission. Firms not meeting specific requirements listed herein are encouraged to list and/or demonstrate alternate qualifications, certifications and/or experience for consideration.
- 2.8 Any proposal submitted **MUST** include the Signature Sheet which has been signed by an individual authorized to bind the offeror. All proposals submitted without such signature may be deemed non-responsive.
- 2.9 RFP Process: Offerors are to submit written proposals which present the offeror's qualifications and understanding of the work to be performed. The offeror's proposal should be prepared simply and economically and should provide all the information which it considers pertinent to its qualifications for the project and which respond to the Scope of Services and Evaluation Criteria listed herein. Emphasis should be placed on completeness of services offered and clarity of content. Offeror is requested to respond to each section/subsection in the order in which it appears in the RFP.
- 2.10 For information pertaining to the decision to award and/or award on this procurement transaction, offerors may access public notification electronically at [www.chesterfield.gov/purchasing](http://www.chesterfield.gov/purchasing)
- 2.11 Proprietary Information: Section 2.2-4342 F of the *Code of Virginia* states: "Trade secrets or proprietary information submitted by a bidder, offeror, or contractor in connection with a procurement transaction or prequalification application submitted pursuant to subsection B of §2.2-4317 shall not be subject to the Virginia Freedom of Information Act (§2.2-3700 et seq.); however, the bidder, offeror or contractor shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is necessary." Proposals not in compliance with section 2.2-4342 F will be subject to disclosure.
- 2.12 Total Quality Improvement Initiative: In order to continuously improve the efficiency and effectiveness of all public services provided, Chesterfield County has adopted and implemented the TOTAL QUALITY concept in its approach to organizational management. Listed herein for all prospective offerors to the County is an overview of the County's TOTAL QUALITY IMPROVEMENT (TQI) initiative. Offerors should review this information in order to familiarize themselves with the management philosophies and environment of the County prior to responding to Request for Proposals.

Chesterfield County is a leader in the application of innovative and successful management approaches. The County's leadership has resulted in numerous awards and broad recognition of the County and its employees. A constantly growing demand for additional and enhanced services has prompted the County to seek even higher levels of innovation and service excellence.

The TQI initiative is led by front line workers, supervisors, department directors, and the County's Leadership Group. Their intensive involvement in quality improvement demonstrates the County's commitment to the TQI values and principles of the initiative.

The TQI initiative includes specific guidelines for values and principles regarding the involvement of every employee within the organization. Implementation of TQI demonstrates the County's commitment to the importance of each individual.

A high standard of ethics, fairness, integrity, trust, responsibility, and creativity are integral concepts of the TQI Initiative. The County's organizational values center on customer focus, ethical behavior, teamwork, leadership, continuous improvement, open communications, employee involvement, progressive thinking, and data driven decisions. Adherence to these values is expected of all employees

of the County, and the County, therefore, expects that all vendors will strive for and continuously improve their customer service.

- 2.13 The County's Definition of Total Quality Improvement: TQI is the employee, customer, and team oriented approach to work, problem solving, and decision making that depends upon individual employee commitment to improving work processes through the analysis and utilization of data.
- 2.14 Chesterfield County's TQI Mission Statement: Providing a first choice community through excellence in public service. To achieve excellence, all employees of the County will participate in the continuous evaluation and quality improvement of our services in order to meet or exceed customer expectations.
- 2.15 Commitment to Diversity and Chesterfield Businesses: Chesterfield County is a growing progressive community consisting of an increasingly diverse population. This diversity provides for a dynamic and robust community that promotes growth. Chesterfield County believes that all of its citizens should benefit from this economic growth without regard to race, color, religion or economic status. The county is committed to increasing the opportunities for participation of minority-owned businesses, women-owned businesses, and businesses located in Chesterfield County to ensure diversity in its procurement and contract activities. These businesses are encouraged to respond to all Invitations for Bids and Requests for Proposals. In addition, the county strongly encourages each contractor and/or supplier with which the county contracts to actively solicit minority-owned businesses, women-owned businesses, and businesses located in the county as subcontractors/suppliers for their projects.

Upon award/completion of work, the County will require the contractor to furnish data regarding subcontractor/supplier activity with Minority-Owned Businesses (MOB), Women-Owned Businesses (WOB), and Chesterfield Businesses (CB) on a Certification of Subcontractor/Supplier Activity form. The form will be provided to the contractor by the Purchasing Department. This information will enable the County to document the dollar level of activity and measure the success of its purchasing and contracting efforts in this endeavor.

Definitions:

Women-Owned Business (WOB) - a business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more women. (*Code of Virginia 2.2-4310*)

Minority-Owned Business (MOB) – a business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals. (*Code of Virginia 2.2-4310*)

Chesterfield Business (CB) - any private business enterprise, located within the jurisdictional boundaries of Chesterfield County.

- 2.16 Cooperative Procurement (Use of this contract by other public bodies): This procurement is being conducted by Chesterfield County in accordance with the provisions of 2.2-4304 of the Virginia Public Procurement Act (VPPA). Except for contracts for architectural and engineering services, if agreed to by the contractor, other public bodies may utilize this contract. The Contractor shall deal directly with any public body it authorizes to use the contract. Chesterfield County, its officials and staff are not responsible for placement of orders, invoicing, payments, contractual disputes, or any other transactions between the Contractor and any other public bodies, and in no event shall the County, its officials or staff

be responsible for any costs, damages or injury resulting to any party from use of a Chesterfield County contract. Chesterfield County assumes no responsibility for any notification of the availability of the contract for use by other public bodies, but the Contractor may conduct such notification.

- 2.17 Non-Appropriation: The continuation of the terms, conditions, and provisions of this contract beyond the fiscal year is subject to approval and ratification by the Chesterfield County Board of Supervisors (and the Chesterfield County School Board, as applicable) and appropriation by them of the necessary money to fund said contract for each succeeding year.

- 2.18 Choice of Law and Venue: Any disputes under a resulting contract, that cannot be resolved between the County of Chesterfield and the contractor, must be resolved in the Circuit Court of Chesterfield County, Virginia. Any resulting contract shall be governed by the laws of the Commonwealth of Virginia, excepting the law governing conflicts of laws.

- 2.19 Termination: It shall be the sole right of the County, to terminate any contract upon written notification to the Contractor.

- 2.20 Modification: The resulting contract shall not be amended, modified, or otherwise changed except by the written consent of the Contractor and the County given in the same manner and form as the original signing of this Contract.

- 2.21 Nondiscrimination Clause: In accordance with Section 2.2-4311 of the *Code of Virginia*, every contract for goods or services over \$10,000 shall include the following provisions:

A. During the performance of this contract, the Contractor agrees as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous

places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

2. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
3. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

B. The Contractor shall include the provisions of the foregoing paragraphs in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

2.22 Right To Audit: Contractor's records shall be open to inspection and subject to audit and/or reproduction, during normal working hours, by the County to the extent necessary to adequately permit evaluation and verification of any invoices, payments or claims submitted by Contractor of any of its payees pursuant to execution of the contract. Such records subject to examination shall also include, but not be limited to, those records necessary to evaluate and verify direct and indirect costs (including overhead allocations) as they may apply to costs associated with this contract.

For the purpose of such audits, inspections, examinations and evaluations, the County shall have access to said records from the effective date of this contract, for the duration of the work, and until two (2) years after the date of final payment by the County to Contractor pursuant to this contract.

The County shall have access to Contractor's facilities, shall have access to all necessary records, and shall be provided adequate and appropriate work space, in order to conduct audits in compliance with this article. The County shall give Contractor reasonable advance notice of intended audits.

Contractor shall require all subcontractors, insurance agents, and materials suppliers (payees) to comply with the provisions of this article by insertion of the requirements hereof in a written contract agreement between Contractor and payee. Failure to obtain such written contracts which include such provisions shall be reason to exclude some or all of the related payees' costs from amount payable to Contractor pursuant to this contract.

If an audit inspection or examination in accordance with the article, discloses overcharges (of any nature) by Contractor to the County in excess of five percent (5%) of the total contract billings, the actual cost of the County's audit shall be paid by Contractor.

2.23 Drug Free Workplace: During the performance of this contract, the contractor agrees to:

- A. Provide a drug-free workplace for the contractor's employees
- B. Post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition
- C. State in all solicitations or advertisements for employees placed by or on behalf of the

contractor that the contractor maintains a drug-free workplace

- D. Include the provisions of the foregoing clauses in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor

For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

- 2.24 Environmental Management: Contractor shall be responsible for complying with all applicable federal, state, and local environmental regulations, if any. Additionally, the Contractor must meet all Chesterfield County Environmental Management System (EMS) requirements. For questions or additional information, contact the General Services Environmental Division at (804) 717-6531.
- 2.25 Faith-based Organization: Chesterfield County does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1.
- 2.26 Finance Charges: Chesterfield County will not pay any finance charges imposed on any invoices submitted by the contractor relative to this RFP.
- 2.27 Contractor Background Checks: In order to preserve the integrity and security of county government operations, contract workers may be required to undergo a criminal background check conducted by Chesterfield County. The County will conduct these checks for any worker it believes will have unsupervised access to County designated Security Sensitive areas. Contract workers providing goods, services or construction in these designated areas are required to confine themselves to the area of the work. Based on the results of the background check, the contract worker may be disqualified from providing work/services for Chesterfield County.
- 2.28 Sensitive Information Handling: Any information in the possession of the county/schools which is specific to an employee, student, citizen, county/school business function, private business entity or other government entity which is not generally available to the public shall be designated Sensitive Information. Contract workers will under no circumstances remove Sensitive Information from county facilities. Any Sensitive Information which must reside temporarily on a hard drive or portable storage device (USB Key, CD ROM, memory card, etc.) for processing must remain within the county facility. No Sensitive Information may be remotely accessed by contract workers by dial in, VPN, web interface or other means without expressed consent of the department head and the Information Security Manager (county) or Director of Technology (schools). Any access to county/schools information by contract workers from outside the county intranet shall be in accordance with existing Information Systems Technology (IST)/Chesterfield County Public Schools (CCPS) Technology department security policies and procedures. Contract worker network connected computer equipment will be subject to all applicable IST/CCPS policies and procedures. Any exception to this application of policies shall be approved by the CCPS Department of Technology / county Information Security Manager and Chief Information Officer or designees.
- 2.29 Precedence of Terms and Conditions: Any and all Special Terms and Conditions contained in this Request for Proposal that may be in variance or conflict with these General Terms and Conditions shall have precedence over these General Terms and Conditions. If no changes or deletions to General Terms and Conditions are made in the Special Terms and Conditions, then the General Terms and Conditions shall prevail in their entirety.

- 2.30 Vendor Rewards/Gift Programs: It is the policy of the County not to participate in any rewards programs offered by vendors and not to accept any gifts or gift cards, or other rewards from vendors for purchases made by the County. If you customarily provide, or if you plan to provide, rewards programs, gifts or gift cards, or other rewards to your customers for purchases made by such customers, you must identify this fact in your proposal and demonstrate in the proposal how you have applied the value of such rewards to a reduction in the price of the goods and/or services being offered to the County.
- 2.31 Illegal Aliens: In accordance with the *Code of Virginia*, Section 2.2-4311.1, the Contractor hereby agrees that he does not and shall not, during the performance of this contract, knowingly employ unauthorized aliens as defined in the federal Immigration Reform and Control Act of 1986.
- 2.32 Addenda: Any changes or supplemental instructions to this Request for Proposal shall be in the form of written addenda. All addenda are downloadable from the Purchasing Department web site at [www.chesterfield.gov/purchasing](http://www.chesterfield.gov/purchasing). Each offeror is responsible for determining that all addenda issued have been received. All addenda so issued shall become part of the RFP and any resulting contract documents.

**3. SPECIAL TERMS AND CONDITIONS**

- 3.1 Insurance Requirements: The Contractor and insurance company should carefully review the insurance requirements set forth below. The Contractor shall furnish a copy of a Certificate of Insurance in accordance with the requirements before the County will execute a contract. The Contractor shall be responsible for maintaining current certificates of insurance on file with the County. The certificate of insurance does not need to accompany the proposal.

The Contractor shall purchase and maintain in force, at his own expense, such insurance as will protect him and the County from claims which may arise out of or result from the Contractor's execution of the work, whether such execution be by himself, his employees, agents, subcontractors, or by anyone for

whose acts any of them may be liable. The insurance coverages shall be such as to fully protect the County and Chesterfield County Public Schools, the Consulting Professional (if applicable) and the general public from any and all claims for injury and damage resulting by any actions on the part of the Contractor or his forces as enumerated above.

The Contractor shall furnish insurance in satisfactory limits, and on forms and of companies that are acceptable to the County's Attorney and/or Risk Management and shall require and show evidence of insurance coverages on behalf of any subcontractors (if applicable), before entering into any agreement to sublet any part of the work to be done under this contract.

The Contractor shall maintain during the initial term and any additional terms of this contract the following coverage and minimum limits, with insurance companies with no less than a financial strength rating of "A" and a financial size category of no less than "VII" as determined by A.M. Best Company:

- a. Commercial General Liability \$1,000,000 Combined Single Limit per occurrence
- b. Automobile Liability \$1,000,000 Combined Single Limit per occurrence
- c. Workers' Compensation Virginia Statutory limits
- d. Employers' Liability \$100,000each accident, each disease

The insurance certificate must state that the Commercial General Liability policy names Chesterfield County and Chesterfield County Public Schools as an additional insured. This



requirement may be met by placing the following language on the Certificate. Many certificates have a space headed "OTHER" where the language may be inserted as follows:

Chesterfield County and Chesterfield County Public Schools is additional insured or that Chesterfield County and Chesterfield County Public Schools is additional insured with respect to General Liability;

The insurance certificate must also contain a required statement concerning notice of cancellation or other change in coverage. The statement used on some certificate forms is not acceptable. The statement, which is required by the contract documents, shall read as follows:

Such certificate shall provide that in the event of the cancellation of the policy or policies listed on such certificate, not less than 30 days notice in writing shall be given to the County.

The cancellation clause shall be modified by striking the words 'endeavor to' in the second line and by striking the clause reading 'but failure to mail such notice shall impose no obligation or liability of any kind upon the company.'

OR, in lieu of modifying the cancellation clause, Chesterfield County and Chesterfield County Public Schools may be listed an additional insured as an endorsement to the policy or by endorsement to the policy the insurer will provide 30 day cancellation notice to Chesterfield County. The endorsement should be on a separate form and attached to the certificate.

The Certificate Holder should be listed as:

Chesterfield County  
c/o Purchasing Department  
P. O. Box 51, Chesterfield, VA 23832-0001  
RFP No. 11-0207

Certificate of Insurance must have an authorized signature.

- 3.2 Contact With Students: As required by Section 22.1-296.1 of the Code of Virginia, Bidders/Offerors who will provide services that will place contractor or contractor's employees in direct contact with students on school property during regular school hours or during school-sponsored activities, shall certify, by signing and submitting their bid or proposal, that none of the individuals who will perform the work under the contract have been convicted of a felony or any offense involving the sexual molestation or physical or sexual abuse or rape of a child. Any person making a materially false statement regarding any such offense shall be guilty of a Class 1 misdemeanor and, upon conviction, the fact of such conviction shall be grounds for the revocation of the contract to provide such services and, when relevant, the revocation of any license required to provide such services.
- 3.3 Negotiating Contract Reductions: The County reserves the right, at any time during the contract term or any extension of the term, to renegotiate with the contractor a reduction in the compensation paid to the contractor that is less than the compensation initially agreed to by the contractor and the County at the time of contract execution/issuance of the purchase order. The County may initiate such negotiations whenever the County determines that it is in the County's best fiscal interests to do so. Notwithstanding any other provision of this contract/purchase order to the contrary, the County may terminate this contract/purchase order immediately and without penalty if the County is unable to renegotiate the compensation with the contractor to an amount which the County determines to be appropriate.

### 3.4 Proposal Submission Instructions

In order to facilitate the analysis of responses to this RFP, offerors should prepare the proposal with the instructions outlined in this section and should structure the proposal response so that it contains individual tabs/sections detailing proposed services as outlined in the Scope of Services.

- A. Offerors' responses should be prepared as simply as possible with straightforward, concise descriptions of the capabilities to satisfy the requirements of this RFP.
- B. Expensive bindings, color displays, promotional materials, demo CDs etc., are not needed. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All information should be presented in a non-technical format to ensure understanding. All responses should be tailored specifically for Chesterfield County.

### 3.5 Detailed Submittal Format

Offerors are required to use the following format when preparing their responses.

- A. Introduction letter, signed signature page and addenda acknowledgement, if applicable
- B. Executive summary: Provide a narrative, prepared in non-technical terms, summarizing the offeror's proposal. The executive summary should identify the primary contact for the Proposal Team including name, address, telephone number and e-mail address.
- C. A detailed description of the services to be provided which addresses each of the topics listed in Section 5 (Scope of Services).
- D. Statement of Qualifications – This should include a description of the organizational and staff experience as it relates to meeting the County's needs and administering the contract.
- E. Proposed rates in accordance with Pricing Schedule, Section 10.

## 4. **BACKGROUND**

4.1 Chesterfield County is located south of the City of Richmond, Virginia. The County is 446 square miles in size with a population of approximately 316,000. Chesterfield County Public Schools has a student enrollment of over 59,000.

4.2 All CCPS schools are Fully Accredited by the Virginia Department of Education. For the third straight year, the Division is the largest school district in the state to achieve this status.

4.3 The school system works toward the School Board's vision of every school as "a thriving, dynamic and inspiring educational environment that produces self-directed learners with 21st-century skills and stimulates citizens of all ages to trust in, invest in and benefit from public schools" by concentrating on the five goals of the Design for Excellence strategic plan:

- A. Academic excellence for all students.
- B. Safe, supportive and nurturing learning environments.
- C. Competent and knowledgeable workforce.
- D. Community investment.

E. Effective and efficient system management.

4.4 Demographic Profile:

A. 64 Schools

1. 38 elementary schools (grades K-5).
2. 14 middle schools (grades 6-8).
3. 11 high schools (grades 9-12) that include 11 specialty centers.
4. 1 technical center.

B. Students

1. 59,000-60,000 students
2. Demographics based on 2010 enrollment show a student body that is:
  - a. 56 percent white
  - b. 27 percent black
  - c. 10 percent Hispanic
  - d. 3 percent Asian/Pacific Islander
  - e. 3 percent two or more races
3. Approximately one third of students qualify for free or reduced-price lunch in elementary and middle schools. High schools do not participate in the federal school nutrition program.

5. **SCOPE OF SERVICES**

Offerors are requested to address their ability to provide the following general requirements for each Task listed below:

5.1 **Surveys**

- A. **Task 1: Review proposed survey needs for school year.** Within two weeks of the contract award, the contractor will meet with a small project advisory group to be convened by the CCPS. The purpose of this meeting will be to review the initial scope of the survey services to discuss survey options available for each survey (online, paper and pencil, telephonic, etc.), the schedule of surveys, and to discuss reporting requirements.
- B. **Task 2: Administer initial survey to designated personnel.** Within three weeks of the scheduled launch date of first survey, the contractor will submit draft survey instruments and a plan for survey administration to the Office of Research and Planning for review and feedback. The target response rate for all groups of survey respondents is 75 percent and, as appropriate, CCPS staff will work with the contractor to ensure that the target response rates are met.
- C. **Task 3: Preparation of draft survey report for initial survey.** No later than one week after the end of the initial survey window, the contractor will submit a draft report of findings for review and approval. Upon receiving feedback from CCPS, the final report will be completed within five working days and sent to the Office of Research and Planning.

- D. **Task 4: Review of process.** Upon completion of Tasks 1-3, the contractor will meet with the project advisory group to review all aspects of the initial survey administration for the purpose of correcting any problems noted to facilitate future survey administrations. Items to discuss may include but not be limited to: survey publicity and reminders, technology, report format, etc. This meeting will take place within two weeks after the submission of the final report for the initial survey.
- E. **Task 5: Administration of subsequent surveys.** Due to the unique nature of each survey, Tasks 1-3 will be repeated for each survey administered in the first school year of this contract.

## 5.2 Research

- A. **Task 1: Review proposed research needs for school year.** Within two weeks of the contract award, the contractor will meet with a small project advisory group to be convened by the CCPS. The purpose of this meeting will be to review the initial scope of the research services and devise a preliminary schedule of research.
- B. **Task 2: Finalize research needs according to schedule.** Once schedule of research is finalized, the contractor will meet with a small project advisory group to determine appropriate next steps.
- C. **Task 3: Prepare draft research report.** No more than a month prior to the project due date, the contractor will submit a draft research report for review and approval. Upon receiving feedback from CCPS, the final report will be completed within twenty working days and sent to the Office of Research and Planning.

## 5.3 Survey Services

Existing surveys administered throughout the school year include the following:

### A. **School Improvement Surveys**

Surveys are conducted in the fall for approximately one third of the schools that are involved in the district comprehensive school improvement planning effort. The surveyed population will be staff, parents, and students (elementary schools 4<sup>th</sup> and 5<sup>th</sup> grades only). Surveys will be replications of those currently in use. Schools will be offered on-line or paper/pencil format. Results are expected to be reported by school, school level (elementary, middle, and high) and total system in percentages of responses for each item and for ten item clusters (or strands) related to best practices. The reporting of survey results will also include a comparison of staff, student, and parent results.

### B. **School Climate/Employee Satisfaction Surveys**

Surveys will be conducted in late spring for all schools. The surveyed population shall consist of school and central office staffs. Survey will be replication of one currently in use, and last used in the spring of 2008. Results will be reported by school, school level (elementary, middle, and high) and total system for seven item clusters showing the following scales: Academic Achievement, Personal Relationships, General Environment, Teacher Professionalism, Instruction/Curricular/Extracurricular/Employee Satisfaction, and Leadership/Administrative Support. The reporting of survey results will also include a comparison of school level (i.e. elementary schools with total elementary results) and the total county.

It is expected that a PDF format will be utilized for final reports, which will be sent electronically with one hard copy.

**C. Central Services Survey**

The services of approximately 40 Central Administration Departments and Offices are rated by principals. Each department or office is rated on at least eleven common factors (.....services are “available when needed”, “effective when provided,” etc.) and each office or department also has the capability to add items to their “page” of the survey that also allows their unique services to be rated. The reporting of survey results is in a four-point Likert scale fashion with scores for each item.

**D. Community Resource Bank/School Speakers Surveys**

The Community Relations Department maintains a list of volunteers to serve as speakers/mentors available through the Chesterfield Chamber of Commerce, Chesterfield Public Education Foundation, Chesterfield Business Council and local civic organizations. Teachers sign up for speakers through this system; web-based surveys for both school and community personnel are used to determine the need for and availability of such services. These surveys will need to be posted at the beginning of each semester and updated requests sent to CCPS Community Relations Department weekly to match requests with available speakers. Summary reports of program usage will be prepared on a semester basis.

**E. Bullying Surveys**

At least two different bullying surveys will be administered to students, teachers, and parents each fall and spring to support counseling programs in elementary and middle schools. Reports will need to reflect individual school data with the spring report including changes in results over the school year.

**F. Professional Development Evaluation Surveys**

Quarterly professional development activities are conducted for all CCPS principals. Following the activity, an evaluation survey is sent to all who participated. The results of these surveys will need to be reported to the Office of Professional Development.

**G. Additional Surveys**

Other surveys will need to be developed to support division-wide efforts and grant requirements. For example, surveys related to school attendance zone changes, individual school improvement efforts, and faculty nominations for awards have been requested and had to be prepared in a short period of time. The contractor must have the flexibility to meet this type of request in a timely fashion.

It is expected that the selected offeror be able to develop, conduct, and report no less than ten such surveys as requested

**5.4 Research Services**

The Office of Research & Planning is implementing a five to six-year evaluation cycle for new instructional programs, and would need access to the following research services to provide all of the federal, state and local accountability functions needed for a division of this size.

- A. Literature Reviews: A detailed overview of research, current knowledge, and expert insight would inform evidence-based decisions. Literature reviews would be requested twice a quarter.
- B. Program Evaluation: Provide assistance in program evaluations to ensure that all projects denoted in the district’s strategic plan, Design for Excellence 2020, are monitored for maximum efficiency and effectiveness. Program evaluations will be conducted for a

minimum of five programs, not to exceed ten in a school year.

C. Data Analyses

Not only will we need accurate reporting of survey data, we will need aggregate analyses of information from selected surveys. Additionally, we will need assistance in determining correlations between student and teacher performance, and various other trend analyses. These various analyses would occur as least four times a quarter.

**5.5 Project Schedule**

The research and survey project should be handled in three phases as outlined herein:

- A. Phase I: Consultation with CCPS staff on major surveys scheduled and basic research services needed for the current academic year (within one month of contract award). A schedule of research services would be established after the initial consult; the division has the right to request a modification to the research services and schedule as necessary.
- B. Phase II: Preparation of drafts of surveys within three weeks of scheduled survey launch date for final review and approval. Follow-up on proposed research service would occur at least one month prior to agreed-upon due date; due dates would be established in Phase I.
- C. Phase III: Preparation and submission of the draft reports of results within one week of end of survey for review and approval. Final reports to be prepared no later than 10 working days after end of each survey period. Research services would be rendered according to agreed-upon timeline established in Phase I.

**6. CCPS RESPONSIBILITIES**

6.1 The CCPS shall:

- A. Provide all information available which relates to or is relevant to CCPS requirements for the project.
- B. Review and provide input/feedback on all drafts, studies, results, reports, proposals, and other documents submitted by the consultant.
- C. Designate a person(s) to act as the representative of CCPS from the Office of Research and Planning with respect to the work performed herein. Said person(s) shall have authority to transmit instructions, receive information, and interpret and explain CCPS policies and decisions with respect to the service performed by the consultant.

**7. CONTRACT TERM**

7.1 The initial term of this contract shall be from Date of Award for a period of twelve (12) months.

**8. RENEWAL OF CONTRACT**

The contract may be renewed by the County for four (4) successive one year periods under the terms and conditions of the original contract except as stated in A. and B. below. Price increases may be negotiated only at the time of renewal. Upon a determination by the County to renew this contract for an additional term, written notification will be given to the Contractor.

- A. If the County elects to exercise the option to renew the contract for an additional one-year period, the contract price(s) for the additional one year shall not exceed the contract price(s) of the original contract increased by more than the percentage increase of the Other Services category of the Producer Price Index (PPI) or Consumer Price Index (CPI) of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available. The source for this index shall be <http://www.bls.gov/ppi> or <http://www.bls.gov/cpi>.
- B. If during any subsequent renewal periods, the County elects to exercise the option to renew the contract, the contract price(s) for the subsequent renewal period shall not exceed the contract price(s) of the previous renewal period increased by more than the percentage increase of the Other Services category of the Producer Price Index (PPI) or Consumer Price Index (CPI) of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available. The source for this index shall be <http://www.bls.gov/ppi> or <http://www.bls.gov/cpi>.

## 9. **EVALUATION CRITERIA**

- 9.1 These criteria are to be utilized in the evaluation of qualifications for development of the shortlist of those offerors to be considered for negotiations. Individual criteria will be assigned varying weights at the CCPS's discretion to reflect relative importance. Offerors are required to address each evaluation criterion in the order listed and to be specific in presenting their qualifications.
- A. Capability of the offeror to successfully perform said survey work, including sanitized final reports from previous projects.
- B. Offeror's approach to performing the required services.
- C. Cost

## 10. **PRICING SCHEDULE**

Hourly rates included in the Proposal are maximum hourly rates and include salary, benefits, profit, administrative, travel and all other expenses for overhead, insurance, equipment, etc. The Contractor shall submit to the County a lump-sum not-to-exceed task proposal, based on the Contractor's Schedule of Rates, for each task assigned under the contract.

<b>Job Title</b>	<b>Maximum Hourly Rate</b>
Survey Designer	\$
Survey Administrator	\$
Clerical Support	\$
<b>Total</b>	<b>\$</b>

## 11. **AWARD PROCEDURE**

- 11.1 Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors involved in the Request for Proposal, including price if so stated in the Request for Proposal. Negotiations shall then be conducted with each of the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the County shall select the offeror which, in its opinion, has made the best proposal and award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should the County

determine in writing and in its sole discretion that only one offeror is fully qualified or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

**12. REFERENCES**

12.1 All offerors shall include a list of a minimum of three references, from similar projects/contracts completed/held within the last five years, who could attest to the firm's knowledge, quality of work, timeliness, diligence, flexibility, and ability to meet budget constraints. Include client's name and contact person's email address and phone number for each reference provided.

12.2 References may or may not be reviewed or contacted at the discretion of the County. The County reserves the right to contact references other than, and/or in addition to, those furnished by an offeror.

**13. INQUIRIES**

13.1 Any questions which may arise as a result of this solicitation may be addressed to Lorie W. Newton, Senior Contract Officer, at (804) 717-6760, or by email to [purchasing@chesterfield.gov](mailto:purchasing@chesterfield.gov). Inquiries must be received at least 7 business days prior to the due date in order to be considered. Contact initiated by a bidder/offeror concerning this solicitation with any other County representative, not expressly authorized elsewhere in this document, is prohibited. Any such unauthorized contact may result in disqualification of the bidder/offeror from this transaction.



**SIGNATURE SHEET**

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in **RFP #11-0207**.

My signature also certifies that the accompanying proposal is not the result of, or affected by, any unlawful act of collusion with another person or company engaged in the same line of business or commerce, or any act of fraud punishable under Title 18.2, Chapter 12, 498.4 of the *Code of Virginia*, 1950 as amended. Furthermore, I understand that fraud and unlawful collusion are crimes under the Virginia Governmental Frauds Act, the Virginia Government Bid Rigging Act, the Virginia Antitrust Act, and Federal Law, and can result in fines, prison sentences, and civil damage awards.

My signature also certifies that this firm has no business or personal relationships with any other companies or persons that could be considered as a conflict of interest or potential conflict of interest to the County of Chesterfield, and that there are no principals, officers, agents, employees, or representatives of this firm that have any business or personal relationships with any other companies or persons that could be considered as a conflict of interest or a potential conflict of interest to the County of Chesterfield, pertaining to any and all work or services to be performed as a result of this request and any resulting contract with the County of Chesterfield. Furthermore, offeror is in compliance with the *State and Local Government Conflict of Interests Act 2.2-3100*, supplemented by Article 6, 2.2-4367-69 of the *Code of Virginia*. Specifically, no county employee, county employee's partner, or any member of the county employee's immediate family holds a position with the offeror such as an officer, director, trustee, partner or the like, or is employed in a capacity involving personal and substantial participation in the procurement transaction, or owns or controls an interest of more than five percent.

To receive consideration for award, this signature sheet must be returned to the Purchasing Department as it shall be a part of your response.

**Complete Legal Name of Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Federal Tax ID Number:** \_\_\_\_\_

**Signature of Authorized Representative:** \_\_\_\_\_

**Typed Name and Title:** \_\_\_\_\_

**Please provide the primary contact person for questions and concerns relative to this project:**

**Contact Name and Title:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_ **Email:** \_\_\_\_\_

**We hereby provide the following information to Chesterfield County regarding our business. We understand that it is provided for statistical purposes only and all firms submitting proposals will receive equal consideration.**

**Minority-Owned Business:** Yes \_\_\_\_\_ No \_\_\_\_\_

**Women-Owned Business:** Yes \_\_\_\_\_ No \_\_\_\_\_

**Chesterfield Business:** Yes \_\_\_\_\_ No \_\_\_\_\_