

COLORADO DEPARTMENT OF EDUCATION (CDE)
Request for Documented Quotation (DQ)

DAA-DQ-TTT11-003
Statewide Parent Outreach

Section 1. Overview

The goal of the Statewide Parent Outreach Project is to dramatically increase the number of meaningful conversations between parents and teachers – and between parents, community organizations and schools – about improving student achievement and school performance. This Project will demonstrate to all Colorado parents the value of the Colorado Growth Model and SchoolView as tools for understanding individual student, school, district and state performance, and to simultaneously introduce the new state accountability system as a means to ignite meaningful conversations about student, school and district improvement.

The effort to increase awareness among parents will be conducted in close concert with community members, teachers, principals and superintendents. The Project will underscore the importance of a common understanding of how individual students and groups of students progress from year to year toward state standards using the fair concepts embedded in the Colorado Growth Model. It will highlight the transparency and usability of SchoolView as a tool to understand performance at all levels.

Section 2. Administrative Information

- A. The sole point of contact for this solicitation is:

Thanh Ta, Purchasing Agent
E-Mail: ta_t@cde.state.co.us

- B. All communication from CDE will be via postings on the State's Bid Information and Distribution System (BIDS) website located at "www.gssa.state.co.us/VenSols". CDE will post notices that will include, but are not limited to, any modifications to requirements, answers to questions received, and notice of award. It is the responsibility of the vendor to carefully and regularly monitor BIDS for any such postings.
- C. The State of Colorado, as purchaser, is exempt from all federal excise taxes under Chapter 32 of the Internal Revenue Code (Registration No. 84-730123K) and from all state and local government use taxes (Section 39-26-704, C.R.S.). The State and Local Sales Tax Exemption Number for the State of Colorado is 98-02565.
- D. By responding to this solicitation, the vendor certifies that it shall comply with the provisions of Section 8-17.5-101, C.R.S. *et seq.* The vendor shall not knowingly engage an illegal alien to perform work under the resulting contract, or enter into a contract with a subcontractor that fails to certify to the vendor that the subcontractor shall not knowingly engage an illegal alien to perform work under the contract. The vendor represents, warrants, and agrees that it (i) will verify that it does not engage any illegal aliens through participation in the federal Basic Pilot Employment Verification Program and (ii) otherwise will comply with the requirements of Section 8-17.5-102(2)(b), C.R.S. The vendor shall comply with all reasonable requests made in the course of an

investigation under Section 8-17.5-102, C.R.S. Failure to comply with any requirement of this provision or Section 8-17.5-101 *et seq.* C.R.S, shall be cause for termination for breach and the vendor shall be liable for actual and consequential damages.

The vendor, if a natural person eighteen (18) years of age or older, hereby swears or affirms under penalty of perjury that he or she (i) is a citizen or otherwise lawfully present in the United States pursuant to federal law, (ii) shall comply with the provisions of Section 24-76.5-101 *et seq.* C.R.S., and (iii) shall produce one form of identification required by Section 24-76.5-103, C.R.S. prior to the effective date of the resulting contract.

- E. **It is the responsibility of the winning vendor to ensure compliance with all ARRA regulations and requirements when receiving and/or awarding contracts/subcontracts using funds made available under the American Recovery and Reinvestment Act of 2009, Pub.L.111-5 (ARRA or the Act). By accepting this project, the winning vendor affirms that it shall fully comply with all requirements as detailed by the “State of Colorado Supplemental Provisions for Contracts, Grants, & Purchase Orders Using Funds Provided Under the American Recovery & Reinvestment Act of 2009” document, which is published with this solicitation as Attachment 1.**

Section 3. Deadline and Selection

- A. The deadline for responses to this solicitation is **September 10~~20~~, 2010 at 3:00 PM, Mountain Time.**
- B. **Late responses will not be considered.** It is the responsibility of the vendor to ensure that their response is received at the address above on or before the response due date and time. Responses may be modified or withdrawn prior to the response due date and time.
- C. Selection will be made of the responsible vendor whose acceptable response is determined to be the most advantageous to CDE, at CDE’s sole discretion, cost/price being the primary consideration. This solicitation will result in a fixed-price Purchase Order or Contract. CDE reserves the right to make an award without further discussion of responses received. Therefore, it is important that responses be submitted in the most complete terms possible from both the technical and cost/price standpoint.
- D. Upon selection of a vendor by CDE, a State Purchase Order (PO) or Contract will be offered to the vendor. In the event that the vendor’s forms (or parts of forms) are included in the vendor’s response and included as attachments or exhibits to the final PO or Contract, the vendor agrees that, where there are contradictions or inconsistencies, the terms of the PO or Contract shall always supersede, manage, and control those of any such attachment or exhibit. CDE’s Purchase Order Terms and Conditions and/or Standard Contract are published with this solicitation on BIDS as separate documents.

If applicable, the vendor shall submit a positive affirmation agreeing that the general and special provisions in the standard contract are acceptable. If the vendor does not

accept the general and special provisions, the vendor must propose alternative language.

- E. The contents of the response, including persons specified to implement the project, of the vendor will become contractual obligations of the PO or Contract. Failure of the selected vendor to accept these obligations in a PO or Contract may result in cancellation of the selection.
- F. Any restrictions on the use or inspection of material contained within the response shall be requested prior to the submission of the response itself. Written requests for confidentiality shall be submitted to the Purchasing Agent by the vendor prior to the proposal submission date. The vendor must state specifically what portion(s) of the response it is requesting to be considered confidential/proprietary with an explanation of the reasons that the materials are considered confidential/proprietary. The Purchasing Agent will inform the vendor in writing which portions of the confidentiality/proprietary request will be honored and which will not. Requests shall adhere to the following:
 - 1. Confidential/proprietary information must be readily identified marked and separated/packaged from the rest of the response.
 - 2. Co-mingling of confidential/proprietary and other information is **NOT** acceptable. Neither a response in its entirety nor the response cost/price information will be considered confidential and/or proprietary.
 - 3. Any information that will be included in any resulting contract cannot be considered confidential.

Upon vendor selection and contract issuance, the responses shall be open to public inspection subject to any continued prohibition on the disclosure of confidential data, C.R.S. Title 24, Article 72, Part 2, as amended.

Section 4. Statement of Work

The Colorado Department of Education seeks a vendor for its Statewide Parent Outreach Project. The Project will include research, message development and execution of a Communications Plan.

- A. Research will include inquiry interviews, focus groups with superintendents, principals, teachers, school board leadership and parent leadership organizations, including those representing low-income and minority communities. The delivered product of the research phase will be a detailed Communications Plan describing how the project goal will be executed. The Plan will:
 - 1. Identify audiences;
 - 2. Deliver messages that have been proven to work in engaging parents;
 - 3. Detail the proposed depth and breadth of the campaign;

4. Outline options including potential pilot schools and school communities for additional in-depth research;
5. Specify communication vehicles and the system for evaluation of communication strategies.
6. Include means for reaching Spanish-speaking and other non-English audiences; and
7. Include a means for gathering ongoing feedback from stakeholders.

B. Deliverables include:

1. Project planning.
2. Communications research (online survey, focus groups, etc.).
3. Communications Plan.
4. Message development and story development.
5. Communication tools and resources (tool kit, talking points, information packets).
6. Communications training (training sessions with teacher and parent leaders).
7. Evaluation.

C. Mandatory Qualifications:

1. Experience in public relations and community engagement.
2. Experience in issues related to public schools (K-12) in Colorado or other states.
3. Successful completion of similar projects.

Section 5. Submission Requirements

A. Responses

1. **Responses will be accepted via e-mail only.** Send one (1) electronic version to “ta_t@cde.state.co.us”. In the body of the e-mail, include:
 - a. The solicitation number.
 - b. The solicitation title.
 - c. The solicitation due date and time.

2. Submit

- a. A narrative detailing the vendor's background and experience as required by **Section 4.C** of this solicitation, including:
 1. A complete action plan for providing services by timeframes outlined in this solicitation.
 2. Number of years of professional experience;
 3. Detailed performance history; and
 4. Credentials and curriculum vitae for each proposed member of the leadership team.
- b. At least one (1) sample of outreach efforts for a similar project.
- c. Sample materials of public campaigns.
- d. Samples of community engagement experience.
- e. Two (2) project references.
- f. Complete, sign and submit the "**Signature Page**", which is **Section 7** of this solicitation.

B. Cost/Price

1. The cost/price quotation must be a flat fee for each deliverable detailed in **Section 4** of this solicitation.

The cost/price quotation(s) shall include all costs incurred by the vendor and their personnel in the performance of the Project work. NO ADDITIONAL COSTS WILL BE REIMBURSED.

2. Quotes which exceed **\$125,000.00** will not be considered for award.

Section 6. Term and Funding

- A. The anticipated term of the PO or Contract resulting from this solicitation is ~~September 20~~**October 1, 2010**, or upon final execution of the PO or Contract, through ~~December 31, 2010~~**June 30, 2011**.

Section 7. Signature Page

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Statewide Parent Outreach
Due September 20, 2010 at 3:00 PM, Mountain Time

Authorized Officer/Agent Original Signature	
Typed or Printed Name of Person Signing	Title
Vendor Name	
Vendor Mailing Address	
Vendor City, State, Zip	Quote Valid Until (at least 60 days)
Vendor Phone	Vendor Fax
Vendor E-Mail	Vendor Tax Identification Number (FEIN/SSN)
Vendor Web Address	

***** SUBMIT THIS COMPLETED SIGNATURE PAGE WITH YOUR RESPONSE *****