

**WASHINGTON STATE SCHOOL DIRECTORS' ASSOCIATION  
OLYMPIA, WASHINGTON**

**REQUEST FOR QUALIFICATIONS AND QUOTATIONS:  
WSSDA Communications Consultant Cadre  
RFQQ NO. 2019-083**

**QUESTIONS AND ANSWERS  
Issued July 17, 2019**

**BACKGROUND:**

This RFQQ was issued on June 19, 2019, and submissions will be due July 31, 2019. It was posted to WSSDA's contracting opportunities Web page and disseminated via the State of Washington Electronic Business Solutions (WEBS) system to potential vendors. In addition, notice of the RFQ opportunity was communicated during the last two weeks of June in the Seattle Daily Journal of Commerce.

This package of Questions and Answers is being shared with organizations that sought clarification on the RFQQ.

**THIS PACKAGE INCLUDES QUESTIONS AND ANSWERS REGARDING:**

- A. Background and Purpose**
- B. Objective and Quotation of Costs**
- C. Evaluation and Contract Award**
- D. Sample Contract**

## **A. Background and Purpose**

### **1. Is there an incumbent contractor working in a similar capacity?**

No. This is the first time WSSDA has put out a call for communication consultants.

### **2. Historically, what has the budget been for these kinds of projects and/or what is the proposed budget for this kind of work for the initial contract period?**

WSSDA has no history of contracting out for this type of work. At this time, the budget for this work is not defined because it is dependent on generating revenue from advertising sales in WSSDA's quarterly newsletter, which is expected to begin in the fall.

## **B. Objective and Quotation of Costs**

### **1. Is there a more detailed scope of work or more information on how you would like to see pricing?**

We intentionally kept the scope broad. We would like proposals to show the types of services the person/firm can provide. Please provide rates in whatever form you're accustomed to, whether it be per campaign, project or hour for any of the work types cited in your email and/or the RFQQ. One of the primary aims of this RFQQ is to generate or contact a pre-qualified list of contractors that WSSDA can turn to when the need arises.

## **C. Evaluation and Contract Award**

### **1. How will experience in Education be weighted?**

Lacking experience in the field of education is not necessarily a significant detriment. However, as you might imagine, familiarity with a field in which you are communicating is very useful and will be viewed as such. While having experience in education is important to WSSDA, it will not be weighted nearly as heavily as your experience working in the communications field demonstrating skills in the areas listed section 1.2 – Objective of this RFQQ.

### **2. Will proposors' abilities in areas under Section 1.2 – Objective be evaluated individually, or cumulatively?**

The proposer's ability to provide services requested in this RFQQ will be evaluated on each area and all areas. WSSDA intends to contract with persons and firms that can best meet its needs. There are benefits to working with parties that can provide a variety of the skills requested. Also, it is beneficial to work with parties that can provide a specialized, higher level of expertise.

### **3. How many contractors will be selected following evaluation?**

WSSDA does not have a set number of potential contractors. The number of contractors selected is dependant upon how the proposals meet WSSDA's needs.

#### **D. Sample Contract**

- 1. Understanding that WSSDA will want a full listing of rates for individuals and roles. We did see later in the sample contract that there is a place for just one rate. As an agency, we may have a graphic designer and writer, for example, working on a project who have different rates. Are you asking us to come up with a combined rate for each project?**

We are not asking for a combined rate for each project. We are requesting the billing rates for each individual and/or skill area. Naturally, we would modify the contract to show the multiple billing rates. In the example provided the compensation for services would be based on the number of hours worked by each individual multiplied by the appropriate billing rate.

- 2. In Section III. A. of the sample contract: Could you please clarify the difference between “reasonable travel expenses” and “expenses incurred by Contractor to hold meetings with WSSDA staff” and what the contract specifically would cover or not cover?**

Reasonable travel expenses apply to projects completed by contractors on behalf of WSSDA only. The standard used for reasonable travel expenses is the per diem rate in the given region of the state. Contractors will be compensated for their time but will not be reimbursed for travel costs if they chose to hold an in-person meeting with WSSDA staff.