

Pre-Bid Conference

Request for Proposals No. 2025-06

Tammy Bolen, Assistant Director of SEL and Title IV Part A
Student Engagement & Support



Washington Office of Superintendent of
PUBLIC INSTRUCTION

Vision

All students prepared for post-secondary pathways, careers, and civic engagement.

Mission

Transform K–12 education to a system that is centered on closing opportunity gaps and is characterized by high expectations for all students and educators. We achieve this by developing equity-based policies and supports that empower educators, families, and communities.

Values

- Ensuring Equity
- Collaboration and Service
- Achieving Excellence through Continuous Improvement
- Focus on the Whole Child



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Equity Statement

Each student, family, and community possesses strengths and cultural knowledge that benefits their peers, educators, and schools.

Ensuring educational equity:

- Goes beyond equality; it requires education leaders to examine the ways current policies and practices result in disparate outcomes for our students of color, students living in poverty, students receiving special education and English Learner services, students who identify as LGBTQ+, and highly mobile student populations.
- Requires education leaders to develop an understanding of historical contexts; engage students, families, and community representatives as partners in decision-making; and actively dismantle systemic barriers, replacing them with policies and practices that ensure all students have access to the instruction and support they need to succeed in our schools.



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Tribal Land Acknowledgement

I would like to acknowledge the Indigenous people who have stewarded this land since time immemorial and who still inhabit the area today, the Steh-Chass Band of Indigenous people of the Squaxin Island Tribe.



Introductions

Either unmute and introduce yourself and put your name, organization and contact information in the chat!

Purpose of Today



Clarify process of asking questions during the solicitation period



Review key information in the RFP



Solicit questions from potential bidders

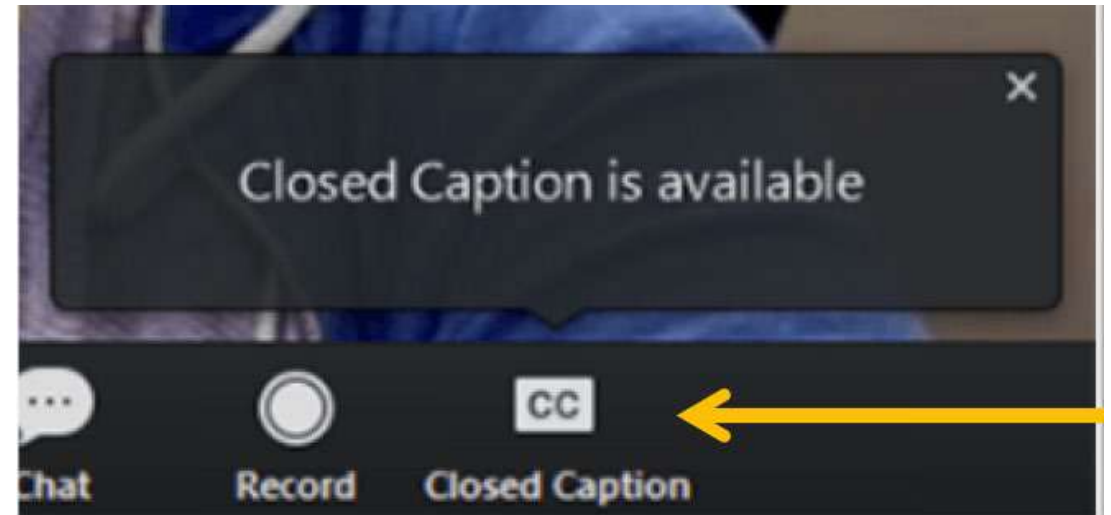


Questions may not be answered today; will inform a Q & A to be published on Monday, October 28 (or before)



Closed Captions are Available

Options can be found in the “Live Transcript” button options in the Zoom toolbar.



Disclaimer

Aside from this Pre-Bid Conference, any questions or communications concerning this procurement must be directed only to the Procurement Coordinator. Questions and/or inquiries must be sent via email and should include the procurement number. Consultants are to rely on written statements issued by the Coordinator. Communication directed to parties other than the Coordinator will be considered unofficial and non-binding on OSPI, and may result in disqualification of the Consultant.

Questions arising at the pre-bid conference or in subsequent communication with the Coordinator will be documented and answered in written form. A copy of the questions and answers in the form of an Addendum will be published on the OSPI website and released on WEBS.

Submit Questions to:

Contact Information	
Name:	Kyla Moore
Email Address:	contracts@k12.wa.us

Background

During the 2023 session, the Washington State Legislature passed [House Bill \(HB\) 1956](#).

The legislature recognizes that fatal overdose risk among adolescents has been increasing due to:

- widespread availability of illicitly manufactured fentanyl
- proliferation of counterfeit pills resembling prescription drugs but containing illicit drugs, and
- ease of purchasing pills through social media.

Background Cont.

- The legislature requires an immediate, substantial, and coordinated effort by state, local public health, social service, and educational agencies working together.
- The legislature also intends for the public education system to actively incorporate campaign messages and materials in classrooms, as well as in family and community communications.

Purpose of Procurement

The purpose of this contract is to:

- Develop or compile age-appropriate, school and classroom materials on the lethality of fentanyl and other opioids
- In coordination with the statewide drug overdose prevention and awareness campaign, disseminate this information
- Provide professional development to educational service districts, and school districts
- Create and implement a communication campaign.

Scope of Work

1. Complete a review and compile a report of current available Washington state resources/curricula on Fentanyl and opioid education for middle school and high school.
2. Research and compile a list of Washington state agencies and other organizations that have workgroups, committees, or projects on fentanyl education (geared toward educating students).

Scope of Work Cont.

3. Plan, coordinate, and facilitate (including taking meeting minutes of) the Fentanyl and Opioid Education meetings with various state agencies (at minimum OSPI, Department of Health (DOH), Health Care Authority (HCA)) and ESDs to:
 - A. Review compiled available resources and curricula;
 - B. Bring attendees to a decision on materials to be used in middle school and high school fentanyl and opioid education in alignment with the health learning standards; and
 - C. Consider and decide whether there are other materials that need to be developed.

Scope of Work Cont.

4. Plan, organize, and facilitate up to six (6) community listening sessions to identify needs around fentanyl and opioid education in middle school and high school. Provide written report on learnings from listening sessions.

5. Develop fentanyl and opioid age-appropriate lessons or materials that are determined to be needed based on the community listening sessions and decisions of the Fentanyl and Opioid Education Meetings.

Scope of Work Cont.

6. Prepare all curricula to be posted on Washington Open Educational Resources.

7. In collaboration with OSPI, design and compile resources and content for the OSPI website that adhere to OSPI's website governance.

8. Collaborate with OSPI to create a strategic professional development plan on the compiled and/or developed fentanyl and opioid curricula that will be offered at minimum to school districts and ESDs.

Scope of Work Cont.

9. Plan, budget, manage, and implement all aspects of professional development identified in the strategic plan and support activities, which includes at a minimum:
- a. scheduling of all activities
 - b. locating and securing physical space (if needed)
 - c. developing, materials, and coordinating/aligning of professional development content that include project priorities
 - d. purchasing materials and supplies
 - e. identifying and communicating with target audience statewide, with minimal assistance from OSPI staff
 - f. providing regular (i.e., quarterly) and ongoing written reports on deliverables (e.g., progress reports, PD opportunities,) to OSPI for dissemination through monthly newsletters and social media
 - g. providing the professional development to audiences
 - h. providing a pre- and post-survey of each professional development activity to identify objectives of professional development is accomplished

Scope of Work Cont.

10. After consulting the OSPI Communications Team, prepare a strategic communications plan and messaging for this project.
11. Provide a final written report for OSPI, summarizing contractor's activities (i.e., professional development, communication campaigns, key learnings, educational staff and organizations that participated in professional development, suggestions for future work).

Scope of Work Cont.

12. Communicate about and coordinate efforts (if possible) on the alignment of committees, groups, and projects on middle and high school fentanyl/opioid education as identified in #2.

13. Collaborate with OSPI to develop presentation slides and materials that show how Social Emotional Learning is related to this work.

Minimum & Desired Qualifications

Minimum Qualifications:

- Licensed to do business in the State of Washington. If not licensed, provide a written intent to become licensed in Washington within thirty (30) calendar days of being selected as the Apparent Successful Bidder.
- Personnel with experience providing opioid/fentanyl substance abuse education to public schools.
- Experience in providing effective, engaging, and culturally relevant professional development to adult learners at a school district, state, or national level.



Minimum & Desired Qualifications Cont.

- Experience in convening heterogeneous groups of education professionals and families, and students to identify needs and growth opportunities.
- Demonstrated ability to communicate clearly and accurately verbally and in writing, and manage multiple projects, while ensuring timelines are met and goals are achieved.
- Experience in facilitating meetings and bringing varied groups to decision making.
- Experience in developing substance abuse and prevention lessons/curriculum.

Minimum & Desired Qualifications Cont.

- Experience with designing engaging, informational websites.
- Demonstrated successful experience utilizing project management principles and coordinating a budget of at least \$100,000 when successfully implementing complex projects for students/families, education leaders, or educators.

Submitting Proposals

- Proposals must be submitted by **3:00 p.m. PT on November 8, 2024**
- Proposals must be submitted via email to contracts@k12.wa.us
- Note the RFP number in the email



Proposal Checklist

- Ensure that you have included all required materials in your proposal.
- The Proposal Checklist will provide a list.
- It is not required that you include this list with your proposal.

Included in Proposal	Component
<input type="checkbox"/>	Letter of Submittal
<input type="checkbox"/>	Management Proposal
<input type="checkbox"/>	References
<input type="checkbox"/>	Certifications and Assurances
<input type="checkbox"/>	<i>Contractor Intake Form</i> Download an editable version of the CIS website
<input type="checkbox"/>	Washington State Business Enterprise Certification Form, if applicable (see <i>Contractor Intake Form</i>) For more information about this, visit the Department of Revenue website .
<input type="checkbox"/>	Business Enterprise Certification Form, if applicable (see <i>Contractor Intake Form</i>) For more information about certification, visit the Office of Minority and Women's Business Enterprises website or Department of Veterans Affairs website .
<input type="checkbox"/>	Copy/proof of past or present K-12 teaching and/or administrative certification (as appropriate)
<input type="checkbox"/>	Copy of masters and/or doctorate diploma
<input type="checkbox"/>	CV/Resume that includes a minimum of 5 years of experience in an education leadership role (majority within last 7 years)



Scoring & Evaluation

- RFP Coordinator will first review for minimum qualifications.
- Responsive proposals are passed to the Program for written evaluation.
- Program may conduct reference checks and/or oral presentations (interviews) if determined necessary.

Category	Maximum Points Possible
Responsive to Minimum Qualifications and Requirements	Pass/Fail
Responsible Bidder	Pass/Fail
Technical Proposal	110 points
Project Approach/Methodology	35
Quality of Work Plan	35
Project Schedule	20
Project Deliverables	10
Risks	10
Management Proposal	60 points
Project Team Structure/Internal Controls	30
Staff Qualifications/Experience	30
Cost Proposal	60 points
Scoring Preferences	10 points
Veteran Preference	5
Small Business Preference	5
Subtotal	240 points
Reference Checks (if determined necessary by OSPI)	10
Interview/Demonstration (if determined necessary by OSPI)	20
TOTAL POINTS POSSIBLE	270 points

Selection of Apparent Successful Bidder

OSPI reserves the right to award contract to the bidder whose proposal is deemed to be in the best interest of and most advantageous to OSPI and the State of Washington.

The Apparent Successful Bidder (ASB), and bidders that have not been selected for further negotiation, will be notified via email by the RFP Coordinator.

OSPI will enter into negotiations with the ASB. Should negotiations fail to be completed within 2 weeks after initiation, OSPI may cease negotiations, declare the Bidder with the second highest score as the new ASB, and enter into contract negotiations with that Bidder.

Complaints, Debriefs, & Protests

- Complaints

- Complaint period ends five (5) business days before the bid due date.

- Debrief Conferences

- Bidders will have three (3) business days to request a Debrief Conference after announcement of ASB.

- Protests

- Must have participated in debrief conference
 - Bidders may protest the award of the Master Contract **only** for three reasons:
 - Bias, discrimination, or conflict of interest on the part of an evaluator;
 - Error in computing evaluation scores; or
 - Non-compliance with any procedures described in the Competitive Solicitation.



RFP Schedule

- OSPI reserves the right to revise the schedule.
- Any revisions will be posted via Addendum to the OSPI website and WEBS.

Action	Date
OSPI issues RFP	October 8, 2024
Question and Answer period	October 9-25, 2024
OSPI hosts Pre-Bid Conference	9:00 a.m. PT on October 22, 2024
OSPI posts Question and Answer Addendum or Amendment resulting from Pre-Bid Conference (if necessary)	October 28, 2024
Last date to submit questions regarding RFP	October 25, 2024
Complaints due	November 1, 2024
OSPI posts final Question and Answer Addendum or Amendment (if necessary)	November 4, 2024
Proposals due	3:00 p.m. PT on November 8, 2024
OSPI conducts evaluation of written proposals	November 11-15, 2024
OSPI conducts oral interviews with finalists (if determined necessary by OSPI)	November 18-21, 2024
OSPI announces "Apparent Successful Bidder" and sends notification to unsuccessful Bidder(s)	November 25, 2024
OSPI conducts debriefing conferences (if requested)	As requested, per debriefing instructions
Contract negotiation begins	November 25, 2024
Anticipated contract start date	December 19, 2024

Period of Performance

- Tentatively schedule to begin on December 19, 2024, and end on or about June 30, 2025
- OSPI reserves the right to amend to extend (renew) the contract for 1 additional contract year through June 30, 2026.



Diversity Inclusion

- OSPI supports the Office of Minority and Women's Business Enterprises' (OMWBE) efforts to increase state procurement with small, minority-, women-, and veteran-owned businesses.
- Consider registering to get access to additional state-level resources.
 - [OMWBE](#)
 - [Small Business Assistance](#)
 - [Veteran Affairs](#)



Washington State Office of Minority & Women's Business Enterprises (OMWBE)

SMALL BUSINESS RESOURCES

APPLICATION ASSISTANCE
Please contact our technical assistance line for any questions about the state or federal certification program.
TechnicalAssistance@omwbe.wa.gov
(360) 664-9750 | Toll Free (866) 208-1064

SMALL BUSINESS SUPPORT SERVICES
If you are OMWBE certified and want to learn more about utilizing your certification, please contact our small business advocate, Julie Campos.
JulieC@omwbe.wa.gov | (360) 561-7261

LINKED DEPOSIT LOAN INQUIRIES
LDLP@omwbe.wa.gov | (360) 561-7261

OMWBE BUSINESS NEWSLETTER
Keep up with OMWBE events and information by subscribing to our monthly newsletter.
public.govdelivery.com/accounts/WAOMWBE/signup/30047

BIDS & CONTRACTING OPPORTUNITIES
omwbe.wa.gov/multistate-assistance/bids-contracting-opportunities

CERTIFIED FIRMS DIRECTORY
Is your agency or business looking to contact with an OMWBE certified business? Visit our certified firms directory.
omwbe.wa.gov/directory-certified-firms

CALENDAR OF EVENTS
Are you looking for courses, events, and resources visit
omwbe.wa.gov/multistate-calendar

USING OMWBE LOGOS
To download logos and a certified business badge visit
omwbe.wa.gov/about-omwbe/use-logos



WHY CERTIFY?

- Be visible to agencies, local governments, and prime contractors
- Gain access to valuable government contracts
- Appear on our Directory of Certified Firms

WHO IS ELIGIBLE?

For-profit businesses owned and controlled by minorities, women and socially/economically disadvantaged people are eligible to be certified.

WHERE CAN I LEARN MORE?

Start your application by visiting
omwbe.diversitycompliance.com

You can also call our office at
(360) 664-9750.

Washington State Office of MINORITY & WOMEN'S Business Enterprises

When you become certified with the Washington State Office of Minority & Business Enterprises (OMWBE), your business is added to our Directory of Certified Firms where state agencies, local governments, and prime contractors are seeking qualified minority- and women-owned small businesses to fulfill their contracting needs.

Certified businesses are eligible to apply for the Linked Deposit Program, and receive our monthly newsletter that includes upcoming events, resources, and opportunities to support you as a business owner. We regularly partner with local community and business organizations to provide additional opportunities to certified businesses.

Linked Deposit Loan Program
Certified businesses can apply for a low interest business loan through participating lenders. Save up to 2% on interest rates in this state government backed program. Visit our website at omwbe.wa.gov to learn more.

Resources

- [WEBS](#) | to receive automatic notifications about this and other RFPs
- [Statewide Payee Desk](#) | to register as Statewide Vendor
- [OMWBE](#) | for registration information
- [WA Department of Veteran's Affairs](#) | for registration information
- [Washington Department of Revenue](#) | review business requirements
- [Washington State Secretary of State](#) | review business requirements



Question & Answer Time



Washington Office of Superintendent of **PUBLIC INSTRUCTION**

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k12.wa.us



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medium.com/waospi



linkedin.com/company/waospi