



## **Park Hill School District**

### **Request for Proposal: Community Phone Survey**

Issue date: September 10, 2021

RFP due date: September 30, 2021

## **1. INTRODUCTION**

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### **1.1 RFP OBJECTIVE**

The purpose of this Request for Proposal (RFP) is to select a provider for a community phone survey of likely voters.

### **1.2 ABOUT THE PARK HILL SCHOOL DISTRICT**

The Park Hill School District is in Platte County, just north of downtown Kansas City, Missouri. Park Hill is a public school district, serving students from preschool through grade 12. The district includes 11 elementary schools, four middle schools, two high schools, a specialized high school program, a day school, and an early childhood education center. Park Hill School District has almost 12,000 students and more than 1,600 employees.

## **2. PROJECT DETAILS**

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### **2.1 PROJECT SCOPE**

Park Hill School District needs an annual community phone survey to achieve the following:

- Statistically valid representation of our community's opinions about the district and the issues we are facing

- Longitudinal data using questions and data from our previous provider

- Understanding of community feelings about things like priorities and tax tolerance

- A 5% margin of error

- Stratified random sampling

- Benchmarking against other districts' results

### 3. RESPONSE GUIDELINES

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#### 3.1 PROCESS, SCHEDULE AND DUE DATES

Item	Due Date	Delivery Method	Responsible Party
RFP Issue Date	September 10, 2021	Website posting	Park Hill School District
Questions Due	September 17, 2021	Email any questions to <a href="mailto:kirbyn@parkhill.k12.mo.us">kirbyn@parkhill.k12.mo.us</a> on or before due date	Participating provider
Responses Posted	September 20, 2021	Addendum to website posting	Park Hill School District
Proposals Due	September 30, 2021	Email on or before due date and hard copy postmarked by due date	Participating provider
Selected providers invited for interview	October 5, 2021	In-person or virtual	Participating provider
Notification of selection status	October 6, 2021	Email/Phone	Park Hill School District

#### 3.2 RFP CONTACT

Nicole Kirby, director of communication services

(816) 359-6030

[kirbyn@parkhill.k12.mo.us](mailto:kirbyn@parkhill.k12.mo.us)

#### 3.3 EVALUATION CRITERIA

Park Hill School District will review all responses submitted by the due date as defined in section 3.1. The evaluation will include, but is not limited to:

1. Provider's qualifications
2. Provider's ability to meet or exceed the requirements
3. Pricing
4. Completeness and quality of response
5. Provider's services
6. Presentation, if selected for interview
7. Service flexibility and quality
8. References

## **4. SUBMISSION DETAILS**

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The proposal is to be delivered to Park Hill School District by the date as listed in section 3.1. Providers must provide an electronic copy of the completed proposal by the deadline, followed by a hard copy that may be postmarked on the submission deadline day.

Email to: Nicole Kirby  
[kirbyn@parkhill.k12.mo.us](mailto:kirbyn@parkhill.k12.mo.us)

Mail to: Nicole Kirby  
Park Hill School District  
7703 NW Barry Road  
Kansas City, Missouri 64153

Providers should answer all sections in this RFP, as we will not accept any additional information after the provider's response has been submitted. Answers should be detailed yet concise.

### **4.1 PROPOSAL COSTS**

All costs relating to the preparation and submission of the provider's response to this RFP shall be their responsibility of the provider. Park Hill School District's acceptance of the provider's response in no way obligates it to purchase any products or services offered by the provider.

### **4.2 PRESENTATIONS**

As part of the review process, the Park Hill School District might ask the provider to formally present its response. Any costs associated with the presentation, including travel and calling costs, will be the responsibility of the provider.

## **5. PROVIDER QUALIFICATION**

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### **5.1 ABOUT THE PROVIDER**

*Please supply a brief description of your company, including the number of years in operation and the number of employees.*

[INSERT RESPONSE HERE]

### **5.2 INDUSTRY EXPERIENCE**

*Please describe and provide examples to demonstrate your industry experience and long-term viability providing surveys and public engagement for K-12 education. Include the percentage/number of K-12 clients you currently have using your product, as well as the focus and commitment to K-12 clients.*

[INSERT RESPONSE HERE]

*Describe what you think differentiates your organization from other industry providers.*

[INSERT RESPONSE HERE]

### **5.3 PROPOSED PROJECT TEAM**

*Please provide information about the implementation team and departments involved in delivering the proposed solution to Park Hill School District and reference their industry experience.*

[INSERT RESPONSE HERE]

#### **5.4 OTHER PRODUCTS AND SERVICES**

*Please list and briefly describe any relevant products and services that you provide outside of your phone surveys.*

[INSERT RESPONSE HERE]

#### **5.5 CUSTOMERS**

*Please supply a sample list of some of your active K-12 educational clients, and provide examples of your best work (redact confidential information as necessary). Please list any Missouri or Kansas districts currently using your product.*

[INSERT RESPONSE HERE]

*Please provide the total number of K-12 schools and school districts served.*

[INSERT RESPONSE HERE]

#### **5.6 REFERENCES**

*Please supply the name of three K-12 references.*

#### **5.7 PARTNERING**

*Provide the names of any partners relevant to this RFP. Please describe their role in the response and any products and/or services the partner might supply.*

## 6. PROPOSED SOLUTION

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### 6.1 PRODUCT- PHONE SURVEY

Product name: [INSERT RESPONSE HERE]

Brief description: [INSERT RESPONSE HERE]

### 6.2 REQUIREMENTS AND SUPPLIER CAPABILITY

#### Response Key

Please insert the applicable answer into the 'Response' column of the table below.

YES	Yes, this feature is available as part of the standard package
YES-P	Yes, only partially (please describe in detail, or we reserve the right to change this response to NO)
YES-C	Yes, this feature is available but requires customization
FR	This feature will be available in the future (within the next 6 months)
NO	This feature is not available
N/A	Not applicable



**REQUIREMENTS**

<b>Requirement</b>	<b>Response</b>	<b>Details</b>
Calling service located in the United States		
At least 400 completed interviews (5% margin of error)		
Report of results, including crosstabulations of data		
In-person participation in the report to the Board of Education on the results		

**6.3 REPORTING**

*Attach a sample of a report on the results of a school district's community phone survey.*

**6.4 VARIED OR ADDITIONAL OPTIONS**

*Describe any proposed additions or variations to the solution presented. Detail all costs associated with additional options and variations in the pricing section.*

[INSERT RESPONSE HERE]

## **7. IMPLEMENTATION**

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### **7.1 IMPLEMENTATION PLAN**

*Provide a plan outlining the likely timeline for implementation, including meetings to discuss progress.*

### **7.2 ENGAGEMENT PROCESS**

*Please describe your communication/engagement process. Include milestones within the project timeline that you would typically meet with clients to discuss progress.*

### **7.3 SAMPLING TECHNIQUE**

*Please describe your sampling technique for surveys.*

### **7.4 DATA PRIVACY PROTOCOLS**

*Please describe how you ensure data privacy.*

### **7.5 IMPROVEMENT**

*How could you improve on our previous survey product (example provided)?*

### **7.6 BENCHMARKING**

*Please describe how you could provide benchmarking against other districts' results.*

## 8. PRICING

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### 8.1 COSTS

*Please supply all costs related to implementation of your product, including any available discounts. Bids should be as detailed as possible and include all deliverables listed as separate line items. Supplemental pricing documentation will be accepted but must be formatted like the chart included below. At a minimum, all deliverables below must be identified with their associated yearly costs for three years.*

<b>Deliverable</b>	<b>Costs</b>	<b>Costs</b>	<b>Costs</b>
	Year 1	Year 2	Year 3
Ongoing fees			
Implementation fees			
Other costs (please list all other costs associated with your proposal, including any customization costs)			
<b>TOTAL</b>			
Optional additional components			

### 8.2 INVOICING AND PAYMENT

*Please indicate your preferred method of payment and outline how invoicing and payments are to be scheduled during the duration of the proposed contract. Include any benefits that may be available for both parties regarding payment cycles.*

[INSERT RESPONSE HERE]

## **9. SUPPORTING INFORMATION**

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Please attach the following information to your response:

### Mandatory

- Proposed contract or MOU
- Pricing documentation

### Optional

- Additional information relevant to the response, as long as all sections of the response are complete

## **10. CLOSING**

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In submitting a response to this document, provider acknowledges acceptance of all sections of the entire document and has clearly delineated and detailed any exceptions.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_