

**DETERMINATION AND FINDINGS
FOR A
SOLE SOURCE PROCUREMENT**

CAPTION: Spanish Language Customer Research for DCPL
PROPOSED CONTRACTOR: Activate Research
PROGRAM AGENCY: Customer Experience

FINDINGS

1. AUTHORIZATION:

D.C. Official Code §2-354.04.

2. MINIMUM NEED:

DC Public Library (DCPL) has a need for a research partner who will execute an existing qualitative research plan using the online research tool Hatch Tank to learn how we can best serve our Spanish-speaking customers.

Specifically, we need help to

- **Recruit 18-22 participants from across the City (12-15 completes)**
 - Refine our recruiting criteria
 - Modify existing screener questionnaire based on our recruiting criteria
 - Create recruiting blurbs for newsletters or social media DCPL can post in our channels
 - Manage all aspects of the recruiting process (DCPL to aid as needed) including communication with the participant prior to study
 - Manage reminders to participants about the study prior to study
 - Manage signing of research consent forms prior to study
 - Manage purchase (gift cards) and delivery of participant incentives
- **Translate research guide into Spanish**
 - Work with Hatch Tank to set up research board
- **Moderate the research**
 - 3 day research board
- **Create findings report**
 - Create a topline findings report with recommendations of what DCPL needs to do to meet Spanish-speaking customer needs
- **Deliver all materials**
 - All reports
 - Transcripts and photos from board

- Consent forms
- List of participants to be included in future research with email agreements.

3. ESTIMATED FAIR AND REASONABLE PRICE:

The estimated fair and reasonable price is The proposed fixed-price budget for this work is \$ 25,000.

Projected Costs

Milestone	Payment
Translate Research Plan	\$1,600
Recruiting Plan	\$2,000
Mangement of all aspects of the recruiting process (incl. participant incentives).	\$7,200
Moderate Research	\$2,200
Data Analysis & Draft Report	\$8,000
Final Analysis & Branded Report	\$4,000
Total	\$25,000

The budget is based on the following assumptions:

- No increase in the number of questions asked in the study plan.
- Electronic submission and acceptance of documentation of informed consent; that is, no requirement of paper copies and “wet ink” signatures.
- Hatchtank staff program data collection application, load customer information, send out electronic invitations to participants, and provide basic technical support for the data collection platform.

4. FACTS THAT JUSTIFY A SOLE SOURCE PROCUREMENT

We contacted several research firms (local and non-local) to submit proposals for this research. All firms we reached out to did not have a Spanish-speaking researcher on staff. Activate Research, a CBE and vendor in PASS, was the only firm that has Spanish-

speaking researchers on staff. Therefore, we believe they are the best firm for the work needed.

The Activate team will be led by Dr. Dinah Sparks, founder and president of Activate Research. Dr. Sparks is an experienced quantitative and qualitative researcher who conceptualizes research projects, monitors the quality of the work performed, and ensures that our team completes projects on time, within budget, and to client expectations. The lead researcher for this work is Sandra Rangel-Lizer. Ms. Rangel-Lizer is a qualitative researcher and technical assistance expert with a specialty in child development and early childhood care and education. Rangel-Lizer is a native Spanish- speaker with over 20 years of experience conducting research in English and Spanish. She has worked with children and families to support their social, medical, and educational needs. Ms. Rangel-Lizer specializes in working with the Latino population and provides both written and oral translation across a range of content, including highly sensitive and context-driven topics such as health care, educational assessments, and coping with the COVID-19 pandemic. Ms. Rangel-Lizer will translate study materials, oversee and conduct recruitment, moderate the study board, analyze the data and author the findings report. Dr. Kathleen Hoyer will assist Ms. Rangel-Lizer. Dr. Hoyer is an experienced qualitative researcher who will advise on research analysis and findings. Ms. Taisha Ali will coordinate our recruiting activities.

5. CERTIFICATION BY THE DIRECTOR OF CUSTOMER EXPERIENCE:
(change to appropriate Dept./Office)

I hereby certify that the above facts are accurate and complete.



Corinne Schauer

Date 06/14/21

6. CERTIFICATION BY THE CONTRACT SPECIALIST:

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority, I certify that the notice of intent to award a sole source contract was published in accordance with D.C. Official Code §2-354.04 and that no response was received.

I recommend that the DCPL Chief Procurement Officer approve the use of the sole source procurement method for this proposed procurement action.

Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive solicitation process under either Section 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or §2-354.03). Accordingly, I determine that the District of Columbia Public Library is justified in using the sole source method of procurement.

Diane Wooden
● Chief Procurement Officer

Date

Formatted: Indent: Left: -0", Hanging: 0.01 ch, Outline numbered + Level: 1 + Numbering Style: Bullet + Aligned at: 0.25" + Indent at: 0.5"