



Wes Moore, Governor · Aruna Miller, Lt. Governor · Atif Chaudhry, Secretary

Interagency Cooperative Purchasing Agreement
Procurement Officer's Determination
COMAR 21.05.09.04

Per COMAR 21.05.09.02, as a Primary Procurement Unit, the Department of General Services (DGS) Office of State Procurement (OSP) may initially sponsor or participate in, renew, modify, or administer an Intergovernmental Cooperative Purchasing Agreement (ICPA) on its own behalf or on behalf of another agency when a determination is made under Md. Code Ann., State Fin. & Proc. (SFP) §13-110 and COMAR 21.05.09.04.

I. Background

The Department of Budget and Management (DBM) has requested to enter into an ICPA for Office of Personnel to conduct a State Culture Study. It has been determined that it would be in the best interest of the State to procure the study through cooperative purchasing under National Association of State Procurement Officials (NASPO) Cloud Solutions 2016-2026 #AR2472 (NASPO Contract). Use of this vehicle will provide cost benefits to the State by allowing the State to take advantage of the pricing available under NASPO Cloud Solutions and will promote administrative efficiencies because the competitive procurement process has already been conducted.

Specifically, DBM seeks to enter into an agreement with Carahsoft, Technology Corporation (Carahsoft) to procure Qualtrics Survey Management Software, a Software as a Service (SaaS) solution, customization and implementation services. In collaboration with DBM, Carahsoft will develop custom surveys to collect, measure, and track employee feedback and sentiments over time, and develop reporting and dashboards designed to measure Maryland-specific workplace culture values. Carahsoft will facilitate the administration and analysis of a State Culture study and related pulse survey for approximately 48,000 State employees, analyze and prepare survey results and present the results to stakeholders in the decision-making process to improve organizational performance.

The implementation services of the Qualtrics Survey management software by the Contractor will also include project management, requirements analysis and design, configuration and development, data conversion, integration with Workday Systems, testing, training, organizational change management support services, and deployment services.

Through this effort, DBM has established three primary goals for its State Culture study, which include to: 1) create robust feedback loops with the workforce and leadership to improve

communication and culture; 2) generate actionable insights for management to prioritize workforce cultural reforms in alignment with the Moore-Miller Administration strategic priority areas; and 3) measure and track employee feedback and sentiments over time.

The contractor will perform these duties for a term of up to 24 months (consisting of a one-year base term and one, one-year renewal option/term). The amount required to procure these survey management and consulting services is projected to be \$966,366.01 for the related services.

II. Pricing

DBM received a quote from Carahsoft of \$966,366.01 as follows:

Line No.	Part No.	Description	Pricing
Base Term			
1	AR2472-QUA003-2242	Employee Experience 5 # Emp 40000-49999 Guided Success Package, Qualtrics, LLC – FR-EX5-49999, 1 Year Base Term	\$406,250.32
2	AR2472-QUA003-1762	Custom Implementation Expense, Qualtrics, LLC – CUST-IMPL	\$84,278.36
3	AR2472-QUA003-1762	Custom Implementation Expense, Kaleidoscope Services, Qualtrics, LLC – CUST-IMPL	\$57,216.50
Option Term			
4	AR2472-QUA003-2242	Employee Experience 5 # Emp 40000-49999 Guided Success Package, Qualtrics, LLC – FR-EX5-49999, 1 Year Option	\$406,250.00
5	AR2472-QUA003-1762	Custom Implementation Expense, Qualtrics, LLC – CUST-IMPL	\$12,371.13
Total			\$966,365.99

Carahsoft’s quote was compared to a recently awarded contract found through GovWin, a market intelligence database for U.S. federal, State, and local governments. The Massachusetts Bay Transportation Authority (MBTA) conducted a solicitation (RFP #79-22, MBTA Employee Survey) requesting similar services and as a result, awarded a contract to Auribus Consulting, LLC.

As shown below, the per engagement price quoted by Carahsoft is much lower than the per engagement price the Massachusetts Bay Transportation Authority paid Auribus Consulting, LLC.

Project	Company	# of Employee Engagements	Contract Term	Price	Price per Engagement over Contract Term
State of Maryland	Carahsoft, Inc.	48,000	1 base year + 1 option year	\$925,024.28	\$19.27
MBTA	Auribus Consulting, LLC	6,500	4 base years + 3 option years	\$1,304,000.00	\$28.66

Market research conducted on WeThrive and TrustXP Survey Management companies state that the average cost per survey can range from \$20 to \$60, depending on service subscription and that the number of employees surveyed impacts cost more significantly than other services. This model assumes the number of survey subjects, or employees, is the most straightforward variable to determine costs. Carahsoft’s rate of \$19.27 per engagement survey is lower than Auribus Consulting, LLC’s, as well as below average market rates.

Therefore, the pricing projection is both fair and reasonable after comparing the existing contract price with other survey management firms.

III. Award Selection

NASPO strives to make the governmental procurement process more efficient by establishing competitively priced contracts. This NASPO Contract is available to State agencies nationwide, institutions of higher education, cities, and counties. It has been awarded by a public competitive procurement process that is compliant with Maryland State statutes. By utilizing an ICPA, DBM will reduce the time period between a new solicitation and the delivery of a new solution. DGS finds it is in the best interest of the State for DBM to enter into a contract with Carahsoft under this ICPA.

Pamela Malech

9/19/2023

Pam Malech, Procurement Officer, DGS OSP / Date

Mike Haifley

Mike Haifley (Sep 19, 2023 09:00 EDT)

Sep 19, 2023

Mike Haifley, Acting Chief Procurement Officer / Date

Atif Chaudhry

Sep 19, 2023

Atif Chaudhry, Secretary, DGS / Date









ICPA POD for DBM State Culture Study

Final Audit Report

2023-09-19

Created:	2023-09-19
By:	Pam Malech (pam.malech@maryland.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAfeUzgoxqc-PnKBhDY4sUM4ub-7Z3UwF4

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2023-09-19 - 12:50:23 PM GMT- IP address: 167.102.225.96
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Signature Date: 2023-09-19 - 10:26:49 PM GMT - Time Source: server- IP address: 107.115.48.36
-  Agreement completed.
2023-09-19 - 10:26:49 PM GMT