






The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at *wvOASIS.gov*. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at *WVPurchasing.gov* with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

## Header @ 1

[List View](#)**General Information** | [Contact](#) | [Default Values](#) | [Discount](#) | [Document Information](#) | [Clarification Request](#)**Procurement Folder:** 834305**Procurement Type:** Central Master Agreement**Vendor ID:** VS0000009948 **Legal Name:** Purple Communications Inc**Alias/DBA:****Total Bid:** \$266,400.00**Response Date:** 03/04/2021 **Response Time:** 11:25**Responded By User ID:** PurpleComm **First Name:** Michael**Last Name:** Amsterdam**SO Doc Code:** CRFQ**SO Dept:** 0403**SO Doc ID:** DBS2100000002**Published Date:** 2/23/21**Close Date:** 3/4/21**Close Time:** 13:30**Status:** Closed**Solicitation Description:** American Sign Language Video  
Remote Interpreting at the WVSD**Total of Header Attachments:** 1**Total of All Attachments:** 1



Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Video Remote Sign language interpretation service	2960.0000	HOUR	90.000000	266400.00

Comm Code	Manufacturer	Specification	Model #
82112067			

**Commodity Line Comments:**

**Extended Description:**

Quantities are estimated and are for bid purposes only



**Purple Communications, Inc.**  
**Corporate Headquarters**  
13620 N FM 620 Building C, Suite 100  
Austin, TX 78717  
[www.signlanguage.com](http://www.signlanguage.com)

**Purple Communications, Inc.**  
**Proposal For**  
**State of West Virginia**  
**Department of Administration**  
**CRFQ 0403 DBS2100000002**  
**American Sign Language Video Remote Interpreting at the**  
**WVSD**

**Submitted to:**

State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130  
Joseph E Hager III  
(304) 558-2306  
[joseph.e.hageriii@wv.gov](mailto:joseph.e.hageriii@wv.gov)

**Submitted by:**

Michael Amsterdam  
Director of Contract Services  
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916-274-8449

**March 4, 2021**

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## Transmittal Letter

**Purple Communications, Inc.  
13620 N FM 620 Building C, Suite 100  
Austin, TX 78717**

March 4, 2021

Via Online Portal

Joseph E Hager III  
State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Charleston, WV 25305-0130

Re: CRFQ 0403 DBS2100000002

Greetings:

Enclosed is the Purple Communications, Inc. (Purple) proposal for American Sign Language Video Remote Interpreting at the West Virginia School for the Deaf.

Purple offers Facebook the experience, depth of resources, and educational expertise to provide a reliable response system for sign language interpreting needs. Purple has been continuously serving the deaf and hard of hearing community since 1982. In 2017 Purple was acquired by ZVRS, a nationally recognized provider of video relay services that enable Deaf and Hard-of- Hearing (DHH) individuals to communicate with hearing people worldwide. Today Purple operates as a division of ZP Better Together, LLC, which is a leading provider of communications access services for the deaf and hard of hearing community.

Purple submits this offer to provide the following services to Facebook:

- Pre-scheduled ASL Video Remote Interpreting Services

Purple can meet and exceed the requirements under the RFP with:

- Qualified and experienced interpreting staff
- Experienced administrative staff and web based scheduling systems
- Historical 100% fill rate for remote interpreting assignments
- 24/7/365 availability for all services

Please contact the undersigned Purple POC if you have any questions or need any additional information.

Thank you for the opportunity to bid on this solicitation.

Sincerely,

*Michael Amsterdam*

Michael Amsterdam  
Director of Contract Services

## Purple Overview

Purple Communications, Inc. (Purple) was formed in 2008 with the merger of five of the leading providers of communication services for deaf individuals – Hands-On Video Services, Go America, Verizon Video Relay, Sign Language Associates and Visual Language Interpreting. In 2017, Purple was acquired by ZVRS, a nationally recognized provider of video relay services that enable Deaf and Hard-of- Hearing (DHH) individuals to communicate with hearing people worldwide. Today Purple operates as a division of ZP Better Together, LLC, which is a leading provider of communications access services for the deaf and hard of hearing community.

### **Our Mission:**

To grow and BRIDGE TWO WORLDS with innovative, accessible communication solutions, creating more opportunities in our DEAF & HARD OF HEARING COMMUNITY.

The Company offers these high quality services:

- American Sign Language (ASL) Onsite Interpreting
- On-demand and pre-scheduled ASL Video Remote Interpreting (VRI)
- Video Relay Services (VRS).
- Communication Access Real-time Translation Services (CART)

Our depth of resources allows the company to provide its clients with needed coverage on a round-the-clock basis. It is an impressive fact that through the work of our combined business units, we have been continuously serving people with hearing or speech disabilities since 1982.

Together, these services have enriched the lives of millions of people through more accessible, clearer communication. We are proud of its combined years of service to the deaf community and its reputation as a national leader in the field. We understand the needs, know how to deliver high quality services, lead the way in innovations, and remain committed to the personal touch required to serve customers.

The Company provides high quality, professional sign language interpreting services 24 hours a day, 7 days a week, 365 days a year by providing qualified and experienced interpreters both on-site and via video remote technology. We employ over 2000 American Sign Language (ASL) interpreters located in 35 communications centers covering 5 time zones. In addition, The Company has contracts with independent contractors and sign language interpreting agencies to be able to provide services anywhere in the U.S.

The Company is committed to serve the Deaf Community and it employs over 300 deaf/hard of hearing employees, and the majority of the Company's executive management team is comprised of DHH professionals. Purple Communications has been named one of 2020's Best Places to Work for Disability Inclusion and was ranked in the highest tier of the Disability Equality Index® (DEI).

The Company provides communications services for a wide array of organizations, including federal, state and local governments, educational institutions, healthcare providers, and corporate clients. Customers include national organizations such as Amazon, Boeing, Microsoft, and numerous other Fortune 1000 customers. In 2019, the company filled over 50,000 onsite assignments and 200,000 hours of ASL interpreting services. The Company also processed over 20 million minutes of ASL video calls in 2019.



## Purple Interpreters

Purple takes pride in ensuring the following about our American Sign Language interpreters:

- ✓ Individually screened to ensure quality
- ✓ Strictly adhere to the RID code of professional conduct
- ✓ Possess state licenses
- ✓ Receive customer service training
- ✓ Must pass a background check
- ✓ Are subject to comprehensive, mandatory training requirements
- ✓ Extensive training regarding the maintenance of client confidentiality
- ✓ Conform to HIPPA Regulations

To ensure consumers language preferences are met, we use a system to screen each applicant's interpreting abilities, their abilities are tested into 4 sections: Interactive Dialogue (a conversation of two deaf persons with one hearing person in which the applicant must provide both American Sign Language [ASL] to spoken English interpretation and spoken English to ASL); a Mock Video Relay Services Call (a phone to video conversation between a Deaf person and a Hearing person in which the applicant must provide both ASL to spoken English interpretation and spoken English to ASL interpretation); an ASL Narrative (a narrative presentation in ASL, narrated by a Deaf person for which the applicant must provide a spoken English interpretation); and a Spoken English Narrative (a narrative presentation in English by a hearing person for which the applicant must provide an ASL interpretation.) The assessment is scored by a team of three raters: a manager from the Purple Professional Services Team; a trained external Deaf person; and a trained external, certified interpreter. All applicants must receive a passing score to move forward in the interview process.

Prior to hiring, we use E-verify, an Internet-based system that allows businesses to determine the eligibility of their employees to work in the United States. Our background checks are completed by a third party company Talentwise and results submitted to our human resources department prior to employment. Prior employment, educational credentials, certifications and levels are verified. Additionally, a criminal background check is performed at the local and federal level. Each Purple employee must have successfully passed a background check prior to employment at Purple.

Furthermore, all Purple interpreters are audited annually by the Human Resource Department to ensure they are up to date and are in full compliance with their certifications. Purple holds each interpreter responsible to meet the eighty hours of Continuing Education Units (CEUs) each four years as required by the national Registry of Interpreters for the Deaf. To assist in assuring all interpreters can be in full compliance with certification, Purple provides both tuition reimbursement and professional development monies to full-time staff and provides local and corporate trainings throughout the year to all staff.

In addition to the customer service training, Purple's interpreters are subject to comprehensive, mandatory training requirements, including extensive training regarding the maintenance of client confidentiality (including any PHI content obtained in the course of providing interpreting services). Purple video interpreters are subject to mandatory FCC compliance training reinforcing client interpreting confidentiality. All Purple interpreters are also subject to a stringent code of ethics including client confidentiality requirements, each of the foregoing three (3) training regimes are subject to enforcement through annual mandatory FCC training regarding confidentiality.

Purple video facilities are subject to FCC regulations regarding confidentiality and security requirements, whereby the location is separately secured from other Purple employees with only authorized employees permitted, additionally, Purple confidentiality requirements prohibit interpreters from using or possessing video, audio or other recording equipment within the interpreting call area; supervision of interpreter behavior, including maintenance of client confidential information, is strictly enforced by colleagues, on-site supervisors and customer feedback.

## **Quality Assurance**

Purple is committed to providing the highest quality services while adhering to the highest standards of legal and ethical conduct. In line with these core values, each employee performs his/her duties in accordance with the principles outlined in the NAD-RID Code of Professional Conduct and Purple's Confidentiality Agreement. Purple's assessment and quality control plan includes a thorough evaluation of skills, talents, and specialties, as well as a review of professional conduct and ethical behaviors. Purple staff interpreters and non-RID certified independent contract interpreters are screened for experience and professionalism and must pass a complete evaluation process prior to working with our company, as well as extensive background screenings.

Purple's evaluation consists of an extensive skills evaluation that not only examines the interpreter's expressive and receptive abilities, but also evaluates their English language skills. In addition, Purple's 3rd party evaluators screen each interpreter's understanding of interpreter ethical behavior. Purple interpreters are required to complete an INS I-9 form and must be eligible for work in the United States as well as undergo a background check prior to hire. Purple Communications is able to provide customer with service and monitoring capabilities to satisfy the high level of service expectations.

Purple has the systems and experience to effectively monitor compliance and quality in all services offered to our customers. Purple Communications will assign a dedicated account manager to monitor customer satisfaction, contract compliance and assignment processing. Purple dedicated account manager will inspect overall contract adherence, request processing, assigned interpreters and invoice history regularly to monitor quality of services provided to customer. Annually Purple Communications will conduct an internal Contract compliance audit to identify any potential issues, inconsistencies and to ensure overall satisfaction of services.

Purple follows a detailed procedure from the receipt of an interpreting request to the completion and follow-up of the assignment. Purple communications takes great care in processing interpreting requests and assigning the most qualified individuals for each assignment. The Director of National Services oversees and audits interpreters assigned to all National onsite services requests. Interpreters assigned to customer assignments will meet all requirements of the Contract and expectations of quality.

Any concerns will be treated as urgent and responded to immediately. Upon receipt of the complaint and Purple will conduct an internal investigation which includes, but is not limited to, meeting directly with the interpreter, review of policy and procedures as well as to contact the interpreter to gather all applicable information related to the customer complaint. Once the internal investigation is complete the Director of National Services will determine the severity of the conduct breach and should an interpreter develop a trend in reported behavior that has been validated, the Center Manager will initiate the Disciplinary Action Notice process which places the Interpreter on a performance improvement track. Interpreter performance is monitored during this time period with a manager providing additional coaching or discipline as needed. Lack of improvement in an identified area can ultimately result in termination. Customer feedback is tracked in four primary areas: interpreting skills, processes, professionalism and conduct. In 2013 Purple introduced a structured curriculum focusing on improving the individual interpreter's approach to effective customer service and continues to enhance the training curriculum through its dedicated professional services department. Purple Communications will maintain detailed documentation of all inspections and corrective action taken shall be securely stored on Purple communications secure server.

## Purple Operations

The Purple national accounts team has provided interpreting services to thousands of customers throughout the U.S. Purple differs from other agencies as our interpreters are also employees with regularly scheduled hours. This allows us to meet many short notice and last minute requests.

Purple is a national company with the infrastructure in place to guarantee continuity of services in the event of any unusual event or disaster. The Purple Operations Department is able to assume remote management of all contract requirements including processing service requests until such event is resolved and local management can be resumed.

We differ from other agencies in our leadership team, which is comprised of experienced, career professional interpreters who are respected throughout the region for their skill as interpreters and as interpreter trainers, as well as their commitment to serving communication needs of the Deaf and Hard of Hearing communities. No other agency has this level of expertise and experience at the helm of their community interpreting program. The benefit of this is the accurate placement of the most skilled and professional interpreters for each assignment, rather than assigning someone based solely on their availability.

Purple is committed to partnering with each customer to provide the most professional and successful communication access possible. We utilize all of our internal and external resources to fill each assignment and currently boast a 98% fill rate for onsite interpreting assignment requests. We also work with each customer to create the best schedule for their interpreting needs. Purple is also committed to providing an excellent customer service experience, with ease of scheduling through an online portal, FAX, phone call or direct email, and the assurance that you will be able to connect with a knowledgeable representative in our local office who will answer your questions or provide additional information as needed.

### Management Plan

Purple will provide a team of 3 administrative members: Account Manager, Scheduler and Account Administrator to service customers interpreting requirements. Purple utilizes personal and direct relationships between the Account Team and our customers. The account team communicates with the vendors POC on a regular basis to receive feedback, offer suggestions to improve utilization of our service, and to inform customers of new and improved services that are beneficial to our customers. This is done through a variety of different avenues such as email, phone conversations and in person meetings. Purple feels that this type of direct feedback is essential to providing and striving for top quality service.

Purple understands that customer requires a partner that has cultivated a strong, high quality, culturally diverse interpreting staff able to match the needs of the Deaf they will serve. We will work with customer to monitor contract performance and to assess effectiveness by all means necessary or required. Consumer satisfaction is imperative for successful communication and accessibility. If at any time customer wishes to change the personnel Purple selected for these assignments, Purple will work to accommodate such changes. Purple's staff size and depth of resources offers our customers a flexibility of service unavailable with many other service agencies.

Our office hours are 8:00am-5:00pm Monday - Friday, but we accept requests 24 hours a day/seven days a week. A member of our operations team is always available to work on any emergency requests no matter what time a request is received. You may submit a request using our official request form either by email or online. You may also email a request informally or call in a request as long as you include start/end time and location of service (including any room numbers), description of the event that will need interpreting service, and an onsite name and phone number.

## Request Process and Technology

Purple's proprietary on-line customer service database scheduling tool known as G2, provides interpreters with an on-line scheduling and invoicing tool. It provides management with the ability to schedule efficiently and create a variety of customized operational reports, and provides customers with a gateway into the system for collaborative work environments. Purple stands more ready than ever before to not only continue a high-level of contract performance but also introduce improved administrative and management approaches to operational effectiveness and efficiencies. The G2 status dash board provides our team a real time view of the lifecycle of a request for services. From initial request through final invoice the scheduling team takes great care in the ease and proficiency of our systems.

These processes are automated but often supplemented with additional communications with customers regarding assignment preferences. Invoices are sent to the customer according to their preferred billing cycle, weekly or monthly.

To put in an interpreting request, the Purple team can be reached by any of the following:

- Website Request: Request Portal at <https://www.signlanguage.com/Onsite/>
- Telephone: 866-669-7707 Ext 6
- Email: [interpreting@purple.us](mailto:interpreting@purple.us)
- Fax: 877-846-9117
- After Hours: 800-549-6000 [ahops@purple.us](mailto:ahops@purple.us)

Purple's scheduler provides frontline interactions with all of our customers; taking their requests whether through phone call, fax or email, processing their requests in our G2 scheduling system, and making sure all customers are provided with the upmost Purple Customer Service experience. All requests are entered into G2 which tracks all requests by date and time and status. Once a request gets in our system, our scheduler will start our search process immediately.

Purple keeps an accurate record of interpreter training, expertise and credentials for all interpreters. Each interpreter provides to the scheduler and manager a listing of all specific areas of expertise documenting appropriate training hours and years of experience. This documentation is stored under the interpreter profile in the G2 system. The scheduler uses the information stored in this database to assure that the interpreter assigned to specialized requests is proficient in the subject area identified, including mental health and legal assignments. This important tool also holds consumer preferences ensuring that Purple's scheduling department will make the best match possible when confirming an interpreter for an assignment. The system stores preferences for each client and maintains any preferred/do not send interpreters.

The G2 system has virtual storage capacity that can be expanded to the meet the data requirements. Customer data is maintained as long as the customer is active and then it is archived. The G2 system maintenance is performed without the necessity of interruption of services during business hours but in the event the site has to be shut down users would receive an email communication of the planned maintenance.

Purple will provide certified, qualified, licensed interpreters as required by the specifications. Purple currently has 4 qualified and licensed West Virginia interpreters available to fulfill the requirements of the solicitation. Proof of certification is available if required prior to the award.

The Purple operations manager will be:

Darick Finke, Director of Community Operations  
[darick.finke@purple.us](mailto:darick.finke@purple.us)  
916-274-8447  
240-423-4188 (cell)



## ASL Video Remote Interpreting

In addition to our in-person ASL interpreting services, Purple also offers ASL remote interpreting as an alternative to onsite interpreting services. Purple provides both **on-demand VRI** and **pre-scheduled SVI** service.

### Scheduled Virtual Interpreting (SVI)

SVI is an alternative to in person American Sign Language interpreting services where all parties are connected remotely via a video conferencing platform such as Zoom, GoToMeeting, Skype or any other web accessible video conferencing platform.

### Advantages of Using SVRI

- All parties, including the interpreter, are in the same virtual room
- SVI is **prescheduled** to ensure your remote meetings and classes are covered
- No travel charges, emergency or afterhours charges
- SVI conducted on your video platform
- SVI is able to provide consistent and reliable access 24/7/365
- SVI can be used for large and small group meetings and classes
- Preferred interpreters, skill sets may be available

### Customer Responsibility

- A connectivity test must be performed at least two business days prior to the scheduled appointment
- Provide video conferencing platform to be used such as Zoom, GoToMeeting, Skype or any other web accessible video conferencing platform
- Assignments that exceed 30 minutes in length may require two interpreters
- Provide adequate hardwired internet connectivity with a minimum of 512 kbps
- Provide a video conferencing platform, link to the session, and equipment for the deaf user
- If Customer requires interpreters with specific knowledge and skills, Customer must provide the skillset and any information to allow the interpreter to provide the specialized interpretation [glossary of special terms, agenda, etc.

### ASL Remote Interpreting Policies:

- All SVI assignments are subject to a 2 hour minimum per interpreter
- Assignments over 1 hour are billed in 1/4 hour increments
- Cancellations: Customers will be billed in full for any assignment not canceled with 24 hours' notice
- **Number of Interpreters:** To protect the occupational safety of our interpreters and to assure the highest quality communication, assignments exceeding 1 hour may require a team of two or more interpreters. Your Account Manager will work with you to determine the appropriate number of interpreters needed for your assignment. Team assignments are charged per interpreter.

**Exhibit A  
WV Schools for the Deaf and Blind  
Video Remote ASL Interpreter Services**

Description	Unit of Measure	Unit Cost	Estimated Quantities*	Extended Cost
Video Remote Sign Language Interpreter	per hour	\$90.00/hour	2960	\$ 266,400.00 -
			<b>Total Bld Amount</b>	<b>\$ 266,400.00 -</b>

*\* Estimated quantities are for bidding purposes only, more or less may be purchased by the agency.*

**Bidder/Vendor Information:**

Name: Purple Communications, Inc.

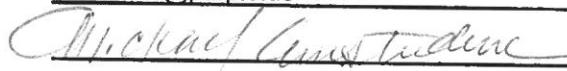
Address: 13620 N FM 620 Building C, Suite 100

Austin, TX 78717

Phone Number: 916-274-8449

Email Address: contracts@purple.us

Authorized Signature:



**ADDENDUM ACKNOWLEDGEMENT FORM  
SOLICITATION NO.:**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

*(Check the box next to each addendum received)*

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Purple Communications, Inc.

Company

*Michael Amsterdam*

Authorized Signature

03/04/2021

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Michael Amsterdam  
\_\_\_\_\_  
(Name, Title)  
Director of Contracts  
\_\_\_\_\_  
(Printed Name and Title)  
13620 N FM 620 Building C, Suite 100 Austin, TX 78717  
\_\_\_\_\_  
(Address)  
916-274-8449  
\_\_\_\_\_  
(Phone Number) / (Fax Number)  
contracts@purple.us  
\_\_\_\_\_  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Purple Communications, Inc.  
\_\_\_\_\_  
(Company)

*Michael Amsterdam*  
\_\_\_\_\_  
(Authorized Signature) (Representative Name, Title)

Michael Amsterdam/Director of Contracts  
\_\_\_\_\_  
(Printed Name and Title of Authorized Representative)

03/04/2021  
\_\_\_\_\_  
(Date)

916-274-8449  
\_\_\_\_\_  
(Phone Number) (Fax Number)