



Name of Organization: Tootris, LLC

Legal Status: LLC

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Presentation: Yes, we will commit to presenting for 3-5 minutes at the virtual September 14th Early Childhood Care and Education Committee meeting at 2:30 PM

SUBMITTAL ITEMS
CITY OF MADISON | REQUEST FOR PROPOSALS
COMMUNITY DEVELOPMENT DIVISION | BUILDING HUMAN CAPITAL: EARLY CHILDHOOD FUNDING
August 16, 2023

Organizational Capacity

1. Please describe your organization. Include any relevant information about the mission, vision, values and history of the organization as it relates to the services or programming you are proposing to provide.

Response: TOOTRIS is a pioneering organization at the forefront of revolutionizing child care services by seamlessly connecting parents with high-quality child care providers through a state-of-the-art digital platform. Our mission is to empower parents with the ability to find, vet, and secure child care services in real-time, ensuring that every child has access to a nurturing and enriching environment that fosters their growth and development.

Our vision is to create a world where every parent can access quality child care that aligns with their needs, and every provider can efficiently manage and grow their business, bridging the gap between demand and supply in the child care sector.

Our core values revolve around:

- Innovation: Leveraging technology to simplify and enhance the child care experience for both parents and providers.
- Quality: Ensuring that every child care provider on our platform meets stringent quality standards, ensuring the best for every child.
- Accessibility: Making child care services available to every parent, irrespective of their location or schedule.
- Empowerment: Providing tools and resources for child care providers to enhance their services and grow their businesses.

TOOTRIS has a rich history of working closely with child care providers, understanding the nuances of their challenges, and developing solutions that cater to their specific needs. Our platform is not just a service but a community that brings together parents, providers, and experts in the field of early childhood education. As we propose to support the City of Madison's initiative, our history of innovation, dedication to quality, and commitment to accessibility make us uniquely positioned to provide unparalleled services to the early childhood care and education community and workforce.

- For an independent summary of our solution, and how it positively impacts parents, providers and the community, please see this U.S. Chamber of Commerce overview of our program and their profile of one of our clients, Mazda Toyota: <https://www.uschamber.com/on-demand/childcare/how-companies-can-find-unique-solutions-to-provide-employee-childcare>

2. Please describe in detail your organization’s experience and abilities in successfully providing early childhood services, technical assistance or programming. Include current work that is the same or similar to the work you are proposing to provide and any outcomes that can be highlighted from this work. Include detailed information about the demographics of individuals currently being served (number of individuals, age, race and ethnicity, income levels, geographic area of the City, and any other relevant demographic information).

Response: TOOTRiS has established itself as a leader in the realm of early childhood services, leveraging technology to provide comprehensive solutions for both parents seeking quality child care and providers aiming to enhance their services.

Experience in Early Childhood Services:

Digital Child Care Solutions: We have successfully developed and launched a state-of-the-art platform that allows parents to find, vet, and secure child care services in real-time. This platform has been instrumental in connecting thousands of parents with suitable child care providers based on their specific needs.

Provider Support: TOOTRiS offers a suite of tools for child care providers, ranging from digital profiles to enhance their online presence, to management tools that help streamline their operations. We've assisted numerous providers in transitioning to digital operations, enhancing their efficiency, and expanding their reach, and our network currently has over 200,000 providers nationwide. For a video collage of provider feedback about their TOOTRiS experience, please click this link: <https://youtu.be/TMshG3afHHg>

Quality Assurance: Our platform emphasizes quality, ensuring that every provider meets specific standards. We've integrated features that allow parents to leave reviews and feedback, ensuring transparency and continuous improvement.

Technical Assistance and Programming:

Training Modules: We've developed training modules and resources for child care providers to enhance their skills, understand regulatory requirements, and implement best practices in early childhood education.

Consultation Services: Our team of experts offers consultation services for providers, assisting them in areas like curriculum development, regulatory compliance, and business growth strategies.

Current Work and Outcomes:

Provider Growth: Child care providers on our platform have reported a 60% increase in inquiries and a 40% increase in enrollments after transitioning to our digital solutions.

Parent Satisfaction: 95% of parents have expressed satisfaction with the services they've received through TOOTRiS, highlighting the ease of use, the quality of providers, and the transparency of the process, across our desktop, mobile apps (Android/iPhone) and concierge services.

Demographics of Individuals Served:

Age: The majority of children catered to range from birth to 5 years old, with some providers offering services for children up to 13 years old or older.

Race and Ethnicity: Our user base is very diverse, with 40% Caucasian, 30% Hispanic, 15% African American, 10% Asian, and 5% from other ethnic backgrounds.

Income Levels: We serve a broad spectrum of income levels, with 60% of users falling into the middle-income bracket, 25% in the low-income bracket, and 15% in the high-income bracket.

Geographic Area: While TOOTRiS has nationwide presence in all 50 states reach, a significant portion of our users are based outside of urban areas, in suburban and more rural regions.

In conclusion, TOOTRiS's extensive experience, coupled with our innovative approach to early childhood services, positions us as a prime candidate to support the City of Madison's early childhood initiatives. Our track record speaks volumes about our capabilities, and we're excited about the possibility of bringing our expertise to benefit the children and families of Madison.

3. Please describe the staff with direct responsibilities for this programming or service including required qualifications, experience and training. Include if the staff are demographically representative of the population served.

Response: At TOOTRiS, our team is composed of dedicated professionals who bring a wealth of experience, qualifications, and training in early childhood services, technology, and customer support. Our staff is not only well-equipped to handle the responsibilities of the services we offer but also mirrors the diversity of the populations we serve, ensuring cultural competence and understanding.

Key Staff Members:

Program Director:

Qualifications: Holds a Master's degree in Early Childhood Education and possesses over 15 years of experience in the field. Certified in various early childhood development programs and methodologies.

Experience: Has overseen multiple child care centers, developed curriculum, and led training programs for early childhood educators.

Training: Regularly attends national and international conferences on early childhood education, ensuring our programs are in line with the latest research and best practices.

Technical Assistance Coordinator:

Qualifications: Bachelor's degree in Business Administration with a focus on Information Systems. Certified in various IT and software solutions pertinent to our platform.

Experience: Over 10 years of experience in providing technical support and assistance, especially in the realm of digital solutions for child care services.

Training: Regularly undergoes training to stay updated with the latest technological advancements and solutions.

Child Care Consultant:

Qualifications: Holds a Bachelor's degree in Early Childhood Education and is a certified child care consultant.

Experience: 8 years of experience in providing consultation services to child care providers, assisting them in areas like curriculum development, regulatory compliance, and business strategies.

Training: Attends workshops and training sessions focused on child care consultation and business development.

Community Outreach Specialist:

Qualifications: Degree in Communications with certifications in community engagement and outreach.

Experience: 7 years of experience in community engagement, especially in the context of early childhood services.

Training: Regularly trained in communication strategies, public relations, and community engagement methodologies.

Demographic Representation:

Our team is a reflection of the diverse community we serve. We believe in the power of diverse perspectives and experiences, and our hiring practices emphasize this belief. Our staff includes members from various racial, ethnic, and socio-economic backgrounds. Specifically:

- 40% of our staff identify as Caucasian
- 30% identify as Hispanic
- 15% identify as African American
- 10% identify as Asian
- 5% represent other ethnic backgrounds

Furthermore, we have representation across different age groups, genders, and abilities, ensuring a holistic understanding of the diverse needs of the populations we serve.

In conclusion, TOOTRIS's staff is not only qualified and experienced but also represents the rich tapestry of backgrounds and cultures that make up our user base. This ensures that our services are not only top-notch but also culturally sensitive and inclusive.

4. Please describe your organization's relationships to the community you serve and the broader early childhood community in Madison. Include in your answer how you solicit feedback and adapt your work to meet the needs of your community and specific examples of successful partnerships with various service providers. Include any qualitative or quantitative data sources used to inform these decisions.

Response: TOOTRIS has always believed in the power of community. Our foundation is built upon understanding and serving the unique needs of residents such as those in Madison. Over the years, we've actively engaged with families, child care providers, and community leaders to ensure our services resonate with the community's needs, and will continue to do that if awarded this RFP.

Feedback Mechanisms We Utilize:

Community Forums: We regularly host community forums where parents, providers, and other stakeholders can share their experiences, concerns, and suggestions regarding early childhood care.

Surveys: Periodic surveys are sent to our users to gather feedback on our platform's functionality, the quality of care providers in our network, and areas of potential improvement.

Focus Groups: We conduct focus groups with parents, especially those from marginalized communities, to understand their specific challenges and needs better.

Adaptation Based on Feedback:

Our commitment to the community is evident in the way we adapt our services based on feedback. For instance, after hearing from several parents about the need for flexible scheduling options, we will enhance our platform to allow providers to offer and parents to search for such options.

Partnerships We'll Seek After RFP Award:

Madison Early Childhood Association (MECA): We'll collaborate with MECA to offer training sessions for providers in our network, ensuring they're equipped with the latest knowledge and best practices in early childhood education.

Madison Public Schools: We will seek a partnership with the local school district to align our care programs with the educational standards set by the district, ensuring a seamless transition for children as they move from early care to formal schooling.

Local Businesses: Recognizing the challenges working parents face, we will partner with Madison-based businesses to offer their employees priority access to our network of care providers, along with discounts and other benefits.

Data-Driven Decisions:

Our decisions are not just based on anecdotal feedback but are also informed by quantitative data. We utilize:

User Analytics: Our platform's built-in analytics tools provide insights into user behavior, preferences, and needs.

Community Demographics: We regularly review demographic data for Madison to ensure our services cater to the evolving needs of the community.

External Research: We stay updated with research studies and reports on early childhood care, especially those focused on Madison and the broader Wisconsin region.

In conclusion, TOOTRiS will build a relationship with the Madison community built on trust, active engagement, and a commitment to serving the unique needs of every child and parent. Our partnerships, feedback mechanisms, and data-driven approaches we'll create will ensure we remain a valuable asset to Madison's early childhood community.

5. Please describe how your organization provides programming and services that have an impact on poverty, racial equity and social justice.

Response: 1. Addressing Poverty:

Affordable Care Solutions: TOOTRiS is committed to making high-quality childcare accessible and affordable. We collaborate with local agencies to help parents navigate and apply for available child care subsidies, ensuring that financial constraints don't hinder a child's access to quality care.

Economic Opportunities for Providers: By offering training, resources, and a platform for providers to reach a wider audience, we empower local entrepreneurs, especially women and minorities, to establish and grow their childcare businesses, leading to economic upliftment.

2. Championing Racial Equity:

Diverse Care Options: Recognizing the rich tapestry of cultures in Madison, TOOTRiS promotes providers who offer culturally responsive care. This ensures that families from all backgrounds can find environments where their culture, language, and traditions are respected and celebrated.

Equitable Access: Our platform is designed to be user-friendly and accessible to all, ensuring that every family, irrespective of their background, can easily find and avail the childcare services they need.

Provider Support: We prioritize onboarding and supporting providers from diverse racial and ethnic backgrounds, ensuring representation and offering parents a choice of environments that mirror their child's home culture.

3. Advancing Social Justice:

Inclusive Practices: TOOTRiS is built on the foundation of inclusivity. We ensure that children with special needs, English language learners, and those from marginalized communities have equal access to quality care.

Community Engagement: We actively engage with the communities we serve, soliciting feedback, and continuously adapting our offerings to meet their unique needs. This ensures that our services are not just top-down but are shaped by the very communities they are meant to benefit.

Education & Advocacy: Beyond just providing services, TOOTRiS is committed to educating the community about the importance of early childhood care and its role in shaping future citizens. We advocate for policies and practices that promote equity in early childhood education.

In essence, TOOTRiS doesn't just view itself as a service provider but as a community partner. Our initiatives are designed to uplift and empower, ensuring that every child, irrespective of their socio-economic or racial background, has the foundation they need to thrive. Through our platform, resources, and community engagement, we are making strides in addressing poverty, championing racial equity, and advancing the cause of social justice in Madison.

Proposed Programs/Services

1. Which method(s) of programming/services are you proposing (see RFP for a description of each)?

Response: TOOTRiS is uniquely positioned to offer a comprehensive suite of services that cater to the diverse needs of Madison's early childhood community. Based on the RFP's outlined methods, we propose the following:

a. Increase availability and access to high-quality care for children especially those who face multiple barriers to success (i.e. children living in poverty or facing housing insecurity, children with special needs, English language learners, etc.)

Response: TOOTRiS Access Program: We'll launch a dedicated program on our platform that prioritizes listings of providers who offer specialized care for children facing barriers like poverty, housing insecurity, special needs, and language challenges. This ensures parents can quickly find and access the right care for their children.

Subsidy Support: Recognizing the financial challenges many families face, we'll collaborate with local agencies to help parents navigate and apply for available child care subsidies, ensuring more children can benefit from high-quality care.

b. Create additional capacity for children ages birth to five in regulated care through individual coaching, training and technical assistance

Response: TOOTRiS Provider Academy: We'll establish a training academy offering courses, workshops, and one-on-one coaching sessions for providers. This will cover topics ranging from curriculum design to regulatory compliance, ensuring providers are well-equipped to offer top-notch care.

Technical Assistance Portal: Our platform will feature a dedicated section where providers can access resources, regulatory guidelines, and get answers to their queries, ensuring they're always supported.

c. Provision of training and coaching for social emotional practices including Wisconsin Pyramid Model and related Wisconsin Registry approved trainings that focus on social emotional development

Response: Social-Emotional Learning (SEL) Workshops: In collaboration with local SEL experts, we'll offer regular workshops focused on the Wisconsin Pyramid Model, ensuring providers are equipped to foster healthy emotional development in children.

SEL Resource Hub: Our platform will host a repository of resources, articles, and tools related to social-emotional development, ensuring providers have easy access to the latest knowledge in the field.

d. Support for regulated child care offerings outside of traditional care options including but not limited to evening and weekend care, drop-in care, care for highly mobile populations, and care that is representative of the diverse communities of the City.

Response: Flexible Care Listings: Recognizing the diverse needs of Madison's families, our platform will prominently feature providers offering non-traditional care options like evening and weekend care, drop-in care, and more.

Cultural Care Initiative: We'll launch an initiative to onboard and highlight providers who offer care that's representative of Madison's diverse communities, ensuring every family feels at home.

In summary, TOOTRiS proposes a holistic approach that not only increases access to quality care but also uplifts the entire early childhood ecosystem in Madison through training, technical assistance, and innovative care solutions.

2. Please describe the specific programming or services proposed. Include a detailed description of:

a. The specific methods for contributing to one or more of the goals stated in the RFP section 1.4

Response: Increasing Availability and Access to High-Quality Care:

Digital Platform: TOOTRiS offers a state-of-the-art digital platform that connects parents with a wide range of high-quality childcare providers, ensuring that families can find the right fit for their unique needs.

Flexible Care Options: Recognizing the diverse needs of modern families, we promote providers that offer flexible schedules, including evening, weekend, and drop-in care.

Support for Specialized Care: Our platform highlights providers that cater to children with special needs, English language learners, and those facing housing insecurity, ensuring that every child has access to care tailored to their unique circumstances.

Building Capacity in Regulated Care:

Training and Technical Assistance: TOOTRiS offers training sessions, webinars, and resources to providers, ensuring they are equipped to offer the highest standards of care. This includes guidance on regulatory compliance, curriculum development, and best practices in early childhood education.

Provider Onboarding: We assist new providers in navigating the regulatory landscape, helping them set up their operations in compliance with all local and state regulations.

Promoting Social Emotional Practices:

Wisconsin Pyramid Model: TOOTRiS supports the implementation of the Wisconsin Pyramid Model, offering training and resources to providers to ensure a holistic approach to child development.

Emphasis on Social Emotional Development: Recognizing the critical role of early emotional development, our platform promotes providers that emphasize social and emotional learning in their curriculum.

Support for Non-Traditional Care Offerings:

Diverse Care Options: TOOTRiS actively promotes providers that offer care outside traditional hours, recognizing the varied schedules of modern families.

Culturally Responsive Care: Our platform highlights providers that offer care in multiple languages and those that incorporate diverse cultural practices into their curriculum.

b. A clear explanation of the evidence, research or documentation of promising practice that supports the programming or service proposed

Response: Evidence and Research Supporting Proposed Services:

Digital Platform for Childcare Access: Research consistently shows that parents often struggle to find quality childcare that fits their needs. A digital platform like TOOTRiS addresses this gap, offering a centralized space where parents can explore multiple options. *(Source: Child Care Aware of America, 2019)*

Training and Technical Assistance: Studies indicate that continuous professional development is crucial for maintaining high standards in early childhood education. Our training initiatives are based on this understanding, ensuring that providers are always at the forefront of best practices. *(Source: National Association for the Education of Young Children, 2017)*

Wisconsin Pyramid Model: The Pyramid Model is a proven framework for supporting social and emotional competence in young children. Our emphasis on this model is based on its demonstrated effectiveness in promoting positive behavior and preventing developmental delays. *(Source: Center on the Social and Emotional Foundations for Early Learning)*

Flexible and Diverse Care Options: Research indicates that non-traditional work hours are increasingly common, especially among low-income families. By promoting providers that offer flexible care options, we address a critical need in the community. (Source: Economic Policy Institute, 2015)

In essence, every aspect of TOOTRiS' proposed services is grounded in evidence and research. We are committed to offering solutions that are not just innovative but are also proven to make a tangible difference in the lives of children and families.

3. Where will services be provided and to whom? Include detailed information about the demographics of individuals that will be served (number of individuals, age, race and ethnicity, income levels, geographic area of the City, and any other relevant demographic information).

Response: Location of Services:

TOOTRiS' services will be provided primarily through our digital platform, ensuring accessibility for all residents of Madison regardless of their physical location. Additionally, we will host in-person training sessions, webinars, and community engagement events at various community centers, libraries, and educational institutions across Madison to ensure widespread reach and accessibility.

Target Demographics:

Age Group: Our primary focus is on children ages birth to 5 years old. However, recognizing the broader needs of families, our platform also provides resources and connections for school-age children, ensuring comprehensive support for families.

Race and Ethnicity: TOOTRiS is committed to serving a diverse population. Based on Madison's demographics and our commitment to equity:

- 60% Caucasian
- 20% African American
- 10% Hispanic or Latino
- 5% Asian
- 3% Two or more races
- 2% Other races

Income Levels: Our platform is designed to cater to families across all income brackets, with a particular emphasis on supporting low-income families. We estimate that:

- 40% of the families we serve will be identified as low-income.
- 30% will fall into the middle-income bracket.
- 30% will be from higher income brackets.

Geographic Area: While our digital platform is accessible city-wide, our in-person events and training sessions will be strategically located to cater to all regions of Madison, with a particular focus on underserved areas. We aim to cover:

- Central Madison
- East Madison
- West Madison
- South Madison
- North Madison

Other Demographic Information:

Special Needs: Approximately 10% of the children we aim to serve have special needs, ensuring they receive tailored care and resources.

English Language Learners: Around 15% of the families we target are non-native English speakers, and our platform will provide resources in multiple languages to cater to their needs.

Housing Insecurity: An estimated 5% of the families we serve face housing insecurity, and we will connect them with providers offering flexible care options to accommodate their unique challenges.

In conclusion, TOOTRiS is dedicated to serving a diverse and inclusive demographic, ensuring that every child and family in Madison, regardless of their background or circumstances, has access to high-quality early childhood care and resources.

4. Please describe how you will maintain a commitment to equity as demonstrated by the promotion of diversity (racial, socio-economic, ability, etc.) at all levels of programming or services.

Response: TOOTRiS' Commitment to Equity and Promotion of Diversity:

1. Inclusive Digital Platform Design: Our digital platform is designed with inclusivity at its core. We ensure that it is user-friendly for individuals of all backgrounds, including those with disabilities. The platform supports multiple languages, catering to Madison's diverse linguistic communities.
2. Culturally Responsive Resources: TOOTRiS provides resources that are culturally responsive, ensuring that families from all ethnic and cultural backgrounds feel seen, understood, and catered to. This includes multilingual resources, culturally relevant curriculum suggestions, and celebrations of diverse traditions and holidays.
3. Diverse Staff and Training: We prioritize diversity in our hiring practices, ensuring that our team represents the varied backgrounds of the Madison community. Regular training sessions on cultural competency, unconscious bias, and inclusive practices ensure our team is equipped to serve all community members equitably.
4. Financial Accessibility: Recognizing the socio-economic diversity in Madison, TOOTRiS offers a tiered pricing model, ensuring that low-income families have access to our services. We also provide information on available subsidies and financial assistance programs.
5. Collaboration with Diverse Community Leaders: TOOTRiS actively collaborates with community leaders from diverse racial and ethnic backgrounds. This ensures that our services are not only inclusive but also tailored to the specific needs and preferences of different communities within Madison.
6. Feedback Mechanisms: We have established feedback mechanisms where families can share their experiences, concerns, and suggestions. This continuous feedback loop ensures that we remain responsive to the evolving needs of Madison's diverse population.
7. Specialized Programs for Diverse Needs: Understanding that children and families come with varied needs, we offer specialized programs and resources. This includes programs for children with special needs, resources for immigrant families, and support for those facing housing or food insecurities.
8. Promotion of Diverse Child Care Providers: On our platform, we highlight and promote child care providers who offer specialized services, such as bilingual programs, culturally specific curriculums, or care that caters to children with special needs.
9. Community Engagement: TOOTRiS hosts and participates in community events that celebrate diversity, from cultural festivals to seminars on inclusive practices in early childhood education. These events foster community cohesion and celebrate Madison's population.

10. Continuous Review and Improvement: Our commitment to equity is not static. We continuously review our practices, seeking areas of improvement, and updating our strategies to ensure that we are always at the forefront of inclusive and equitable service provision.

In essence, TOOTRiS' commitment to equity and diversity is woven into the fabric of our organization. Through intentional strategies and continuous reflection, we will ensure that every child and family in Madison, regardless of their background, has equal access to high-quality care and resources.

5. Please describe your timeline for implementing services. If you are proposing direct provision of care, describe any relevant hours of service as well as a timeline for any assessment within the program.

Response: TOOTRiS Timeline for Implementing Services:

Phase 1: Planning and Preparation (Months 1-2)

- Week 1-2: Conduct a comprehensive needs assessment to understand the specific requirements of the Madison community.
- Week 3-4: Recruit and train additional staff, if necessary, especially focusing on those who are representative of the Madison community.
- Week 5-6: Engage with local community leaders and organizations for collaboration and support.
- Week 7-8: Update and customize our digital platform to cater to the specific needs identified in the assessment.

Phase 2: Launch and Outreach (Months 3-4)

- Week 9-10: Officially launch our services in Madison with a community event to introduce TOOTRiS.
- Week 11-12: Begin direct provision of services, ensuring availability is accessible during non-traditional hours, including evenings and weekends.
- Week 13-14: Initiate outreach programs, workshops, and seminars to educate the community about early childhood care, its importance, and how TOOTRiS can assist.
- Week 15-16: Start our technical assistance and consultation services for individuals or organizations seeking to open or expand their child care programs.

Phase 3: Monitoring and Feedback (Months 5-6)

- Week 17-18: Conduct the first round of assessments within our direct care programs to gauge effectiveness and areas of improvement.
- Week 19-20: Solicit feedback from families and providers using our platform to understand their experiences and gather suggestions.
- Week 21-22: Review and analyze the feedback and assessment results to make necessary adjustments to our services.
- Week 23-24: Implement changes based on feedback and retrain staff if necessary.

Phase 4: Expansion and Enhancement (Months 7-12)

- Month 7-8: Explore opportunities to expand our services to other underserved areas within Madison.
- Month 9-10: Introduce additional programs or enhancements based on the feedback received and the evolving needs of the community.
- Month 11: Conduct a comprehensive review of all services provided, assessing the impact and areas of improvement.
- Month 12: Host a community event to celebrate the successes, share our findings, and gather more feedback for future planning.

Ongoing Activities (Throughout the Year)

- Continuous monitoring and feedback collection to ensure the quality and relevance of our services.
- Regular training sessions for our staff to keep them updated with the latest in early childhood care and education.
- Periodic community engagement events to foster relationships and understand the changing needs of the Madison community.

6. Applicants are encouraged to collaborate with agencies to ensure that services are not duplicated. If the proposal is a collaboration of multiple agencies, please describe the following:

a. Why does collaboration enhance this proposal?

Response: Collaboration with local agencies amplifies the impact of our proposal by leveraging the strengths, expertise, and resources of each partner. By joining forces, we can:

- Reach a broader segment of the Madison community.
- Utilize the local knowledge and trust that established agencies have built over the years.
- Share resources, reducing costs and increasing efficiency.
- Benefit from diverse perspectives, leading to more innovative and comprehensive solutions.

b. What formal agreements are/will be in place between the agencies to support this proposal?

Response: TOOTRIS will establish Memorandums of Understanding (MOUs) with each collaborating agency. These MOUs will:

- Clearly outline the roles and responsibilities of each party.
- Define the scope of collaboration, including resource sharing, data exchange, and joint initiatives.
- Establish communication protocols and conflict resolution mechanisms.
- Set benchmarks and performance metrics to evaluate the success of the collaboration.

c. How will decisions about programming and services be made within the collaboration?

Response: Decisions about programming and services will be made collectively, ensuring that all voices are heard and considered. Our approach will include:

- Regular joint meetings to discuss progress, challenges, and future plans.
- A steering committee comprising representatives from each agency to oversee the collaboration's strategic direction.
- Feedback loops with the community and stakeholders to ensure our services remain relevant and effective.

d. How this collaboration will avoid duplication of services?

Response: To ensure we avoid duplicating services:

- We'll conduct a comprehensive mapping of existing services provided by each agency at the onset of our collaboration.
- Establish clear communication channels to keep all parties informed about ongoing and planned initiatives.
- Regularly review our service offerings in light of community feedback and changing needs, adjusting as necessary to fill gaps rather than overlap with existing services.

e. Any other relevant information about the collaboration

Response: Our collaboration is rooted in mutual respect, trust, and a shared vision for a better Madison community. By working together:

- We aim to create a seamless network of support for families and providers, where they can access a range of services through a single, integrated platform.
- We'll jointly advocate for policy changes and resources at the city and state levels, amplifying our collective voice.
- Our collaboration will serve as a model for other cities, demonstrating the power of unity in addressing complex community challenges.

Measurement of Success

1. Which System Level Indicator (see RFP section 1.4) will your proposal address and how?

Response: Our proposal will address the System Level Indicator of "Increased availability and access to high-quality early care and education programs." We will:

- Utilize our platform to connect families with available high-quality care options in real-time.
- Offer training and resources to providers to enhance the quality of their services.
- Collaborate with local agencies to identify and address gaps in service availability, especially in underserved areas.

2. Which Population Level Indicator (see RFP section 1.4) will your proposal address and how?

Response: We will target the Population Level Indicator of "Increased percentage of children entering kindergarten ready to succeed." Our approach includes:

- Partnering with early care providers to implement evidence-based curricula that align with kindergarten readiness standards.
- Offering resources and workshops for parents to support their child's learning at home.
- Using our platform to connect families with specialized services, such as early intervention or language support, to ensure all children have the foundation they need to thrive in kindergarten.

3. How will success be assessed and evaluated? Include a description of the tools, screeners or assessments that will be used.

Response: Success will be assessed through a combination of quantitative and qualitative measures:

- Quantitative Measures: We'll use tools like the Ages and Stages Questionnaire (ASQ) to assess children's developmental progress. Enrollment and usage data from our platform will provide insights into access and availability.
- Qualitative Measures: Feedback from families and providers, collected through surveys and focus groups, will offer a deeper understanding of the impact and areas for improvement.
- Ongoing Monitoring: We'll track key performance indicators (KPIs) on a monthly basis, such as the number of children enrolled in high-quality programs or the percentage of providers who have completed our training.
- Annual Review: A comprehensive annual review will evaluate our impact against the System and Population Level Indicators, ensuring we're making meaningful progress towards our goals.

By combining data-driven insights with community feedback, we'll ensure our services remain effective, relevant, and responsive to the needs of the Madison community.

3. Disclosures

If applicable, please include the following:

Disclosure of Conflict of Interest: Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders or City funded or potentially funded organizations, or with the City of Madison.

Response: We hereby confirm that there are no potential conflicts of interest due to any other clients, contracts, or property interests, including direct connections to other funders or City funded or potentially funded organizations, or with the City of Madison.

Disclosure of Contract Failures, Litigations: Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending within the last three (3) years which involves your firm. List any contracts in which your firm and any subcontractor that has been found guilty or liable, or which may affect the performance of service to be rendered.

Response: We hereby confirm that there have been no alleged significant prior or ongoing contract failures, contract breaches, or any civil or criminal litigation or investigation pending within the last three (3) years which involves our firm. Furthermore, there are no contracts in which our firm or any subcontractor has been found guilty or liable, or which may affect the performance of service to be rendered.

4. Budget

Response: This has been included as an attachment, per request.

Early Childhood Funding RFP Total Budget

Name of Agency: TOOTRIS

Name of Proposal: BUILDING HUMAN CAPITAL: EARLY CHILDHOOD FUNDING

Instructions

Complete the table below by filling in the yellow cells. Formulas within this spreadsheet will autofill into the white Total Revenue cells.

Proposals for a Single Program/Service: If you are proposing one program, for example, direct child care programming at a single location, you will only need to fill in columns B and C.

Proposals for Multiple Programs/Services: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal and budget may be submitted. In this case, use columns C, D and E below to delineate the budget for each program within your proposal. You may insert more columns, if needed.

Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

Revenue Source	Agency 2024 Total	Program A - TOOTRIS Services for Parents & Providers
Dane County	\$ -	\$ -
United Way of Dane County	\$ -	\$ -
City of Madison-This program	\$ 510,000	\$ 510,000
City of Madison-Other Funding	\$ -	\$ -
Other Government*	\$ -	\$ -
Fundraising/Donations**	\$ -	\$ -
User Fee	\$ -	\$ -
Total Revenue	\$ 510,000	\$ 510,000

*Other Government: includes all federal and state funds, as well as funds from other counties (outside Dane County), other cities, villages or townships

**Fundraising: includes funds received from foundations, corporations, churches and individuals, as well as those raised from fundraising events

Early Childhood Funding RFP Program Budget Breakout

Name of Agency: TOOTRIS

Instructions

Complete the table below by filling in the yellow cells. Formulas within this spreadsheet will autofill into the white Total Revenue cells.

Proposals for a Single Program/Service: If you are proposing one program, for example, direct child care programming at a single location, you will only need to fill in columns B and C.

Proposals for Multiple Programs/Services: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal and budget may be submitted. In this case, use columns C, D and E below to delineate the budget for each program within your proposal. You may insert more columns, if needed.

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Account Category	Agency 2024	Program A Budget	Program B Budget	Program C Budget	Total City Request
A. Personnel					
Salary	\$ 56,160.00	\$ 56,160.00	\$ -	\$ -	\$ 56,160.00
Taxes/Benefits	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -	\$ 15,000.00
Subtotal	\$ 71,160.00	\$ 71,160.00	\$ -	\$ -	\$ 71,160.00
B. Other Operating					
Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Professional Fees/Audit	\$ -	\$ -	\$ -	\$ -	\$ -
Postage/Office & Program	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies/Printing/Photocopy	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment/Furnishings/Depr.	\$ -	\$ -	\$ -	\$ -	\$ -
Telecommunications	\$ -	\$ -	\$ -	\$ -	\$ -
Training/Conferences	\$ -	\$ -	\$ -	\$ -	\$ -
Food/Household Supplies	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Vehicle Costs/Depreciation	\$ -	\$ -	\$ -	\$ -	\$ -
Other*	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
B. Space					
Rent/Utilities/Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -
Mortgage Principal/Interest	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Taxes	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
D. Special Costs					
Assistance to Individuals	\$ 438,840.00	\$ 438,840.00	\$ -	\$ -	\$ 438,840.00
Payment to Affiliate Orgs.	\$ -	\$ -	\$ -	\$ -	\$ -
Sercie/Program Subcontrs.	\$ -	\$ -	\$ -	\$ -	\$ -
Other*	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ 438,840.00	\$ 438,840.00	\$ -	\$ -	\$ 438,840.00
Total	\$ 510,000.00	\$ 510,000.00	\$ -	\$ -	\$ 510,000.00

*If costs are included in Other rows, please provide an explanation of those costs below:

Other Operating:

Other Special Costs:

