

**City of Madison**  
**Community Development Division**  
Suite 800, 30 West Mifflin St.  
Madison, WI 53703



**REQUEST FOR PROPOSALS**

**RFP #8704-0-2018**

**Children's Savings Account Program Consultant**

**Release Date: March 1, 2018**  
**Due Date: 12:00 p.m., NOON**  
**March 30, 2018**

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## RFP SUMMARY

<b>RFP NUMBER</b>	<b>RFP # 8704-0-2018</b>														
<b>RFP TITLE</b>	<b>Children's Savings Account Program Consultant</b>														
<b>DEADLINE FOR BID SUBMISSIONS</b>	<b>12:00 P.M. (NOON) CDT, Friday, March 30, 2018</b> <b>Proposals received after the deadline will not be considered.</b>														
<b>SCOPE</b>	The City of Madison is seeking proposals from qualified individual consultants or consulting firms to develop detailed program recommendations for the creation of a Children's Savings Account program in the City.														
<b>FUNDS AVAILABLE:</b>	\$30,000 one-time funding to be used in 2018														
<b>Application Form and Guidelines</b>	Available at: <a href="#">Community Development Division Funding Opportunities Website</a>														
<b>E-MAIL PROPOSAL TO:</b>	<a href="mailto:CDDapplications@cityofmadison.com">CDDapplications@cityofmadison.com</a> All proposals must be submitted electronically in Word or PDF format. Please put <b>CDD Children's Savings Account Program Consultant</b> in email subject line.														
<b>DIRECT ALL INQUIRES TO:</b>	Coral Manning, Early Care and Education Manager <a href="mailto:cmanning@cityofmadison.com">cmanning@cityofmadison.com</a> <b>City of Madison Community Development Division</b> <b>Phone: 608-266-6520</b>														
<b>RFP CALENDAR</b>	<p>Please Note: These dates are for planning purposes. They represent the City's desired timeline for implementing this project. Any revision to the Due Date for submission of proposals will be made by addendum. All other dates may be adjusted without notice, as needs and circumstances dictate.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e6f2ff;"> <th>Date</th> <th>RFP Activity</th> </tr> </thead> <tbody> <tr> <td>March 1, 2018</td> <td>Release of RFP</td> </tr> <tr> <td>12:00 p.m. (CST) March 30, 2018</td> <td><b>DEADLINE FOR SUBMISSION OF PROPOSALS</b></td> </tr> <tr> <td>May 15, 2018</td> <td>Common Council Approval</td> </tr> <tr> <td>May 18, 2018</td> <td>Notification of Award</td> </tr> <tr> <td>June 1, 2018</td> <td>Anticipated contract start date</td> </tr> <tr> <td>August 31, 2018</td> <td>Deliverables due to City of Madison</td> </tr> </tbody> </table>	Date	RFP Activity	March 1, 2018	Release of RFP	12:00 p.m. (CST) March 30, 2018	<b>DEADLINE FOR SUBMISSION OF PROPOSALS</b>	May 15, 2018	Common Council Approval	May 18, 2018	Notification of Award	June 1, 2018	Anticipated contract start date	August 31, 2018	Deliverables due to City of Madison
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## SECTION 1: SCOPE OF WORK

### 1.1. Purpose

The City of Madison is seeking proposals from qualified individual consultants or consulting firms to develop detailed program recommendations by August 31, 2018 for the creation of a Children's Savings Account (CSA) program in the City entitled Madison Youth Savings Accounts (MYSAs). It is anticipated that the proposed CSA program will be a collaborative effort between the City, Madison Metropolitan School District (MMSD), The Foundation for Madison Public Schools, Summit Credit Union and other public, private and philanthropic partners.

### 1.2. Background

In 2016, Alder Maurice Cheeks approached MMSD Superintendent Jennifer Cheatham with the idea of implementing CSAs in the city of Madison. Superintendent Cheatham assigned MMSD staff to work with Alder Cheeks to begin developing this idea. Since then representatives from the Foundation for Madison Public Schools and Summit Credit Union have also joined the effort. Over the past two years, the group has been meeting, and has begun working with the Upper Midwest Children's Savings Account Consortium, comprised of communities implementing CSAs, in order to plan for the implementation of the Madison program.

The outline for a program has been drafted, but critical decisions remain to be made regarding the design of the CSA program based upon best practices and research, including:

- Rollout of the program including project plan with timing and communication strategy
- Program structure including account creation, provision of individual savings accounts, financial partnerships, account monitoring, incentives for participation and youth programming, custodianship/ownership of accounts and staffing needs

### 1.3. Project Scope/Description

The successful bidder will do each of the following:

- A. Research best practices and currently-implemented models for CSAs in the United States to determine the best fits for Madison.
- B. Conduct focus groups and interviews with community partners, parents and students in the community to ascertain interest, understanding and commitment to CSAs.
- C. With the assistance of City staff, conduct a Racial Equity Social Justice Initiative (RESJI) assessment of the program to determine any unintended consequences of the program for disadvantaged populations.
- D. Provide a detailed recommendation for the creation and implementation of a CSA program for the Madison community. The final product should include detailed information, considerations to take into account, options for moving forward and a recommended course of action on program structure including the following elements or decision points:
  - a. Ownership and custodianship of accounts
  - b. Options for the structure of financial literacy education or programs for youth and incentives to encourage participation
  - c. Roles and responsibilities of the current and future key partners (City, MMSD, Summit Credit Union and the Foundation for Madison Public Schools)

- d. Staffing needs for the successful implementation and administration of the program
  - e. Additional partnerships needed (fiscal, programmatic, philanthropic, et cetera)
  - f. Community input and engagement needed
  - g. Account creation, maintenance, monitoring, and closure
  - h. Data sharing and governance
  - i. Budget needed for successful creation and administration of the program including identification of potential funding sources
- E. Provide an executive summary of recommendations that can be easily understood and disseminated to potential interested parties.
- F. Provide a PowerPoint presentation that can be used by the City of Madison and its partners to present the recommendations to stakeholders after recommendations are finalized.
- G. Provide presentations on recommendations in the Fall of 2018 to relevant stakeholder groups. Create a well-organized list of resources for the implementation team use in continued work.
- H. The resource guide may include:
- a. Information on program models
  - b. Sample documents
  - c. Research/data on CSA impact
  - d. Other relevant documents or information

The applicant must demonstrate the following qualifications:

- Experience working effectively with diverse populations of educational and financial professionals
- Demonstrated knowledge of CSA design, operations and best practices
- Experience providing consultation services to government or non-profit entities, preferably on Children's Savings Accounts or related topics and/or experience creating or managing a CSA program in another community
- Experience working independently and managing complex projects with some ambiguity
- Exceptional written and oral communication skills
- Experience researching, synthesizing information, and providing recommendations to stakeholders in a concise and clear manner
- Demonstrated ability to set and meet deadlines
- Demonstrated ability to effectively engage diverse populations and gather input from many diverse groups in the community
- Demonstrated history of effective fiscal management, and timely and accurate financial and program reporting

**NOTE:** The City of Madison will not provide onsite workspace, equipment, supplies or transportation for the successful proposer. These items and any other costs must be accounted for in the proposal budget.

#### 1.4. Measurements of Success

A successful implementation of this contract will include completion of the following by August 31, 2018 (unless otherwise noted):

- Executive summary and full report of recommendations
- Resource guide
- Brief summary of community input provided and the feedback attained
- RESJI assessment tool results
- PowerPoint presentation on the recommendation to be used by partners and consultant when presenting the recommendations to stakeholders

#### Payment schedule

This contract will be for \$30,000 for work to be done from June 1, 2018 to December 31, 2018 payable monthly via invoice. It is anticipated that the bulk of the work will occur between June 1 and August 31, 2018 when the deliverables are due. However, the consultant must reserve time after the deliverables are due for presentations on recommendations to relevant stakeholder groups.

#### Criteria for evaluation

Criteria	Point Value
Proposer describes adequate organizational history, experience, research and capacity related to Children's Savings Accounts consulting and recommending a course of action for communities.	20
Proposal demonstrates thorough experience conducting focus groups and interviews with a diverse group community partners, parents and students to gather feedback and inform a decision.	20
Proposer has sufficient experience understanding and working through racial equity and social justice issues.	10
Work samples provided are high quality and include examples of recommendations, project plans and presentations that thoroughly and concisely explain the issue at hand. Ideally, the topic covered is Children's Savings Accounts or a closely related issue.	40
Budget is reasonable and appropriate to scope of work and staff are paid sufficient wages for the nature of the work.	10
<b>TOTAL</b>	100

**Note:** References are requested in the application. References will not be scored in the first review of the RFP. References *may* be checked for top scoring proposals. By providing these references, you are agreeing to allow us to contact them without further notification of you.

## SECTION 2: PROPOSAL SUBMISSION REQUIREMENTS

### 2.1 Response Format

1. Applicant agencies will utilize the provided application. The response to the RFP should be complete and comprehensive but succinct. Attachments or documents not specifically required should not be submitted.
2. **Proposal must be submitted by e-mail**, in Microsoft Word or PDF format provided.

### 2.2 Required Information and Content of Proposals

Please include only the required submittals specified below.

- A. RFP Application form  
Available on the [Community Development Division Funding Opportunities Website](#)
- B. Designation of Proprietary and Confidential Information – Attachment A  
Complete the form included in this document, if applicable.

## SECTION 3: GENERAL RFP ADMINISTRATIVE INFORMATION

### 3.1. Point of Contact

The RFP contact identified below is the sole point of contact regarding the RFP from the date of release of the RFP until selection of the successful proposer.

Coral Manning, Early Care and Education Manager  
City of Madison Community Development Division  
Phone: 608-266-6520  
Email: [cmanning@cityofmadison.com](mailto:cmanning@cityofmadison.com)

All communications relating to this RFP must be directed to the designated contact for this RFP. All bidders, proposers, protestors or individuals acting on their behalf are hereby prohibited from attempting to persuade or influence any City agents, employees or any member of the relevant selection team, for or against a specific cause related to a pending solicitation, unless otherwise directed by the RFP contact.

### **3.2. Inquiries and Clarification of Specifications**

Proposers shall carefully examine the bid and contract documents, correlate their observations with the RFP specifications, and exercise their own judgment as to the nature and scope of the work required. If applicable, visit the Department's website, [CDD Funding Opportunities](#). Consider federal, state and local laws and regulations that may affect cost, progress, performance or furnishing of the work.

Proposers shall immediately notify the RFP contact of any questions, exceptions, clarification of any ambiguity, error, conflict, discrepancy omission or other deficiency or additions they have concerning the RFP document. Failure to do so will be at bidder's own risk.

This RFP will serve as the basis for or will become part of the resulting agreement. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work under this contract as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the bidder to fulfill the requirements of the contract.

### **3.3. Contracting Agency**

The contract resulting from this RFP will be administered by Community Development Division, City of Madison.

### **3.4. Addenda / Official Communication**

During the solicitation process for this RFP, all official communication between the City and proposers will be made via the [Community Development Division Funding Opportunities Website](#). The City will post such notices, which will include, but not be limited to, addenda for any modifications to administrative or performance requirements, clarifications to requirements, and the announcement of the apparent winning proposer(s). It shall be the responsibility of the proposers to regularly monitor this website for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response, may result in your proposal being disqualified.

### **3.5. Oral Presentations / Site Visits / Pre-Bid Meetings**

Proposers may be asked to attend pre-bid meetings, make oral presentations, or make their facilities available for a site inspection as part of this request for proposal process. Such presentations, meetings or site visits will be at the proposer's expense.

### **3.6. Acceptance/Rejection of Proposals**

1. The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations



that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).

2. The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

### **3.7. Incurring Costs**

This request for proposals does not commit the City to award a contract, pay any costs incurred in preparation of proposals, or to procure or contract for services or equipment.

### **3.8. Proposer Qualifications**

The City of Madison may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such proposer fails to satisfy the City that the proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

### **3.9. Proposal Content**

The evaluation and selection of a Contractor and the contract will be based on the information submitted in the vendor's proposal plus any additional information required. Additional information may include references, on-site visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals (e.g. expensive artwork, news stories, letters of support) beyond information required to present a complete and effective proposal, are not necessary or desired. Information provided by the applicant in addition to the required proposal may not be considered in the evaluation of the proposal.

### **3.10. Withdrawal or Revision of Proposals**

1. A proposer may, without prejudice, withdraw a proposal submitted at any point in the process by requesting such withdrawal in writing (email is sufficient) to the RFP contact.
2. Proposals may not be modified or altered after the deadline.

### **3.11. Sample Contract Documents**

A sample CDD Purchase of service Contract is available on the [CDD Other Funding Opportunities webpage](#).

### 3.12. Designation of Proprietary Information

Proposers are hereby notified that all information submitted in response to this RFP may be accessible to the public through the Community Development Division website and/or made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

1. All restrictions on the use or inspection of data contained within a proposal shall be requested prior to submission of the proposal itself. Written requests for confidentiality shall be submitted to the RFP contact by the proposer prior to the proposal submission date.
2. Requests shall use the following process:
  - Email or phone the RFP contact to discuss your concern.
  - Any information to be considered confidential or proprietary must clearly be stated on the attached "Designation of Confidential and Proprietary Information" form. (RFP Form E).
  - Any information to be considered confidential or proprietary must be separated from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.
  - Applicants may be asked to submit a written request for information to be considered confidential or proprietary. Provide specific information related to the claim for confidential and proprietary information including: RFP section, page number, topic and specific concern that supports claim.
3. Allocation requests always become public information through the selection committee process. Information usually cannot be kept confidential unless it involves a trade secret as defined in S.134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.
4. Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s). However, the City cannot ensure that the information will not be subject to release if a request is made under applicable public records laws. The City will not provide advance notice to a proposer prior to release of any requested record.
5. The Selected Contractor agrees to hold the City harmless for any damages arising out of the release of any material unless they are specifically identified. In the event the designation of confidentiality of this information is challenged, the Selected Contractor also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and, further, agrees to hold the City harmless from any penalties, costs, damages and fees, including attorneys fees, awarded to the requestor and ordered to paid by the City, in any such legal action.

6. To the extent permitted by law, it is the intention of the City to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of the City. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

### **3.13. Proposal Evaluation and Award**

1. PRELIMINARY EVALUATION

Submitted proposals will be reviewed for completeness and compliance with RFP guidelines. All incomplete RFP submissions may be determined nonresponsive and removed from further consideration. To be considered complete, RFPs shall include all required submittals and shall be signed and dated. In the event that no submissions meet all of the RFP requirements, the City of Madison reserves the right to continue the evaluation of the proposals that most closely meet the requirements.

2. PROPOSAL EVALUATIONS, INTERVIEWS AND/OR SITE VISITS

The City's designated RFP Selection Committee will make the final selection and recommendation following the evaluation of the proposals which may include presentations, site visits and interviews, if deemed necessary, with some or all of the proposers. However, the City may make preliminary selection(s) on the basis of the original proposals only, without negotiation, interviews and/or site visits with any proposers. If presentations, interviews and/or site visits are conducted, the Selection Committee may choose to assign additional points for these processes or re-evaluate, re-rate and/or re-rank the finalists' proposals based upon the written documents submitted and any clarifications offered in the interviews.

3. BEST AND FINAL OFFER

The designated Selection Committee may request best and final offers from one or more proposers determined to be reasonably susceptible to being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. If best and final offers are requested, they will be evaluated against the stated criteria, scored and ranked. The City reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next highest scoring proposer.

4. CLARIFICATION OF PROPOSALS

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFP responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

5. PRICE AND/OR COST ANALYSIS

The City reserves the right to conduct a price and/or cost analysis to determine if the price is fair and reasonable. If only one responsive proposal is received, a detailed price and/or cost analysis may be requested of the single proposer. Proposers shall cooperate as needed with the City's efforts to perform said analyses.

6. NEGOTIATION

The City reserves the right to negotiate final fees and scope of services with the selected Contractor.

7. PROCESS

At any phase, the City reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.

8. COMMUNICATION WITH SELECTION COMMITTEE

Proposers may not contact members of the Selection Committee at any time during the evaluation process, except at the City of Madison CDD request.

9. RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next preferred proposer.

## ATTACHMENT A

### DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

1. Requests for confidentiality must be submitted prior to the proposal submission date to the City of Madison Purchasing Office.
2. Requests for confidentiality must use this designated form. Failure to include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to examination and copying. The City considers other markings of confidential in the bid/proposal document to be insufficient.
3. Any information to be considered confidential or proprietary must be separated and packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.

Prices always become public information when bids/proposals are opened or when negotiations have been completed and the contract has been awarded. Other information usually cannot be kept confidential unless it involves a trade secret as defined in S.134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

In the event the designation of confidentiality of this information is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and agrees to hold the City of Madison harmless for any costs or damages arising out of the City’s agreeing to withhold the materials.

The attached material submitted in response to Bid/Proposal # \_\_\_\_\_ includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this bid/proposal response be treated as confidential material and not be released:

Section	Page No.	Topic	Specific law that supports confidentiality of information

Company Name \_\_\_\_\_

Enter Name: \_\_\_\_\_

By entering your initials in the box,

You are electronically signing your name and agreeing to the terms above.

Date: \_\_\_\_\_