

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



REQUEST FOR PROPOSALS

RFP #8666-0-2017

**Building Human Capital:
Family Child Care Accreditation**

Release Date: September 20, 2017
Due Date: 12:00 p.m., NOON
Friday, October 20, 2017

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RFP SUMMARY

RFP NUMBER	RFP # 8666-0-2017																
RFP TITLE	Building Human Capital: Family Child Care Accreditation																
DEADLINE FOR BID SUBMISSIONS	12:00 P.M. (NOON) CDT, Friday, October 20, 2017 Proposals received after the deadline will not be considered.																
SCOPE	The City of Madison is seeking proposals from qualified entities to provide accreditation and quality improvement support services to family child care providers.																
FUNDS AVAILABLE:	The City of Madison Community Development Division anticipates having \$245,567 for allocation pending finalization of the 2018 City of Madison Budget.																
Application Form and Guidelines	Available at: Community Development Division Funding Opportunities Website [A1]																
E-MAIL PROPOSAL TO:	CDDapplications@cityofmadison.com All proposals must be submitted electronically in Word or PDF format. Please put CDD Family Child Care Accreditation in email subject line.																
DIRECT ALL INQUIRES TO:	Coral Manning, Early Care and Education Manager cmanning@cityofmadison.com City of Madison Community Development Division Phone: 608-266-6520																
RFP CALENDAR	<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> <th style="background-color: #e6f2ff;">Date</th> <th style="background-color: #e6f2ff;">RFP Activity</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e6f2ff;">September 20, 2017</td> <td style="background-color: #e6f2ff;">Release of RFP</td> </tr> <tr> <td style="background-color: #e6f2ff;">TBD</td> <td style="background-color: #e6f2ff;">Application Workshop, Register HERE [A2]</td> </tr> <tr> <td style="background-color: #e6f2ff;">12:00 p.m. (CST) October 20, 2017</td> <td style="background-color: #e6f2ff;">DEADLINE FOR SUBMISSION OF PROPOSALS</td> </tr> <tr> <td style="background-color: #e6f2ff;">TBD</td> <td style="background-color: #e6f2ff;">Applicant Presentations</td> </tr> <tr> <td style="background-color: #e6f2ff;">November 13, 2017</td> <td style="background-color: #e6f2ff;">Common Council Approval</td> </tr> <tr> <td style="background-color: #e6f2ff;">November 27, 2017</td> <td style="background-color: #e6f2ff;">Notification of Award</td> </tr> <tr> <td style="background-color: #e6f2ff;">January 1, 2018</td> <td style="background-color: #e6f2ff;">Anticipated contract start date</td> </tr> </tbody> </table>	Date	RFP Activity	September 20, 2017	Release of RFP	TBD	Application Workshop, Register HERE [A2]	12:00 p.m. (CST) October 20, 2017	DEADLINE FOR SUBMISSION OF PROPOSALS	TBD	Applicant Presentations	November 13, 2017	Common Council Approval	November 27, 2017	Notification of Award	January 1, 2018	Anticipated contract start date
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SECTION 1: SCOPE OF WORK

1.1. Purpose

The City of Madison is seeking proposals from qualified entities to provide child care accreditation and quality improvement support to family child care providers in the City of Madison.

1.2. Background

The goal of the City of Madison Child Care Unit is to provide high quality early care and education experiences to the children of Madison with an emphasis on providing these experiences to children who are in low to moderate income families. The City seeks to encourage high quality early care and education experiences provided in settings that reflect the diversity of these families. The City of Madison General Ordinance provides for the accreditation of early care and education programs. As such, accreditation services to in-home family child care providers are necessary to support high quality early care and education experiences for the children in these settings. These services include culturally-competent consultation, training, and assistance to in-home family child care providers to support their ability to provide high quality care for infants through school-age children in Madison.

1.3. Project Scope/Description

The successful entity will do each of the following:

- A. Provide culturally-responsive and competent accreditation services to approximately 60 in-home family child care providers in the City of Madison. Services include:
 - On-site observation and consultation to family child care providers in the providers' homes with the goal of improving the overall quality of the program. Topics include, but are not limited to: program administration; budgeting; provider professional development; family engagement; curriculum; environment; health and wellness; screening and assessment of children; inclusion and diversity; education and training.
 - Evaluation of family child care program quality using existing Family Child Care Accreditation Standards
 - Provision or coordination of training for providers in relevant best-practices, as needed
 - Provision of services in languages other than English
- B. Coordinate and provide resources, consultation or services to family child care programs in the Northside Early Childhood Zone including but not limited to:
 - Activities to expand the availability of safe child care, even if the program is not regulated, in areas such as recruitment, training, informational meetings, etc.
 - Referrals of providers to pre-regulatory agencies
 - Coordination with pre-regulatory agencies to facilitate smooth transition of recruited providers from unregulated care, to regulated care and eventually accredited care, where appropriate

- C. Revise and maintain Family Child Care Accreditation Standards in consultation with City of Madison Child Care Unit staff.
- D. Work in coordination with the local child care resource and referral agency, serve as a resource to parents in search of child care.
- E. Adhere to City of Madison Family Child Care Accreditation System Standards (Attachment B) at all times including the requirement for all accredited family child care providers to participate in YoungStar.
- F. Support a diverse network of family child care providers that reflects the culture, values and diversity of the low to moderate income families the City seeks to serve.
- G. Work in collaboration with other city initiatives that seek to provide services to children, youth and their families such as the Madison Area Out of School Time (MOST) initiative, Launching Into Literacy and Math, the Early Childhood Coalition, etc.

The applicant must demonstrate the following qualifications:

- Experience working effectively with diverse family child care providers; and
- Experience providing culturally-competent accreditation, resources, training, consultation and quality improvement services to child care providers; and
- Experience providing assistance to families searching for child care, especially low to moderate income families; and
- Experience creating or reviewing and revising accreditation standards; and
- Ability to effectively engage diverse populations and provide services in languages other than English; and
- Ability to work collaboratively with other service providers in the best interest of the children, youth and child care providers; and
- Demonstrated history of effective fiscal management, and timely and accurate financial and program reporting.

1.4. Measurements of Success

A successful implementation of this contract will include the following (progress to be reported on quarterly unless otherwise noted):

- Fulfill the requirements set out in the Family Child Care System Standards, reviewed annually
- Accreditation of at least 55 regulated family child care providers per year
- Demonstration of efforts to improve the diversity of the family child care field through specific and targeted work to recruit and retain providers of color and providers who serve families of color and families with low to moderate incomes
- Recruitment of an identified number (to be negotiated between the City and the successful vendor) of unregulated providers in the Northside Early Childhood Zone to participate in training or quality improvement activities

- Recruitment of an identified number (to be negotiated between the City and the successful vendor) of unregulated providers in the Northside Early Childhood Zone to become regulated
- Provision of at least 300 site visits to accredited programs for the purpose of quality improvement/accreditation activities
- Annual review of accreditation standards
- Provision of at least four agency-sponsored trainings per year
- Provision of at least 400 instances of parent consultation or resource provision per year

Payment schedule

It is anticipated that this contract would be for \$245, 567, beginning January 1, 2018 and would continue for 3-5 years, contingent upon funding availability and contractor performance. The contractor will be paid via monthly cost reimbursement.

Criteria for evaluation

Criteria	Point Value
Describes adequate organizational history and capacity.	10
Demonstrated experience providing quality improvement services including on-site observation, consultation and/or coaching.	20
Demonstrated experience evaluating the quality of family child care programs using a set of quality standards.	25
Demonstrated experience providing relevant and culturally-competent training for family child care providers.	10
Demonstrated experience working with providers in the Northside Early Childhood Zone to expand the capacity and quality of care in the Zone.	5
Demonstrated experience working with culturally and socioeconomically diverse constituencies.	15
Demonstrated experience serving as a resource for parents.	5
Budget is reasonable and appropriate to scope of work	10
TOTAL	100

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 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

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 [Youth and Adult Employment Initiative CDD Funding Process website](#). [A3]

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 anytime 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: _____

ATTACHMENT B
CITY OF MADISON FAMILY CHILD CARE ACCREDITATION SYSTEM STANDARDS

DRAFT