

## **Early Childhood Care and Education Concept Paper**

Early in 2019, the City will release a Request for Proposals (RFP) for funding in the area of early childhood care and education. During that process, organizations can submit proposals for programming or services that benefit children ages birth to five years.

Prior to the creation of the RFP for that funding, we are soliciting feedback into this concept paper that will be used to develop the RFP for City of Madison funding for early childhood programming and services.

We are holding a meeting to discuss the concept paper, get feedback and answer any questions from the public and funded entities on November 14 from 1-3 at the Madison Municipal Building, Room 260.

If you cannot attend the meeting and would like to provide feedback or if you have questions, please contact Coral Manning ([cmanning@cityofmadison.com](mailto:cmanning@cityofmadison.com)).

**Si desea este documento en español, póngase en contacto con Rommel [rtijerino@cityofmadison.com](mailto:rtijerino@cityofmadison.com) o llame 608-267-4996.**

**City of Madison**  
**Community Development Division**  
**Building Human Capital: Early Childhood Care and Education**  
**2019 RFP Concept Paper**

## **I. INTRODUCTION**

***This concept paper introduces the proposed 2019 conceptual framework for 2020 City of Madison Community Development Division funding for Early Childhood Care and Education.***

The Community Development Division (CDD) of the City of Madison seeks to create the necessary conditions for Madison residents to realize their full potential through the building of human capital and economic development. The City is therefore seeking proposals from organizations to provide programming and services to the early childhood care and education community and workforce. This is defined as individuals and programs primarily serving children ages birth to 5 years old.

The City of Madison's Community Development Division's programming is reviewed through the lens of its impact on poverty, racial equity, and social justice.

### **Goals**

CDD seeks to fund programs that are evidenced-based or promising practices that employ a holistic or collaborative approach. The programs should meet one or more of the following goals:

- Increase access to high quality care for children who face multiple barriers to success (i.e. children living in poverty or facing housing insecurity, children with special needs, English language learners, etc.)
- Create more opportunities for and access to infant and toddler care, especially in geographically underserved areas of Madison
- Reduce expulsion and suspension of children in care
- Increase skills and capacity for individuals working in child care programs to serve children with multiple barriers to success

### **Community Indicators of Success**

The following are community wide indicators of social change the City seeks to improve with this funding:

#### *Systems level indicators*

- Increased collaboration and coordination between early childhood service providers
- Expansion of the capacity of all early childhood professionals to serve children with high barriers to success
- Reduction in the expulsion rate of children in child care
- Reduction in turnover of the early care and education field

### *Population level indicators*

- Increased number of children served by high quality child care programs, especially if the program:
  - Serves infants and toddlers
  - Serves a high proportion of children with high barriers to success
  - Offer flexible schedules for parents
  - Is open for 2<sup>nd</sup> and 3<sup>rd</sup> shift care
  - Is in a geographically underserved area of Madison
  - Is accredited through the City of Madison
- Increased access and availability of supports to programs who seek to serve children with high barriers to success
- Increased number of children who are meeting developmental milestones and who are prepared to enter school socially, emotionally and academically

## **II. FUNDING REQUIREMENTS**

To accomplish the above-mentioned goals, proposers may submit proposals using any of the following three methods. Some proposals may employ multiple methods to accomplish the goals above.

1. **Direct provision of care for children ages birth to 5 years old:** This includes providing full-time or part-time child care at a regulated center, community facility or other location. Preference is given to accredited group programs; programs offering flexible schedules or 2<sup>nd</sup> and 3<sup>rd</sup> shift care; programs in geographically underserved areas of Madison; and programs that serve infants and toddlers or a high proportion of children with high barriers to success. All applicable laws and rules regarding regulation of facilities and care for children must be followed. See administrative rules published by the Wisconsin Department of Children and Families for applicable regulations:  
<https://dcf.wisconsin.gov/ccregulation>.
2. **Consultative services for individuals or programs in the early childhood care and education community:** This includes consultation in programs on specific topics or consultation and services regarding specific programs, classrooms, groupings or individual children in care (with parent permission).
3. **Training for early childhood care and education professionals:** This includes training provided in large settings, open to the early childhood community and also the provision of more specialized training to a specific set of programs or individuals to be determined in consultation with CDD Child Care Unit staff.

*Strong proposals will include the following components:*

- Specific methods for accomplishing one or more of the stated goals
- Clear explanation of the evidence, research or documentation of promising practice that supports the method in the proposal
- Inclusion of methods that will serve children with high barriers to success or the professionals that care for them
- Clear demonstration of capacity of the proposer to meet one or more of the stated goals

- Reasonable and specific estimates of the number of individuals or programs impacted by the proposal including demographic information about the population who will be served (ages, locations of the city, race, income levels, etc.)
- A method that is within the above-mentioned options for accomplishing the goals: direct provision of care, consultation or training
- A commitment to equity as demonstrated by the promotion of diversity (racial, socio-economic, ability, etc.) at all levels of the program and the implementation of strategic responses to create inclusive environments

### **III. FUNDS AVAILABLE**

The total amount of funding available for early childhood care and education programming and services for this RFP is anticipated to be \$535,000. The City of Madison's 2020 budget will be deliberated upon and adopted in the fall of 2019. The response to this RFP will inform CDD's budget recommendations in 2020.

#### *Collaborative Proposals*

Joint proposals that request funding for multiple agencies participating in a collaborative effort are encouraged. Joint proposals are appropriate when:

- Joint funding would increase program capacity or enable the existence of a program that would not otherwise be possible due to cost burden, staffing capacity, access to participants, or another similar reason
- Joint funding will decrease administrative burden for agencies involved and/or the City of Madison
- Joint funding strengthens the collaboration of agencies involved, the neighborhood, community, or connections between partners in the early childhood community

#### *Contract Agreements*

Recommendations for funding as a result of this RFP process will be 3 years in length with an option for 2 additional years of funding pending inclusion and approval in the City of Madison operating budgets, and demonstrated ability to meet contract goals.

These funds and resultant contracts will be subject to all city ordinances and rules governing purchase of service contracts, including but not limited to equal opportunity and benefits provisions and insurance requirements.

## **Questions and Feedback**

### Comments:

1. Could not attend meeting but paper is easy to read and very clear.
2. Add a question to the RFP about how a program will impact the community it's serving or has impacted it in the past.

### Questions:

1. Q: Is there a maximum number of proposals that will be accepted?  
A: No. CDD is open to accept all RFPs completed and submitted before the deadline. Currently CDD is funding 12 programs for these services.
2. Q: Should a separate RFP be submitted for each individual site for a multi-site agency or should one RFP be submitted listing all sites?  
A: If a multi-site agency is proposing the same topic area at different sites, it can be one RFP. If multiple topic areas will be covered then a separate RFP should be done for each topic area.
3. Q: Will reporting on program data continue be done on a quarterly basis?  
A: Yes. Due to timing and scope of certain programs, the quarterly reporting timeframe may be adjusted.
4. Q: Is RFP required to provide services for the entire birth to five age group?  
A: No. If a program serves birth to one year or birth to two years that is acceptable as long as the range covered falls within the birth to five-year range.
5. Q: Will evaluation and scoring information be shared?  
A: Yes. RFP and additional information will be shared on the CDD website.
6. Q: Will a map of underserved areas be available?  
A: Yes, map will be released along with RFP.
7. Q: Why include both system level indicators and population level indicators?  
A: CDD is looking to impact at the highest level, but we know that individual programs cannot typically show direct correlation to system-level indicators. Rather, they can show progress at the program level using indicators that have been shown to contribute to community or system-level outcomes. For example, a program could not show that it's work along contributed to a child graduating from high school. However, it could show that the child was meeting developmental milestones, which we know contributes to success later in life.
8. Q: Will the RFP allow for description of continuous impact on community for agencies currently provided requested services?  
A: Yes. There will be a question on current capacity for an agency to discuss success with current funds and goals.
9. Q: (In the FCI framework that is being used to inform the concept paper) culturally competent child care options are mentioned. If that wording is included in the RFP, how will that be measured?

A: We expect that this may look different program to program, depending on the methods, curriculum, programming, etc. used in the program. We will ask programs to tell us how they are demonstrating a commitment to equity by the promotion of diversity (racial, socio-economic, ability, etc.) at all levels of the program and the implementation of strategic responses to create inclusive environments.

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