



## Legislation Text

---

**File #:** 55520, **Version:** 1

---

### **Fiscal Note**

The proposed resolution accepts the recommendations resulting from the Community Development Division's (CDD) Early Childhood Funding Request for Proposals (RFP) process and authorizes CDD to enter into agreements to support and expand early childhood programming and services. The purchase of service contracts proposed by this resolution will be effective on January 1, 2020 and is contingent upon the Common Council authorizing sufficient funding in the City's 2020 Operating Budget. Current contracts for Early Childcare services expire on December 31, 2019.

A review panel reviewed twelve proposals and finalized recommendations to fund purchase of service contracts totaling \$535,000. This level of funding is currently authorized within the City's 2019 Adopted Budget and is comprised of \$469,736 from current early childhood Purchase of Service Contracts and \$65,264 to be reallocated from Child Care Assistance funding. The contracts authorized under this resolution are anticipated to continue for 3-5 years, contingent upon funding availability and satisfactory contractor performance.

### **Title**

Approving funding allocation recommendations as part of a competitive RFP process conducted by the Community Development Division (CDD); and authorizing the Mayor and City Clerk to enter into purchase of service contracts, to take effect on January 1, 2020, with the identified agencies, and in the specified amounts, for the support and expansion of programs and services in early childhood.

### **Body**

WHEREAS, the Community Development Division (CDD), in consultation with the Early Childhood Care and Education Committee, is responsible for formulating recommendations to the Mayor and Common Council regarding the use of City administered resources budgeted for ensuring the quality and availability of child care; and

WHEREAS, MGO 3.12(10)(a) states that the Child Care Unit was established "to protect the growth, development, happiness and health of young children; to provide referral and supportive services to child care consumers and providers; and to provide assistance to those families with the greatest human and economic need"; and

WHEREAS, MGO 3.12(10)(a)1.b. states that the Child Care Unit's objectives include providing "a variety of support services to assist parents and child care providers who request such services in order to improve the quality and availability of child care services", and providing "financial assistance to those families, children, and child care providers with the greatest human and economic need"; and

WHEREAS, the direct provision of child care, training and consultation services are essential to maintaining a system of high quality early care and education for the citizens of Madison; and

WHEREAS, the City of Madison has current Council-approved contracts for similar early childhood programs and services, scheduled to expire on December 31, 2019, with the following agencies: Animal Crackers, Bridge Lake Point Waunona Neighborhood Center, Community Coordinated Child Care, Dane County Parent Council (dba REACH Dane), Goodman Community Center, Kennedy Heights Neighborhood Center, The Rainbow Project and The Respite Center; and

WHEREAS, a concept paper outlining the foundation for a Request for Proposals (RFP) solicitation was circulated widely in October, November and December of 2018 and reactions to it, gathered via e-mail, phone

calls and a public meeting, was incorporated into the RFP; and

WHEREAS, the Early Childhood Care and Education Committee has identified strategies to better serve families with high barriers to accessing quality child care; and

WHEREAS, these strategies - taking steps to improve access to high quality care for children who face multiple barriers to success; expanding access to infant and toddler care in Madison, especially in geographically underserved areas of the City; working to reduce the incidence of expulsion and suspension of children in care; and increasing the skills and capacities of child care workers in order to better serve children with multiple barriers to success - were reflected in the RFP; and

WHEREAS, the Community Development Division conducted a competitive request for proposal process seeking applications from qualified entities to deliver early childhood programs and services; and

WHEREAS, a workshop for potential applicants was conducted on February 14, 2019 by CDD staff to explain the application process and answer questions; and

WHEREAS, at a meeting on March 14, 2019, the Early Childhood Care and Education Committee received presentations from each of the twelve (12) organizations that submitted proposals by the March 13 deadline; and

WHEREAS, a review panel comprised of representatives from the United Way of Dane County, the Wisconsin Department of Children and Families, CDD staff and a member of the Early Childhood Care and Education Committee met on April 16, 2019 to evaluate the twelve proposals and finalize recommendations to the Common Council to allocate the available \$535,000; and

WHEREAS the review panel recommends that aforementioned \$535,000 be allocated as follows:

Animal Crackers - **up to \$40,000** for direct service child care to children in the Hammersley Road/Raymond Road area.

Bridge Lake Point Waunona Neighborhood Center- **up to \$15,000** for the Los Niños Primero bilingual program for children 3-5 years and their families.

Community Coordinated Child Care - **up to \$35,000** training, consultation and support to Spanish speaking providers through the Latino Child Care Project.

Dane County Parent Council (dba Reach Dane) - **up to \$25,000** for direct service child care to infants and toddlers served at the Great Beginnings Arbor Hills site and **up to \$25,000** for direct service child care infants and toddlers at the South Madison site.

Goodman Community Center - **up to \$50,000** for second shift child care to children in the Schenk-Atwood-Worthington Park community.

Kennedy Heights Community Center - **up to \$25,000** for direct service child care to children in the Kennedy Heights community in North Madison.

One City Schools - **up to \$10,000** for direct service child care to children in the South Madison community.

RISE Wisconsin - **up to \$235,000** for respite child care at the Respite Center.

The Playing Field - **up to \$50,000** for direct service child care to children at the second Playing Field

location in East Madison in partnership with the Local 75 plumbers' union.

The Rainbow Project- **up to \$15,000** for training and consultation services within the CORE program.

Today Not Tomorrow - **up to \$10,000** for training and consultation on brain development, poverty and race to accredited child care programs.

NOW, THEREFORE, BE IT RESOLVED that the Common Council hereby approves the funding allocation as detailed above; and,

BE IT FURTHER RESOLVED that the Common Council authorizes the Mayor and the City Clerk to enter into contracts with the above listed agencies for the described activities.