

**Demographic & Enrollment Study  
Raytown C2 School District  
Request for Proposals  
March 9, 2020**

**To Receive A Copy of this RFP:**

Contact: Dr. Steve Shelton

Title: Associate Superintendent of Operations

Phone #: 816-268-7006

E-mail: [steve.shelton@raytownschools.org](mailto:steve.shelton@raytownschools.org)

Proposals MUST be Received No Later Than: 1 PM on Wednesday, April 1, 2020 (Central Time)

Return Completed Proposal to:

Raytown C2 School District  
ATTN: Dr. Steve Shelton  
Associate Superintendent of Operations  
6608 Raytown Road,  
Raytown, MO 64133

The Proposer hereby declares understanding, agreement and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all terms and conditions, requirements and specifications of the original Request for Proposal (RFP) and as modified by any addenda thereto. All proposals must be complete and properly executed by the vendor and received by the date and time noted above to be considered.

## **INTRODUCTION:**

This document is a formal Request for Proposal (RFP) for soliciting fee proposals for a Demographic & Enrollment Study to examine the distribution of student enrollment and demographics with the Raytown C2 School District to help with long-range projections which will aid the District in planning for the future. The purpose of this RFP is to include all items necessary for vendors to complete and submit a fee proposal along with a project management plan for implementing and completing a demographic and enrollment study. Work not explicitly covered herein, is not required unless it is reasonably inferable there from as being necessary to produce the intended results. The vendors are requested to respond to each RFP Requirement.

## **DISTRICT INFORMATION:**

Raytown C2 School District operates 10 elementary schools, 3 middle schools, 2 high schools, 1 area career and technical center, 1 alternative school, 2 preschools and 1 specialized learning centers across Jackson County Missouri. It has a student population of roughly 8,250 students, served in PK -12 programming.

## **GENERAL INFORMATION:**

- a. The Raytown C2 School District reserves the right to reject any or all proposals and to waive informalities or irregularities in any proposal. In consideration for the District's review and evaluation of its proposal, the vendor waives and releases any claims against the District arising from any rejection of any or all proposals, including any claim for costs incurred by the vendor in preparation and presentation of proposals submitted in response to this RFP. In addition, the vendor waives the costs of providing additional information as requested.
- b. All proposals and vendor conduct shall be in accordance with all applicable local, state and federal laws and regulations.
- c. It is expected that all products and services being proposed in the RFP are under the direct ownership and/or supervision of the vendor submitting a proposal. The vendor agrees not to assign or sublet any or all of the contract unless it has written permission from the District. If accepted by the District, the vendor assumes all responsibility for the secondary vendor and compliance with the Raytown C2 School District - RFP requirements.
- d. Proposals are not to include sales tax.
- e. The Raytown C2 School District accepts no responsibility for any error in the vendor's responses. The vendors are liable for all errors or omissions contained in their responses.
- f. At any time before the established time and date set for submission of proposals, a vendor may submit a modification of a proposal previously submitted in the same form and manner as the original proposal.

- g. Proposals may be withdrawn by written notice, which must be received prior to the exact hour and date specified for the receipt of proposals. A proposal may also be withdrawn in person by the vendor, provided their identity is made known and they sign a receipt for the proposal, but only if made prior to the hour and date specified for the receipt of proposals.
- h. All proposals submitted shall be a firm proposal for a minimum of sixty (60) calendar days after the proposal closing date. The District may request the vendor to grant an extension of the proposal effective period.
- i. The Raytown C2 School District reserves the right to cancel or reissue the RFP at any time, or extend the date and time for submitting proposals.
- j. Proposals, modifications and withdrawals of proposals received after the exact hour and date specified will not be considered. Late proposals, modification and withdrawals will be returned unopened.
- k. The Raytown C2 School District shall assume no responsibility for delay in the U.S. Postal Service or any other mail/courier services resulting in a proposal arriving late. The vendor is responsible to ensure their proposal has been received and signed for in accordance with the exact hour and date.
- l. Properly received proposals will be opened and reviewed at a later date. A final proposal tabulation will be available after the Board of Education has awarded the contract. All proposals submitted become the property of the Raytown C2 School District and are a matter of public record after the Board of Education has awarded the contract.
- m. The Raytown C2 School District reserves the right to make an award without further discussion of the response(s) submitted.
- n. The Raytown C2 School District has the right to waive any informality or irregularity in any proposal(s) received and to accept the proposal(s) which, in its judgment, is in the best interest of the District. The Raytown C2 School District may choose to not award any contract after the process of the RFP. If an award of contract is made, the Raytown C2 School District and the vendor will sign a Notice to Proceed with mutual terms, conditions and specifications agreed upon.
- o. By submitting a proposal, the vendor certifies they have not, either directly or indirectly, entered into any agreement, participated in any collusion or otherwise taken any action in restraint of the free competitive process. If the Raytown C2 School District determines that collusion has occurred, none of the proposals for the participating vendors will be considered.
- p. The Raytown C2 School District determination will be final. It is the goal to present the Raytown C2 School District Board of Education with a recommendation to award this contract no later than April 13, 2020. The District and the awarded vendor will work out a

detailed project schedule that is mutually agreed upon and ultimately approved by the District.

- q. The selected vendor is expected to enter into a contract with the Raytown C2 School District based upon the vendor's response to this RFP and the terms and conditions of the RFP. Failure to complete contract negotiations will result in disqualification. A contract shall be signed and valid before any monies, products or services are exchanged. In the event of a disqualification the next vendor in succession will be given an opportunity at contract negotiations.
- r. The Raytown C2 School District may conduct investigations, as it deems necessary to assist in the evaluation of any proposal. This will be to establish the qualification, financial stability and the ability for the vendor to comply with their stated proposal.
- s. By submitting a completed RFP, the vendor insures that no gratuities were offered or given to any person, officer or agent of the Raytown C2 School District.
- t. The vendor will note any and all relationships that might be a conflict of interest and shall include such information with their proposal submitted.
- u. The parties recognize that certain Vendor employees, contractors, or agents may visit the District property in order to obtain the necessary information for the provision of Vendor's services. In the event that a Vendor's employee must be unsupervised on District property, the parties agree that, before any such visits to the District occur, all visiting Vendor employees, contractors, or agents must clear both criminal and child abuse & neglect background checks. The Vendor further warrants and agrees that its employees, contractors, or agents who visit the District will not have contact or interact with the District's students.
- v. The Vendor will indemnify, defend, and hold the District, its board members, administrators, employees and agents harmless from and against liability for any and all claims, actions, proceedings, demands, costs, (including reasonable attorneys' fees), damages, and liabilities resulting directly, from the acts and/or omissions of the Vendor and/or its employees, contractors, or agents, subcontractors.
- w. Vendor will comply with any and all applicable laws and industry standards in performing all services hereunder. Any Vendor personnel visiting the District's facilities will comply with all applicable District policies regarding access to, use of, and conduct within such facilities. The District will provide copies of such policies to Vendor upon request.
- x. Vendor warrants that any subcontractors used by Vendor to fulfill its obligations hereunder will be subject to and will comply with each and every term.
- y. In the event that any party to this Agreement shall be compelled to enforce the terms of an agreement through litigation or retention of legal counsel, the prevailing party in any such

enforcement action shall be entitled to the payment of its attorneys' fees by the breaching party. Any legal action in connection with this Agreement shall be filed in the Circuit Court of Jackson County, Missouri, the United States District Court for the Western District of Missouri, as appropriate, to which jurisdiction and venue the Parties expressly agree.

### **Proposal Evaluation Criteria**

All factors will be considered in evaluating each RFP including, but not limited to; price, earliest completion date, references in the school industry, past performances, prior experience or history with the Raytown C2 School District, the degree in which all RFP requirements are met or exceed the requirements and other reasonable criteria.

### **Pricing includes All:**

1. Travel Expenditures
  2. Meals
  3. Lodging
  4. Reproductions
  5. Postage/Freight/Shipping/Handling
  6. Service Fees
  7. Consulting Fees
  8. Fees charged by any secondary vendors
  9. Price shall include everything necessary for the execution and completion of the Demographic & Enrollment Study Scope of Work
- u. The Raytown C2 School District shall not be responsible for any costs incurred by the vendor in the preparation and evaluation of the proposal.
- v. The final proposal price for ALL costs incurred and will be expressed in both words and figures. In the case of discrepancy between the two, the amount written in words shall govern.

### **PREPARATION AND SUBMITTAL OF PROPOSAL**

- a. All proposals are due in a sealed envelope no later than April 1, 2020 at 1:00 PM CT. By submitting a proposal, the vendor understands the RFP requirements and their proposal is made in accordance. The Raytown C2 School District in no case is responsible for any loss of unanticipated costs that may be suffered by the vendor as a result of not understanding the conditions pertaining to the RFP and contract.
- b. The vendor's proposal is based upon the materials, systems, services and equipment required by the proposal documents, without exception.

c. Any vendor submitting a proposal, who is in doubt as to the true meaning of any part of the proposal documents, or finds discrepancies in or omissions from the proposal documents, shall submit to Dr. Steve Shelton, Raytown C2 Schools Administrative Office a written request for interpretation or correction thereof. Any interpretation or correction of the proposal documents will be made in an addendum to all vendors.

d. Three (3) complete copies shall be placed in a sealed envelope and mailed or hand delivered to:

The Raytown C2 School District  
ATTN: Dr. Steve Shelton  
6608 Raytown Road,  
Raytown, MO 64133

e. The Raytown C2 School District recommends that proposals are prepared simply and economically, providing concise delineation of the capabilities proposed to satisfy the requirements of the RFP. Completeness and clarity of content shall be emphasized. Color documentation is preferred.

f. All documentation shall be on 8 1/2 x 11 paper or folded to fit.

g. Responses shall be in typed font.

h. Proposals will be in a sealed envelope and must include all information requested in this RFP. No other form (oral, telephonic, fax or electronic) will be considered.

i. The sealed envelope must have the vendor's name, return address and the words "DEMOGRAPHIC & ENROLLMENT STUDY RFP" on the outside of the envelope.

j. At any time should the Raytown C2 School District change, revise, delete, clarify, increase or decrease or otherwise modify the RFP, the Raytown C2 School District will issue a written Addendum which can be e- mailed to all interested parties known.

## **SCOPE OF WORK OF PROJECT**

The Raytown C2 School District recognizes there are different approaches to a demographic and enrollment study. The following Scope of Work is intended to present the ideal plan from the District's point of view. The District is willing to consider different demographic/enrollment models. Therefore, please review the Scope of Work as described below and specifically detail how your plan differs. The District will decide if Optional Services will be included in the final Scope of Work.

**The Ideal Scope of Work is as follows:**

- a. Update and Analyze the past 10 years of actual data to what was projected (9/2010 – 9/2020).
- b. Examine factors that may impact enrollment such as low income housing and apartments (HUD, et.al).
- c. Examine the demographic data in regard to the District including but not limited to population diversity, program participation, home values, income levels, census, live birth and land use at a level that relates to District boundaries as well as areas from which current students are enrolled.
- d. Provide an in-depth analysis of boundary areas that indicate growth and the impact on future enrollment along with recommending whether additional school attendance centers need to be built or closed. As possible, please indicate where the best location(s) would be if future facilities are needed or closures are expected. Suggest possible attendance boundary changes.
- e. Examine and provide guidance on approved developments within the District and the Cities of Raytown, Independence and Kansas City, MO and its area of control as well as planned and zoned use of land. In addition, provide data as to the current and projected interest level of regional home contractors & developers to purchase land and construct homes within the District.
- f. Accurately project future student enrollment through September 2030 incorporating historical enrollment data from at least the past 5 school years (September 2015 through September 2020) and the upcoming school year, live birth data, development activity, demographic trends, private/parochial and home school enrollment data and other information that would assist with calculating an accurate forecast. In addition, please provide rationale as to possible reasons for the trend data. Utilize a Geographic Information Systems (GIS) with maps and analysis that visualizes what is happening within the District in terms of growth; declines, development, etc.
- g. Develop a 10 year student population projection which includes all grades for all current student attendance centers. This would include an enrollment for all future incoming kindergarten students annually through September 2030.
- h. Provide analysis of family demographic information (i.e. income, etc.) of school age children in each home by zip code and/or major subdivisions.
- i. The RFP and Final Product should also provide an assessment for how local private/parochial schools and home school designation impact enrollment and how calculations on birth rates, etc. allow for accurate projections when such volatility may exist due to the 'unknown' impact the availability of private and/or parochial schools may have on

a student's enrollment decision.

- j. Final Product delivered via both electronic and hard copy (spiral bound) formats. Electronic format should be deliverable in an agreed upon format acceptable to the Raytown C2 School District and contain ALL materials including exhibits, graphs, attachments, etc. that were part of the final report. The hard copy (spiral bound) format should be a minimum quantity of 20 copies. Please list the cost for additional quantities, if desired by the Raytown C2 School District.
- k. Vendor may be asked to present the Final Report in person at a scheduled Board of Education Meeting.

**RFP REQUIREMENTS** (To be placed in sealed envelope)

Provide a statement of vendor qualifications including:

- A brief description of its business activities and history.
- Provide information on how long the organization has been in business and length of its experience in Third Party Administration.
- Identify each of the vendor's professional staff members who specifically will be assigned to this contract, the experience each possesses and the location of the office from which they work. Provide a detailed biography and/or resume outlining the experience and credentials of all such staff.
- Provide confirmation with district data governance requirements as stated in the Data Governance Addendum attached

Detailed experience in the following areas:

- Geographic Information Systems (GIS) (Creation of maps and analysis that visualizes what is happening presently within the District)
- Statistical Analysis (proven ability to provide project ons on a geographic level)
- Demographics (census, live birth, income, extracted on to a product that relates to District boundaries)
- Educational K-12 Planning (capacity, educational programming, site analysis, etc.)
- City and county Planning (builders, developers, realtors, planner, public works, comprehensive Plans, Capital Improvement Plans)

- Educational Issues (capacity, funding, benchmarks, educational programming)

**Provide evidence that:**

- Team Members can cross over to other disciplines (City/County Planning, GIS, educational programming)
- The firm utilizes GIS technology
- The firm has proven track record with accurate enrollment analysis/projections along with references.
- The firm has worked with school districts requesting assistance with similar issues.
- The firm can provide innovative data and analysis that the District cannot collect internally (Provide examples)
- The firm has a secure method of transmission, such as SFTP, of all data sent and received by District
- The firm can accommodate non-identifiable or aggregate data from district for sensitive data such as IEP, Free/Reduced lunch or English Language Learner status.

**Provide:**

- Firm Price and completion date for entire project provided on SCOPE OF WORK FORM
- Detailed Payment Terms
- Provide sample documenta on of GIS physical model used by firm
- Provide a detailed listing of specific data sets for which the Raytown C2 School District will be responsible for providing to you for use in the construction of final report. In addition, detail any special file format(s) that collected data must be submitted.
- Provide a listing and description of at least three (3) Demographic Studies and/or projects awarded/completed giving dates of service but preferably within the past 3 years (September 2017 – present).
- Provide a listing of enrollment projections done for districts and the accuracy of Firm's predictions (Preferably at least 5 comparisons).
- Detail the experience your company and its staff have in working with public sector clients. Describe how needs specific to the public sector were met. Highlight any experience specific

to school districts.

- Provide at least four (4) client references from similar public school district projects. Include contact names, address, email address and telephone numbers. Be sure Information is CURRENT and ACCURATE
- Specifically detail how your program and services may differ from the Scope of Work provided.
- Provide any additional information that you feel would distinguish your firm in its service to the District.
- Provide any additional services your firm would offer at no cost to the Raytown C2 School District which would be beneficial to long-term planning and/or future bond elections.

(Must be included in sealed envelope)

**SCOPE OF WORK FORM**

Firm Price for Entire Project Demographic & Enrollment Study

Knowing that the District would like an accurate and thorough study as soon as possible, what is the guaranteed completion date (month/day/year) based on the figure provided above: (The District would like to have the most recent/upcoming enrollment data which is available utilized as part of historical data and for calculating projections). Completion is defined as the latest month/day/year for which the final report will be in the possession of Raytown C2 School District officials.

Month/Day/Year

Authorized Signature:

Date:

Printed Name:

Title:

Company Name

Number of Years Doing Business with the Company Name:

Mailing Address:

City, State Zip:

Phone #:

Fax #:

E-Mail Address: [print legibly]

Payment Terms: Detail payment terms, if different from normal Raytown C2 School District procedures (It is normal procedure to settle all outstanding accounts within thirty business days of receipt when the project is complete.

(Must be included in sealed envelope)

**FEDERAL WORK AUTHORIZATION PROGRAM (“E-VERIFY”) ADDENDUM**

Pursuant to Missouri Revised Statute 285.530, all business entities awarded any contract in excess of five thousand dollars (\$5,000) with a Missouri public school district must, as a condition to the award of any such contract, be enrolled and participate in a federal work authorization program with respect to the employees working in connection with the contracted services being provided, or to be provided, to the District (to the extent allowed by E-Verify). In addition, the business entity must affirm the same through sworn affidavit and provision of documentation. In addition, the business entity must sign an affidavit that it does not knowingly employ any person who is an unauthorized alien in connection with the services being provided, or to be provided, to the District.

Accordingly, your company:

- a) Agrees to have an authorized person execute the attached “Federal Work Authorization Program Affidavit” attached hereto as Exhibit A and deliver the same to the District prior to or contemporaneously with the execution of its contract with the District;
- b) Affirms it is enrolled in the “E-Verify” (formerly known as “Basic Pilot”) work authorization program of the United States, and are participating in E-Verify with respect to your employees working in connection with the services being provided (to the extent allowed by E-Verify), or to be provided, by your company to the District;
- c) Affirms that it is not knowingly employing any person who is an unauthorized alien in connection with the services being provided, or to be provided, by your company to the District;
- d) Affirms you will notify the District if you cease participation in E-Verify, or if there is any action, claim or complaint made against you alleging any violation of Missouri Revised Statute 285.530, or any regulations issued thereto;
- e) Agrees to provide documentation of your participation in E-Verify to the District prior to or contemporaneously with the execution of its contract with the District (or at any time thereafter upon request by the District), by providing to the District an E-Verify screen print-out (or equivalent documentation) confirming your participation in E-Verify;
- f) Agrees to comply with any state or federal regulations or rules that may be issued subsequent to this addendum that relate to Missouri Revised Statute 285.530; and
- g) Agrees that any failure by your company to abide by the requirements a) through f) above will be considered a material breach of your contract with the District.

By: \_\_\_\_\_  
(signature)

Printed Name and Title: \_\_\_\_\_

Principal Owner: \_\_\_\_\_

For and on behalf of: \_\_\_\_\_  
(company name)

(Must be included in sealed envelope)

**EXHIBIT A: FEDERAL WORK AUTHORIZATION PROGRAM AFFIDAVIT**

I, \_\_\_\_\_, being of legal age and having been duly sworn upon my oath, state the following facts are true:

1. I am more than twenty-one years of age; and have first-hand knowledge of the matters set forth herein.

2. I am employed by \_\_\_\_\_ (hereinafter "Company") and have authority to issue this affidavit on its behalf.

3. Company is enrolled in and participating in the United States E-Verify (formerly known as "Basic Pilot") federal work authorization program with respect to Company's employees working in connection with the services Company is providing to, or will provide to, the District, to the extent allowed by E- Verify.

4. Company does not knowingly employ any person who is an unauthorized alien in connection with the Services Company is providing to, or will provide to, the Raytown C2 School District.

FURTHER AFFIANT SAYETH NOT.

By: \_\_\_\_\_ (individual signature)

For: \_\_\_\_\_ (company name)

Title: \_\_\_\_\_

Subscribed and sworn to before me on this \_\_\_\_ day of \_\_\_\_\_, 2020

NOTARY PUBLIC My commission expires:

\_\_\_\_\_