



## REQUEST FOR PROPOSAL (RFP)

# ENROLLMENT - DEMOGRAPHIC STUDY

### **I. BACKGROUND**

Concord School District, hereinafter referred to as "District", is seeking a firm to perform an Enrollment-Demographic Study. The purpose of this study is to examine the distribution of student enrollment and demographics in Concord School District, model long-range enrollment through complete district buildout while considering possible new grade configurations and elementary school redistricting options.

### **II. RECEIPT OF PROPOSALS**

Proposals must be submitted in sealed envelopes clearly marked "Concord School District Enrollment - Demographic Study" along with the company name and address. Proposals must be received no later than 4:00 PM on January 31, 2018 at the following address:

Concord School District  
Attn: Terri Forsten, Superintendent  
38 Liberty Street  
Concord, NH 03301

The proposal submitted is the document upon which the District will make its initial judgment regarding a Company's qualifications, understanding of the District's scope and objectives, methodology, and ability to complete services under the contract. Those submitting Proposals do so entirely at their own expense. There is not expressed or implied obligation by Concord School District to reimburse any firm or individual for any costs incurred in preparing or submitting Proposals, preparing or submitting additional information requested by the District, or for participating in any selection interviews. Submission of any Proposal indicates acceptance of the conditions contained in the RFP, unless clearly and specifically noted otherwise in the Proposal.

Concord School District reserves the right to reject any and all Proposals, in whole or in part, submitted in response to its RFP. Concord School District reserves the right to waive any and all informalities and to disregard all non-conforming, non-responsive or conditional Proposals. During the evaluation of Proposals, the District may require clarification of information or may invite vendors to an oral presentation to amplify and or validate Proposal contents. Non-awardees will be notified within three days of the award.

### **III. SCOPE OF WORK**

The District recognizes there are different approaches to an Enrollment- Demographic 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 Enrollment-Demographic Study models. Therefore, please review the Scope of Work as described below, provide a timeline for your proposal and specifically detail how your plan differs from what is outlined here.

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

1. 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.
2. Examine approved developments within the district and City of Concord and its area of control as well as planned and zoned use of land. Using the data, model the complete build-out of the district integrating general timing for new developments.
3. Accurately project future student enrollment incorporating historical enrollment data, live birth data, development activity, demographic trends and other information that would assist with an accurate forecast.
4. Utilize a Geographic Information Systems (GIS) with maps and analysis that visualizes what is happening in the district.
5. Provide the District with options based on the enrollment projections as described above.
6. Provide the District with options based on possible grade level reconfiguration, K-5 or K-4, 6-8 or 5-8, 9-12. Support the integration of four preschool classrooms.
7. Assist the School Board with understanding the ramifications of redistricting and reconfiguration options.

**IV. QUALIFICATIONS**

Provide a statement of Company qualifications including:

- a) Provide the name of the firm as well as a brief description of its business activities and history.
- b) Provide information on how long the firm has been in business and length of its experience in Third Party Administration.
- c) Identify the firm'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 biography and/or resume outlining the experience and credentials of all such staff members.
- d) Detail experience in the following areas:
  - Public Engagement (build buy-in complex issues – bond referendum, redistricting, additions, consolidation)
  - Geographic Information Systems (GIS) (Creation of maps and analysis that visualizes what is happening in the District)
  - Statistical Analysis (proven ability to provide projections on a geographic level)
  - Demographics (census, live birth, extraction to a produce that relates to District boundaries)
  - Educational K-12 Planning (capacity, educational programming, site analysis, etc.)

- City and County Planning (builders, developers, realtors, planners, 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 the latest GIS technology (Ex: ESRI Arc GIS Server)
  - The firm has a proven track record with accurate enrollment analysis
- Provide documentation of valid professional liability insurance
- Provide a listing and description of similar Enrollment-Demographic Studies and/or projects awarded with other organizations giving dates of service.
- Provide the name and title of person(s) submitting the proposal, the firm's main office address, and primary and secondary points of contact and their telephone and fax numbers (including area codes.)
- Provide an overview of disclaimers associated with the report.
- Detail the experience your firm 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 three client references from similar school district projects - include contact names, addresses and telephone numbers.
- Specifically detail how your proposal differs from the Scope of Work
- Provide any additional information that you feel would distinguish your firm in its service to the District.

## **V. TERM OF CONTRACT**

The contract period shall be a mutually agreed upon period of time to complete the Scope of Work but will not exceed six months from date of contract. Contract cancellation will be at the discretion of either party with 30 days written notice. The successful vendor shall execute a contract with the School District in substantial conformance with the RFP and the contractor's proposal.

## **VI. COST PROPOSAL**

Submit a cost proposal for the services described above in Section III, Scope of Work. The cost proposal should include an all-inclusive amount for the full range of services required for one year under the contract. The quoted fees must be honored for a period of sixty days (60) from the receipt of this proposal.