

**2017 Estes Valley**  
**Childcare Needs Assessment**

**Request for Proposal**  
**(RFP)**

**Childcare Services Committee**  
**Estes Park Economic Development Corporation**

May 26, 2017

## Table of Contents

1.0 Introduction .....	3
1.1 RFP Purpose.....	3
1.2 Background .....	3
1.3 Goal .....	3
1.4 Coverage and Participation .....	3
2.0 General Information.....	3
2.1 Original RFP Document .....	3
2.2 Schedule of Events.....	4
2.3 Contact Person .....	4
3.0 Scope of Work .....	4
3.1 Project Overview .....	4
3.2 Coordination .....	4
3.3 Types of Services .....	5
4.0 Proposal Preparation Instructions .....	6
4.1 Proposal Submission.....	6
4.2 Rejection of Proposals .....	6
4.3 Submission Address.....	6
4.4 Use of Subcontractors .....	7
4.5 Award of Contract.....	7
4.6 Insurance Requirements for Consultants .....	7
4.7 Response Material Ownership .....	7
4.8 Reference Documents .....	7
4.9 Term of Contract.....	7
5.0 Information Required from Contractor .....	7
5.1 Structure of Proposal Response .....	7
5.2 Response to the RFP .....	8
5.3 Personnel.....	8
6.0 Evaluation/Selection Information .....	8
6.1 Evaluation/Selection Method.....	8
Disclaimer .....	8

## **1.0 Introduction**

### **1.1 RFP Purpose**

The Childcare Services Committee (CSC) of the Estes Park Economic Development Corporation (Estes Park EDC) is seeking a qualified Consultant to partner with local organizations to develop an actionable, statistically-valid Childcare Needs Assessment.

### **1.2 Background**

The Estes Valley is located roughly 75 miles northwest of Denver, CO. The Valley is comprised of the town of Estes Park (the largest, and only incorporated, community), Glen Haven, Drake, Allenspark, and Pinewood Springs. The estimated population of the Estes Valley is 15,000 full-time residents. For the purposes of this RFP, the Estes Valley geographic area is the same as the Estes Park School District R-3 boundaries. The map can be found at:

[https://demography.dola.colorado.gov/CO\\_SpecialDistrict/](https://demography.dola.colorado.gov/CO_SpecialDistrict/).

The Estes Valley has a tourism-based economy with Rocky Mountain National Park serving as the primary attraction. The tourism industry is a major employer in the Valley

There is an anecdotally-identified lack of childcare options in the community.

Currently there are no licensed early childcare education centers that provide care to children under 2 ½ years old.

Current licensed care includes:

- Six (6) Family Childcare Homes (slots: 8 for infant; 12 for toddler; 24 for ages 2.5+)
- Two Full-Day Childcare Centers (slots: 41 for ages 2.5+; 18 for ages 3+)
- Two Part-Day, Partial-Week, Preschool Only Programs (slots: 79 for ages 2.5+ with some restrictions)
- Two After-School Programs (slots: 24 for ages K+)

### **1.3 Goal**

The goal of this project is to complete a statistically-valid Childcare Needs Assessment that accurately describes and quantifies the childcare needs and strengths of the Estes Valley, and provides recommended solutions for meeting gaps in the provision of high-quality, affordable early childhood education/childcare services to all children aged 0-5 in the Estes Valley.

### **1.4 Coverage and Participation**

Proposals submitted in response to this RFP shall be for providing all professional services necessary for the completion of an actionable, statistically-valid Childcare Needs Assessment.

## **2.0 General Information**

### **2.1 Original RFP Document**

EVICS and the Estes Park EDC shall retain the submittals, and all related terms and conditions, exhibits, and other attachments, in original form in an archival copy. Any modification of these in any of the Consultant's submissions is grounds for immediate disqualification.

## 2.2 Schedule of Events

Activity	Date	Comments
Request for Proposal Available	05/26/2017	
RFP Questions Due	06/09/2017	10:00 AM
RFP Submission Deadline	06/23/2017	5:00 PM
Consultant Recommendation to EVICS and Estes Park EDC Boards	TBD	
EVICS Board Approval	TBD	
Notice to Proceed*	TBD	

\*Pending Consultant's submission of Contract, Certificate(s) of Insurance, and Business License

## 2.3 Contact Person

Please direct all questions and inquiries concerning the nature of this RFP to the following Contact Person:

[info@estesparkedc.com](mailto:info@estesparkedc.com)

Estes Park Economic Development Corporation  
Childcare Services Committee  
Attn: Jon Nicholas  
533 Big Thompson Avenue, Suite 103  
Estes Park, CO 80517

## 3.0 Scope of Work

### 3.1 Project Overview

This RFP contains the instructions governing the proposals to be submitted. It is the intent of the CSC to partner with the Consultant to develop an actionable, statistically-valid Childcare Needs Assessment.

### 3.2 Coordination

The selected Consultant is to work in conjunction with the CSC and other designated community partners to develop the Childcare Needs Assessment. A transparent and open assessment process is expected. Designated community partners include, but are not limited to:

- Estes Park School District R-3 (EPSDR3)
- Estes Valley Investment in Childhood Success (EVICS)
- Licensed Childcare Centers
  - Lifelong Learning of Estes Valley Preschool and Primary School (LLEV)
  - Mountain Top Preschool and Child Care
  - Park Place Preschool
  - YMCA Bennett Children's Program
  - YMCA Summer Day Camp Program
  - Community 4 Kids After School Program
- Licensed In-Home Providers
  - Country Kids Childcare
  - Enchanted Circle Preschool

- The Happy Kids Club
- Ponderosa Pine Playschool
- Rainbow Kids
- Rose's Childcare
- Other Existing Preschool and Childcare Centers in the Community
- Town of Estes Park (TOEP)
- Larimer County
- Estes Park Housing Authority (EPHA)
- Estes Park Medical Center (EPMC)
- Rocky Mountain National Park (RMNP)
- Estes Valley Recreation and Park District (EVRPD)
- The Harmony Foundation (Harmony)
- Larimer County Boys and Girls Club
- Tourism Industry
  - Estes Area Lodging Association (EALA)
  - Estes Valley Partners for Commerce (EVPC)

### 3.3 Types of Services

Provide the CSC with a comprehensive report detailing the supply of, and demand for, childcare in the Estes Valley (for children aged 0-5) and assessing the business and infrastructure needs of providers. The assessment must include the following:

- Background research and demographic trends in the Estes Valley
  - Estes Park School District R-3 annual enrollment by grades and standardized score results (10 years)
  - Demographic trends over the same period of time including but not limited to age, income, race, education and employment status
  - Analysis of current full/part time/non-resident home ownership
- Relevant data regarding current and potential consumers of childcare in the Estes Valley.
  - Identification of how you would reach each segment of our potential user population at a statistically-significant rate given the barriers to access of the commuting population and immigration sensitivities of a major residential population segment.
  - Total number of potential childcare consumers in the Estes Valley (both residents of the valley and commuting employees of valley businesses).
  - Total number of potential RMNP guest drop-in consumers based upon research of drop-in childcare at childcare centers within 10 miles of the top 10 national parks entrances. Identify childcare sources and parks for all data.
  - For each of the consumer categories, identify the various types of childcare they would choose to participate in (part time/full time, licensed, unlicensed, drop-in, any special night/weekend needs of our tourism industry workers, etc.) and at what cost (cost, in many cases, is a perceived barrier).
  - Detailed analysis of cost, quantity, and quality of existing childcare options in Estes Park including licensed childcare education centers, licensed family childcare providers and unlicensed "Friend / Family" childcare networks
    - This analysis should include but not be limited to:
      - Daily capacity/enrollment

- Hours of operation
  - Ages served
  - Drop-in care options
  - Tuition / rates
  - Number and ages of children on waitlist
  - Qualifications of staff
  - Qualistar Rating
  - Programming offered
  - Staff compensation / rate of pay
  - Funding sources (Colorado Preschool Program (CPP), scholarships, etc.)
  - Bilingual instruction
- A data-driven, fully-referenced assessment of the impact to the Estes Valley of inadequate early childhood education/childcare (must cite credible studies and peer-reviewed research)
  - Impacts to the child, family, and community
  - Impacts to the School District
  - Impacts to workforce acquisition and retention
- An analysis of the barriers preventing new and/or existing providers from serving the childcare demand in the Estes Valley (segmented by age of child served)
- An analysis of barriers families face in accessing services to support their child's early development.
- Recommendations for next steps to address any identified childcare needs including:
  - Funding options
  - Responsible entities
  - Implementation timeline

## 4.0 Proposal Preparation Instructions

### 4.1 Proposal Submission

A copy of the proposal must be delivered via email (to [info@estesparkedc.com](mailto:info@estesparkedc.com)) before 5:00 pm on June 23, 2017.

### 4.2 Rejection of Proposals

EVICS and Estes Park EDC reserve the right to reject any or all proposals and to waive formalities and minor irregularities in proposals received if deemed in the best interest of EVICS and Estes Park EDC to do so. **LATE PROPOSALS WILL NOT BE ACCEPTED OR CONSIDERED.**

### 4.3 Submission Address

The proposals shall be delivered via email to: [info@estesparkedc.com](mailto:info@estesparkedc.com)

The email subject line should be marked: 2017 Childcare Needs Assessment RFP Response

#### **4.4 Use of Subcontractors**

Proposing consultants shall indicate in the proposal any work intended to be performed by subcontractors or persons outside of their firm. The proposing consultant shall name the partner firms, if known, at the time of proposal submittal. Partners and subcontractors shall be bound to meeting the same quality standards and schedules expected of the proposing consultant. Any subcontractors will provide the same level of documentation (insurance and business license) required of the proposing consultant.

#### **4.5 Award of Contract**

A formal contract will be awarded to the proposing Consultant whose proposal, conforming to the RFP, will be most advantageous to EVICS and Estes Park EDC.

#### **4.6 Insurance Requirements for Consultants**

EVICS and Estes Park EDC must approve the successful Consultant's insurance prior to execution of the contract by the EVICS Board and Estes Park EDC Board (insurance certificates are not required with the proposal). The successful Consultant shall acquire a Town Business license prior to signing the contract. Currently the cost is \$200.00.

#### **4.7 Response Material Ownership**

All material submitted regarding this RFP becomes the property of EVICS and Estes Park EDC and will only be returned to the Consultant at EVICS's and Estes Park EDC's option. EVICS and Estes Park EDC have the right to use any or all ideas presented in reply to this RFP. Disqualification of the proposer does not eliminate this right.

#### **4.8 Reference Documents**

The following documents are available for reference:

- [www.evics.org](http://www.evics.org) (Estes Valley Investment in Childhood Success website)
- <http://www.coloradoofficeofearlychildhood.com/>
- [www.ecclc.org](http://www.ecclc.org) (Early Childhood Council of Larimer County)

#### **4.9 Term of Contract**

EVICS and Estes Park EDC will generate the Contract Agreement in accordance with organizational policy.

### **5.0 Information Required from Contractor**

#### **5.1 Structure of Proposal Response**

The Consultant must provide, in the order they are listed, the following information and statements with the proposal:

- Executive summary of the proposal;
- The Consultant's qualifications and experience in providing professional services in assessing childcare needs or equivalent work;
- The identity of the individual(s) (name, contact information, and title) who would be assigned responsibility for this project (include a resume of his or her experience and qualifications);

- Statement of understanding demonstrating familiarity with the Scope of Work (including schedule);
- Description of the research methodology that will be utilized in gathering the information required by this RFP (including the resources and technology that will be utilized in gathering information);
- Description of the structure and content of the proposed final report;
- A timeline for completion of each phase of the project and the final presentation(s);
- A fee structure and budget for all services and deliverables listed in Section 3.3 (these costs must be itemized for each section of the deliverable).

## **5.2 Response to the RFP**

The proposing Consultant must address each item of Section 5.1, in the order presented, and meet the mandatory requirements of Sections 3.0 through 5.0. Proposals should be concise, and generally should not exceed fifteen pages, excluding project experience and assessment history. Proposers must itemize costs for each section of the deliverables. Any requested restrictions for use or inspection of material contained within the submittal shall be clearly stated. Confidential commercial, financial, and/or proprietary information must be clearly identified and separately packaged from the rest of the submittal. If so identified, EVICS and Estes Park EDC will protect those items from disclosure to the extent permitted by law.

## **5.3 Personnel**

The successful Consultant must be capable of providing adequate and knowledgeable personnel to fulfill the requirements of the proposed agreement.

## **6.0 Evaluation/Selection Information**

### **6.1 Evaluation/Selection Method**

A subset of the CSC of Estes Park EDC will evaluate all proposals. The objective of the CSC will be to evaluate the proposals against the following criteria:

- Quality of the proposed plan
- Ingenuity of methods suggested to obtain data and reach citizens from all target demographics in the community
- Prior experience of respondent
- Cost competitiveness to market standards
- References should be provided for at least two (2) recent clients for whom the consultant has performed similar projects.

## **Disclaimer**

Any consultant agreement is subject to the review and approval of the Estes Valley Investment in Childhood Success' Board of Directors and the Estes Park Economic Development Corporation's Board of Trustees. The responding consultant shall bear all costs associated with proposal preparation and submission and EVICS and Estes Park EDC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.