

City of Madison
Community Development Division
Early Childhood Care and Education
2023 RFP Concept Paper

I. INTRODUCTION

This concept paper introduces the proposed conceptual framework for the 2023 City of Madison Community Development Division funding process for Early Childhood Care and Education funding beginning in 2024.

The Community Development Division (CDD) of the City of Madison seeks to create a foundation for Madison residents to readily access high-quality early care and learning environments, for child care providers to have the tools to support the healthy development of young children, and for children to have culturally responsive providers. The City is therefore seeking proposals to provide programming and services to the early childhood care and education community and workforce, defined as early care professionals and regulated programs primarily serving children ages birth to 5 years old.

Goals

In 2019, the City of Madison adopted the goal of Children and Youth Development as: A continuum of quality, affordable early childhood education and care, elementary school-age care, and programs that support positive youth development for middle and high school aged youth during out-of-school time that is available for low-income children and youth, especially those of color.

In 2023, CDD seeks to continue building on the above framework and fund programs that utilize evidenced-based or innovative practices aligned with local, state and national initiatives. Programs are encouraged to implement collaborative and comprehensive services that support the development of high-quality early care environments. The City of Madison Community Development Division's programming is reviewed through the lens of its impact on poverty, racial equity, and social justice.

The program proposals should meet one or more of the following goals:

- Increase availability and access to high-quality care for children especially those 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 additional capacity for children ages birth to five in regulated care through individual coaching, training and technical assistance
- Provision of training and coaching for social emotional practices including Wisconsin Pyramid Model and related Wisconsin Registry approved trainings that focus on social emotional development
- Support for regulated child care offerings outside of traditional care options including but not limited to evening and weekend care, drop-in care, care for highly mobile populations, and care that is representative of the diverse communities of the City.

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 workforce
- Development of new programs and support for expansion of currently regulated providers

Population level indicators

- Increased number of children served by high-quality child care programs including, but not limited to,
 - Infants and toddlers
 - Children and families participating in child care assistance programs
 - Weekend, flexible and evening care options
 - Providers who speak home languages of children and families
- Increase in family and group providers participating in City of Madison Accreditation
- Increased child care capacity throughout the City

II. FUNDING REQUIREMENTS

Proposals must utilize the methods of this request as described below. Strong proposals will bring outside funding resources to braid with the City's available early childhood care and education funding and may employ multiple methods to accomplish the goals.

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 group center, family child care provider, or community facility. Preference is given to accredited group and family programs, providers offering flexible schedules for families, 2nd and 3rd shift care options, programs that serve infants and toddlers, and programs that serve a large percentage of families participating in child care assistance programs. Programs must follow all applicable laws and rules regarding regulation of facilities and be in good standing with child care regulation. See administrative rules published by the Wisconsin Department of Children and Families for applicable regulations: <https://dcf.wisconsin.gov/ccregulation>.
2. **Technical Assistance provided for individuals or organizations seeking to open a new program or expand the capacity at current programs:** This includes consultation in programs on specific topics and services related to regulations, and support for providers of diverse populations. Contracted agencies will provide onsite technical assistance and facilitate meetings with outside agencies as deemed necessary by the contracted agency and CDD.
3. **Support for program level and community wide Social Emotional Development and Mental Health Consultation:** This work will include support for Pyramid Model Community Wide implementation including proposals for Pyramid Model program coaching, facilitation of required trainings and administration of support services including provisions for classroom support staff. This work must include collaborations with Infant and Early Childhood Mental Health service providers across multiple

communities and align with state investments in this field. In addition, proposals may include additional support and consultation for the early childhood workforce in developing the necessary skills and regulation to work with children identified as needing additional supports. This work may include the facilitation of reflective practice or affinity groups that will enhance the diversity of the early care workforce.

Strong proposals will include the following components:

- Specific methods for accomplishing one or more of the stated goals
- Detailed responses about how the proposed work aligns with local and state early childhood investments
- Inclusion of methods to serve children with high barriers to success and the professionals that care for them
- Clear demonstration of capacity to meet one or more of the stated goals
- Reasonable and specific estimates of the number of individuals or programs served 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 technical assistance
- 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
- Clear documentation of staff qualifications to provide the services proposed.

III. FUNDS AVAILABLE

The total amount of funding available for early childhood care and education services for this RFP is anticipated to be \$510,000. The City of Madison’s 2024 budget will be deliberated upon and adopted in the fall of 2023. A letter of intent and the response to this RFP will inform CDD’s budget recommendations in 2023.

Collaborative Proposals

Joint proposals that request funding for multiple agencies participating in a collaborative effort are encouraged and 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
- Joint funding is reasonable as to not duplicate work currently being provided by different agencies

Contract Agreements

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

Comments:

1. Child Care Startup and Expansion support should provide access to leadership trainings and entry level trainings
 - a. The contracted agency will provide support for child care providers to have accessible learning options that fit the needs of the individual providers and community including the possibility for leadership and entry level trainings.
2. Community Wide Pyramid Model Implementation should include information for why programs should participate and support “buy in” for currently accredited programs
 - a. The City of Madison Infant and Early Childhood Mental Health Consultant has begun collaborations with community partners including development of Pyramid Model information for accredited providers.
3. Pyramid Model should include the infant and toddler trainings
 - a. We anticipate providing Pyramid Model trainings for providers to include support for infant to school age children
4. The City should provide support for programs that are already implementing high-quality practices
 - a. The request for proposals will include a specific request to provide reflective practice and other supports for teachers and directors who are currently implementing high-quality practices. This can include trainings and supports for the social emotional practices providers are currently implementing.
5. Who is the target audience and how will they participate in Pyramid Model Implementation
 - a. CDD anticipates a large interest in pyramid model implementation from a variety of regulated and unregulated community partners. The contracted agency will be required to collaborate with CDD on any application and implementation plans prior to contract approval.
6. Social Emotional Supports should include training, outside of pyramid model, to provide training to teachers that supports problem solving within ECE classrooms
 - a. The RFP will support agencies’ requests that provide in classroom behavior specialists and specialized training outside of pyramid model
7. The classroom support needs to be flushed out in more detail
 - a. The RFP will provide more detail about the development of a classroom support team that can assist child care providers within programs.

Survey Responses

8. Community feedback gathered by the Child Care Unit indicated the funding priority areas were aligned with what providers and community members felt would continue to support and enhance early care and education resources in the Madison area.
9. When asked if increasing access to high quality care for children who face multiple barriers to success, as well as, creating opportunity for dedicated technical assistance for new child care programs opening in the Madison area would be beneficial, responses overwhelmingly indicated both would be impactful and beneficial.
10. When asked if increasing skills and capacity for staff working in child care programs to serve children with multiple barriers to success would be beneficial, most indicated this priority area would be helpful and is needed. Respondents indicated that more information about types of support and implementation procedures was needed.

