Proposal for RFP
Community Development Division
Building Human Capital: Early Childhood Funding

Submit application to CDDapplications@cityofmadison.com

Deadline: 12:00 pm (noon) CST on Wednesday, August 16, 2023
PROPOSALS RECEIVED AFTER 12:00 NOON WILL NOT BE ACCEPTED.

Directions
Responses to this RFP should be complete and comprehensive but succinct. The responses to the questions within each of first three (3) sections below can be submitted in Word or a PDF. The total number of pages for the first three sections should not exceed ten (10). Any additional pages over ten will not be considered in the review. Disclosure pages, if needed, (see section 3 below) will not count toward the total page limit. Font should be no less than 11 pt. and margins should be no smaller than .5 in. Attachments or documents not specifically required should not be submitted.

NOTE: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal may be submitted. The proposal should clearly delineate details for each location. Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals. Additionally, please contact Monty Marsh if you need assistance with translation services.

1. Applicant
Include the following information on the first page of the proposal:

> Organization Name
> Contact Person
> Address
> Telephone Number
> Email Address
> Federal EIN
> Legal Status (Corporation, LLC, General Partnership, Sole Proprietor, 501(c)3, Other (please list))
> Will you present for 3-5 minutes at the virtual September 14th Early Childhood Care and Education Committee meeting at 2:30 PM? (yes/no).

2. Required Proposal Narrative
Please respond to each question individually and fully. There is no word count limit for each question. Applicants have discretion regarding the use of space within the ten pages. However, the entire proposal should not exceed ten (10) pages.

Organizational Capacity

1. Please describe your organization. Include any relevant information about the mission, vision, values and history of the organization as it relates to the services or programming you are proposing to provide.

2. Please describe in detail your organization's experience and abilities in successfully providing early childhood services, technical assistance or programming. Include current work that is the same or similar to the work you are proposing to provide and any outcomes that can be highlighted from this work. Include detailed information about the demographics of individuals currently being served (number of individuals, age, race and ethnicity, income levels, geographic area of the City, and any other relevant demographic information).

3. Please describe the staff with direct responsibilities for this programming or service including required qualifications, experience and training. Include if the staff are demographically representative of the population

served.

4. Please describe your organization's relationships to the community you serve and the broader early childhood community in Madison. Include in your answer how you solicit feedback and adapt your work to meet the needs of your community and specific examples of successful partnerships with various service providers. Include any qualitative or quantitative data sources used to inform these decisions.

5. Please describe how your organization provides programming and services that have an impact on poverty, racial equity and social justice.

Proposed Programs/Services
1. Which method(s) of programming/services are you proposing (see RFP for a description of each)?
    a. 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.)
    b. Create additional capacity for children ages birth to five in regulated care through individual coaching, training and technical assistance
    c. 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
    d. 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.

2. Please describe the specific programming or services proposed. Include a detailed description of:
    a. The specific methods for contributing to one or more of the goals stated in the RFP section 1.4
    b. A clear explanation of the evidence, research or documentation of promising practice that supports the programming or service proposed

3. Where will services be provided and to whom? Include detailed information about the demographics of individuals that will be served (number of individuals, age, race and ethnicity, income levels, geographic area of the City, and any other relevant demographic information).

4. Please describe how you will maintain a commitment to equity as demonstrated by the promotion of diversity (racial, socio-economic, ability, etc.) at all levels of programming or services.

5. Please describe your timeline for implementing services. If you are proposing direct provision of care, describe any relevant hours of service as well as a timeline for any assessment within the program.

6. Applicants are encouraged to collaborate with agencies to ensure that services are not duplicated.If the proposal is a collaboration of multiple agencies, please describe the following:
    a. Why does collaboration enhance this proposal?
    b. What formal agreements are/will be in place between the agencies to support this proposal?
    c. How will decisions about programming and services be made within the collaboration?
    d. How this collaboration will avoid duplication of services?
    e. Any other relevant information about the collaboration

Measurement of Success
1. Which *System Level Indicator* (see RFP section 1.4) will your proposal address and how?

2. Which *Population Level Indicator* (see RFP section 1.4) will your proposal address and how?

3. How will success be assessed and evaluated? Include a description of the tools, screeners or assessments that will be used.

3. Disclosures

If applicable, please include the following:

Disclosure of Conflict of Interest
Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders or City funded or potentially funded organizations, or with the City of Madison.

Disclosure of Contract Failures, Litigations
Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending within the last three (3) years which involves your firm. List any contracts in which your firm and any subcontractor that has been found guilty or liable, or which may affect the performance of service to be rendered.

4. Budget
The budget should be submitted with the proposal using the template provided in an Excel document or a PDF. There are three tabs within this Excel spreadsheet: Total Budget, Program Budget Breakouts and Staffing. All three must be submitted in order for a proposal to be complete. Instructions for each tab are included at the top of the tabs in the template.

The budget template can be found on the CDD Other Funding Opportunities webpage:
https://www.cityofmadison.com/dpced/community-development/contracts-funding/funding-opportunities

Definition of Account Categories: In the budget, we are asking for costs in these four categories broken out by program.

- Personnel: Amount reported should include salary, taxes and benefits. Salary includes all permanent, hourly and seasonal staff costs. Taxes/benefits include all payroll taxes, unemployment compensation, health insurance, life insurance, retirement benefits, etc.
- Program: Amount reported for program costs should include all of the following items:
  Insurance, professional fees and audit, postage, office and program supplies, utilities, maintenance, equipment and furnishings depreciation, telephone, training and conferences, food and household supplies, travel, vehicle costs and depreciation, and other operating related costs.
- Space: Amount reported for operating costs should include all of the following items:
  - Rent/Utilities/Maintenance: Rental costs for office space; costs of utilities and maintenance for owned or rented space.
  - Mortgage Principal/Interest/Depreciation/Taxes: Costs associated with owning a building (excluding utilities and maintenance).
- Special Costs: Amount reported for operating costs should include all of the following items:
  - Assistance to Individuals - subsidies, allowances, vouchers, and other payments provided to clients.
  - Payment to Affiliate Organizations - required payments to a parent organization (usually state or national).
  - Service/Program Subcontracts - the organization subcontracts for service being purchased by a funder to another agency or individual. Examples: the agency subcontracts a specialized counseling service to an individual practitioner; the agency acts as a fiscal agent for a multi-agency collaborative project and provides payment to those agencies under subcontract agreements.