



MT DIABLO UNIFIED SCHOOL DISTRICT  
PURCHASING/WAREHOUSE  
DEPARTMENT  
2326 Bisso Lane  
Concord, CA 94520

# REQUEST FOR PROPOSALS

#

## DRAFT

### DISTRICTWIDE DEMOGRAPHICS STUDY

DATE DUE: \_\_\_\_\_, 2015 – \_\_\_\_\_ A.M.

**Districtwide Demographics Study**

**SUBMITTALS:** One (1) Original and Five (5) copies must be received on or **before** \_\_\_\_ **PM.**, \_\_\_\_\_, **2015**

**ADDRESSED TO:** Jeff McDaniel  
Executive Director Operations

**MAILING ADDRESS:** Mt. Diablo Unified School District  
Purchasing Department  
2326 Bisso Lane  
Concord, CA, 94520

**RFP SUBMITTAL:** Mark envelope: "**Proposal: Districtwide Demographics Study**"

Proposals shall be submitted in sealed packages with the name of the Firm submitting the Proposal, clearly marked on the front. Submission of the proposal by facsimile or e-mail is unacceptable. The respondent is entirely responsible for delivering the Proposal to the aforementioned office, on time. **Late Proposals will not be accepted.**

**PROPOSALS RECEIVED AFTER THE TIME AND DATE STATED ABOVE SHALL BE RETURNED UNOPENED TO THE PROPOSER.**

**INQUIRIES:** Questions or clarifications for the Request for Proposal documents can be directed in writing to:

Jeff McDaniel  
Executive Director, Operations  
[mcdanielj@mdusd.org](mailto:mcdanielj@mdusd.org)  
Fax: 925-691-5246

All questions are due on or before \_\_\_\_ p.m., \_\_\_\_\_, 2015.

**REQUEST FOR PROPOSALS  
FOR  
DISTRICTWIDE DEMOGRAPHICS STUDY**

1. INTRODUCTION

The Mt. Diablo Unified School District (District) is seeking proposals from qualified firms for professional services to conduct a districtwide demographics study. Data from the study will be used to update the District's Long Range Facilities Plan and determine whether any school zone boundary adjustments are needed in the future.

This Request for Proposals (RFP) describes the required scope of services, consultant selection process, and minimum information that must be included in the proposal. This RFP will request each Proposer to concisely state its qualifications and proposed methodology.

2. BACKGROUND AND DESCRIPTION

The Mt. Diablo Unified School District (MDUSD) is composed of 5 comprehensive high schools, 4 necessary small high schools, 1 continuation school, 9 middle schools, 28 elementary schools and 2 special education schools. The enrollment in the District is 31,918. The District spans 150 square miles and includes all of Concord, Clayton, Pleasant Hill, and portions of Walnut Creek, Pittsburg, Martinez, and unincorporated areas including Lafayette, Pacheco, and Bay Point.

3. PROJECT DESCRIPTION

a. Background/Description

The District is seeking projections of enrollment data by region, sub-region, and school site boundaries with a yearly outlook beginning in 2015-2016 and ending 2020-2021. The District will provide existing data and boundary maps as a reference point. Proposers are to provide their methodology for accomplishing the study including, but not limited to, types of data used and process for identifying regions and sub-regions.

b. Fee Estimate Range

Proposer must submit a fee proposal in a separate, sealed envelope. The fee proposal shall include hourly rates for anticipated positions within the organization's structure. The fee proposal should also include an estimate of personnel hours and cost to complete the scope of work. A professional services agreement detailing a final scope of work and not-to-exceed fee shall be negotiated with the successful Proposer.

c. Term

The term of the contract will be for seventy-five (75) calendar days. Final report is due on \_\_\_\_\_, **2015**.

4. SCOPE OF REQUIRED SERVICES

Although the full scope of work shall be negotiated in the professional services agreement, the successful firm will be expected to fulfill, at a minimum, the following:

- a. Provide enrollment projections for regions, sub-regions, and school site boundaries as they exist today.
- b. Provide enrollment projections for regions, sub-regions, and school site boundaries to provide optimum placement within the Mt. Diablo Unified School District.
- c. Prepare and present final report to the District and Governing Board if applicable.

5. PROPOSAL REQUIREMENTS

a. General

Each proposal shall include a description of the type, technical experience, background, qualifications and expertise of the Proposer's firm. The description shall show that the firm possesses the demonstrated skills and professional experience to perform the required scope.

b. Contents

i. Executive Summary

Provide an overview of the entire proposal describing the general approach or methodology the Proposer will use to meet the goals and fulfill the general functions required in this RFP.

ii. Identification of the Proposer

1. Legal name and address of company.
2. Legal form of company (corporation, partnership, etc.).
3. Address, phone number, facsimile number, email address, website address, direct email address, and name(s) of the person(s) that will be primarily responsible for providing services for this Proposal.
4. California Business License Number.

c. Experience and Technical Competence

1. Experience

- a. The Proposer shall provide a description of how the Proposer's experience, technical, and professional skills will meet the goals and fulfill the general functions identified in this RFP.
- b. The Proposer shall state the number of years the firm has conducted business. Proposer must have at least four (4) years experience in providing the outlined scope of required services (Article 4) for public clients (preferably school districts).

2. Technical Competence

- a. Description of in-house resources (i.e. computer capabilities, software applications, modem protocol, modeling programs, etc.).

6. QUESTIONS CONCERNING REQUEST FOR PROPOSAL

- a. All questions interpretations or clarifications, either administrative or technical must be requested in writing directed to:

Jeff McDaniel  
Executive Director, Operations  
Mt. Diablo Unified School District  
2326 Bisso Lane  
Concord, CA 94520  
925-682-8000 ext. 4541 (Phone)  
925-691-5246 (Fax)

- b. All written questions will be answered in writing and conveyed to all firms on the Proposer's list. To ensure a response, questions must be received in writing by the scheduled date given in Article 9 of this RFP (the Schedule of Events).

7. SUBMITTAL REQUIREMENTS

a. Preparation

Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Responses should emphasize the Proposer's demonstrated capability to perform work of this type. Expensive bindings, promotional materials, etc., are not desired. However, technical literature that should be forwarded as part of the Proposal. Emphasis should be concentrated on completeness, approach to the work and clarity of proposal.

b. Format

The Proposal shall not exceed 10 pages and be signed by an individual or individuals authorized to execute legal documents on behalf of the Proposer.

c. Date, Time, and Place of Submission

The Proposal must be received **no later than** \_\_\_\_ p.m. on \_\_\_\_\_, **2015**, at the office of:

Jeff McDaniel  
Executive Director, Operations  
Mt. Diablo Unified School District  
2326 Bisso Lane  
Concord, CA 94520

Submission of proposals by facsimile or e-mail is not acceptable. The Proposer is entirely responsible for the means of delivering the proposal to the appropriate office on time. Delays due to internal routing of misdirected proposals or due to verbal directions given by District staff shall be the responsibility of the Proposer. The

proposal must be completed and delivered in sufficient time to avoid disqualification for lateness due to difficulties in delivery.

d. Number of Copies

**One original and five copies of the proposal** shall be submitted to the District contact person identified in Article 7.c.

e. Packet Submission

Proposals shall be submitted in sealed packages with the following information clearly marked on the outside of the package:

- a. Name of Proposer
- b. Name of Proposal
- c. Sealed Cost Estimate (in separate, sealed envelope)

8. EVALUATION AND AWARD OF CONTRACT

a. Responsiveness to RFP

All proposals shall be reviewed to verify that the Proposer has met the minimum requirements of the RFP. Proposers are required to follow the format of the RFP in order to facilitate District review.

b. Evaluation and Award of Contract

Qualification and Experience	40%
Price	30%
Methodology	30%

Upon selection of a firm, the District will endeavor to negotiate a mutually agreeable professional services agreement with the selected firm. In the event that the District is unable to reach agreement, the District will proceed, at its sole discretion, to negotiate with the next firm selected by the District. The District reserves the right to contract for services in the manner that most benefits the District.

9. Schedule of Events

The District anticipates the following time line for the process of the RFP:

<u>Action</u>	<u>Date</u>	<u>Time</u>
Release of Request for Proposal	_____, 2015	
Last Day to Submit Questions for Clarification	_____, 2015	____ p.m.
Clarifications Issued by District Fax	_____, 2015	____ p.m.
Deadline for Receipt of Proposals	_____, 2015	____ p.m.
Notification of Award	_____, 2015	
Governing Board Authorization	_____, 2015	

10. GENERAL PROVISIONS

a. Additional Services

The District may elect, at any time, to amend any contract awarded hereunder to require the selected firm to provide additional services. In this case, the selected firm and the District will agree mutually on the scope and fees associated with any additional services

b. Alternative Proposals

Only one final proposal is to be submitted by each Proposer. Multiple proposals will result in rejection of all proposals submitted by the Proposer.

c. Reservations

The District reserves the right to cancel this RFP at any time prior to contract award without obligation in any manner for proposal preparation, interview, fee negotiation or other marketing costs associated with this RFP.

The District may reject any or all proposals and may waive any immaterial deviation in a proposal. The District's waiver of an immaterial defect shall in no way modify the RFP documents or excuse the Proposer from compliance with the other provisions of this RFP.

d. Disposition of Proposals

Proposals become the property of the District and will not be returned. Information, excluding Proposer's financial information, contained therein shall become public documents subject to the Public Records Act.

e. Non-Discrimination

The District does not discriminate on the basis of race, color, national origin, religion, age, ancestry, medical condition, disability or gender in consideration for an award of contract