



Park Hill School District

Building Successful Futures • Each Student • Every Day

REQUEST FOR PROPOSAL (RFP)

SCHOOL DISTRICT REDISTRICTING & GIS ANALYSIS SERVICES

BACKGROUND

Park Hill School District, hereinafter referred to as “District”, is seeking a firm to perform a *School District Redistricting & GIS Analysis Services*. The firm will (1) create and refine multiple scenarios/maps to convert 15 existing school attendance areas into 17 school attendance areas (11 K-5th elementary, 4 6th -8th Middle, and 2 9th -12th high schools) to accommodate two new schools ; and (2) analyze and report quantitative demographic data for each map based upon progress toward Board of Education goals:

Enrollment Balance. Current and future enrollment will be balanced among schools at each level (elementary, middle and high).

Socio-Economic Balance. A balanced socio-economic condition for all school attendance areas at each level (elementary, middle and high) will exist that is representative of the entire community.

Transportation Distance & Safety. Students will be organized in attendance boundaries such that transportation distance is minimized, and so that the safety and health of students is prioritized.

Maintain Subdivisions. Boundaries will be structured to maintain district subdivisions within one school attendance boundary at each level.

Minimal Attendance Area Changes. The number of students that change schools will be minimized.

Scenarios, maps and data-rich reports will be provided to the district’s Redistricting Committee and Board of Education to assist in the selection of a final scenario. The District requires these services beginning in late-August, 2018 through December, 2018.

A final scenario(s) will be presented and approved by the Board of Education in December, 2018.

RECEIPT OF PROPOSALS

A single hard copy and a PDF of proposals must be submitted in sealed envelopes clearly marked “**Park Hill School District Attendance Area Redistricting and Student Demographic Analysis**” along with the company name and address. Proposals must be received no later than 4:00 PM on August 15, 2018 at the following address:

Park Hill School District
Attn: Dr. Paul Kelly, Assistant Superintendent for Business & Technology
7703 NW Barry Road
Kansas City, Missouri 64153

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 Park Hill 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.

Park Hill School District reserves the right to reject any and all Proposals, in whole or in part, submitted in response to its RFP. Park Hill 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.

PRE-PROPOSAL CONFERENCE CALL

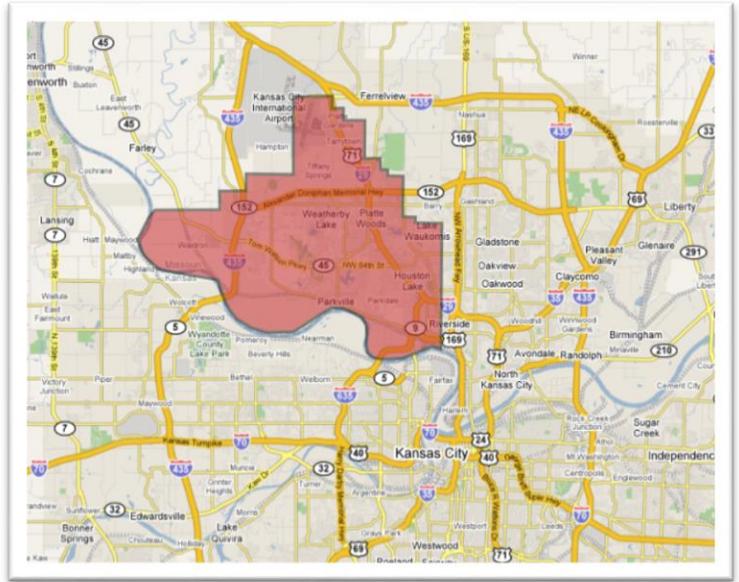
Interested firms will be invited to attend a web-based video conference call (Skype) where the scope of work and district goals and timelines will be presented. Representatives from interested firms may submit questions and comments during this call in order to clarify the project.

The pre-proposal conference call is scheduled for Monday, August 6, 2018 at 10:00 AM CDT. To participate in this conference call, email Paul Kelly at pvkelly@parkhill.k12.mo.us to receive an invitation with phone and web links. Invitations can be requested up to the scheduled meeting time and date.

DISTRICT INFORMATION

The Park Hill School District, encompasses 71 square miles located in the southern third of Platte County, located just north of downtown Kansas City, Missouri. Park Hill is a public school district, with pre-kindergarten (pre-K) programs through grade 12. As of the Fall, 2018, the district includes ten elementary schools, three middle schools (including a sixth grade center), two high schools, a day treatment school (Russell Jones Education Center), and the Gerner Family Early Education Center.

The district is planning to open a fourth middle school, Walden Middle School, and an eleventh elementary, Hopewell Elementary School, in the Fall, 2019. The district will open a Support Services and Transportation facility in October, 2019, and open a permanent facility for the LEAD Innovation Studio in August, 2020, neither of which will impact school boundaries.



Firms are encouraged to review the following information and incorporate relevant information into their proposal. Each of these comprehensive resources can be found on the district's web site at <http://www.parkhill.k12.mo.us>.

- Enrollment-based, Long-Range Facilities Plan
- School Boundary Locator (provided by Davis Demographics)
- Vision, Mission and Values
- 2017-2018 Demographic Profile
- 2018-2019 District Budget and Audit
- 2018-2023 Strategic Plan (Comprehensive School Improvement Plan)

SCOPE OF WORK

The scope of work is limited to the creation and refinement of boundary maps and producing demographic and geographic data based on these maps for review. The district envisions the firm working collaboratively with a small team of district personnel to produce initial sets of maps and datasets, and refining these maps over time in order to achieve a preferred scenario or set of scenarios. Evaluation of scenarios by the district's redistricting committee and Board of Education will be largely based on the data produced by the firm accompanying each scenario.

The District will provide the firm with current enrollment, geographic and demographic data for current enrollment. For each map/scenario, the Firm will provide corresponding datasets:

- Student count within each proposed attendance area
- Percentage of students qualifying for free/reduced lunch in each proposed attendance area
- Average distance to school for each proposed attendance area
- Number of neighborhoods split between multiple attendance areas
- Number of students required to change schools.

While the district will have a large redistricting committee of staff/parents and conduct public meetings, the Firm will not be required to attend or present to these groups directly. District staff will utilize the maps and data provided by the Firm and present this information to the committee.

It is not possible for the district to estimate the total number of scenarios the firm will be asked to provide, but at a minimum will want an initial set of 3 to 5 for each of the three levels:

- High School (maintaining two High School attendance areas that results in better enrollment balance)
- Middle School (moving from a single 6th grade center and two 7th -8th Middle Schools to 4 6th – 8th Middle Schools)
- Elementary School (moving from 10 to 11 attendance areas)

The district may ask for a subset of initial scenarios to be refined based upon feedback from the committee and/or public. All map creation and edits will take place continuously in September through December, 2018.

In addition, the Firm will be asked to:

- Accurately geo-code each of the school district's 12,000 pre-K to 12 students using industry standard methods and tools, and use this information to guide future enrollment counts.
- Examine demographic data in regard to the District including, but not limited to, population diversity, program participation, at a level that relates to district boundaries as well as areas from which current students are enrolled.
- 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.
- Provide high resolution (street level) PDFs and GIS shape files for proposed attendance areas so they can be shared with the district committees and the public.

QUALIFICATIONS

In their proposal, Firms will provide a statement of Company qualifications including:

- Provide the name of the firm as well as a brief description of its business activities and history.
- Provide information on how long the firm has been in business and length of its experience in GIS-related projects for public school districts.
- 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.

In their proposal, Firms will detail their experience in the following areas:

- 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)
- Presenting reliable Demographics data
- 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)

In their proposal, Firms will provide evidence that:

- 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 an overview of disclaimers associated with the report.
- Provide at least three client references from similar school district projects - include contact names, addresses and telephone numbers.
- Specifically detail if 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.

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.

COST PROPOSAL

Firms will submit a cost proposal for the services described above for the timelines described. The cost proposal should include an all-inclusive amount for the full range of services required. The quoted fees must be honored for a period of sixty days (60) from the receipt of this proposal.