CITY OF HAYWARD

RFP #2018-681
REQUEST FOR PROPOSALS FOR
Advanced Data Collection and Analysis

Proposals must be received no later than:
Thursday, May 31, 2018 @ 5:00 p.m.

Please email proposals to:
Sean Reinhart, Library Director
Sean.Reinhart@Hayward-ca.gov
REQUEST FOR PROPOSALS (RFP)
ADVANCED DATA COLLECTION AND ANALYSIS

1. REQUEST FOR PROPOSALS (RFP)

The City of Hayward is accepting proposals from qualified consultants to render professional services to the City to conduct and perform advanced data collection and analysis services for federal grants such as Hayward Promise Neighborhood (HPN), Community Development Block Grant (CDBG), and local grants supporting the City of Hayward Family Education Program and related educational initiatives. The goal of this RFP is to identify and select the most capable consultant for Hayward’s needs at a competitive rate of compensation.

2. BACKGROUND AND CONTEXT

The City of Hayward Library Department works closely with local community partners: Hayward Unified School District (HUSD), California State University, East Bay (CSUEB), Chabot College, and California State Library. The department aligns services with local educational initiatives and works collaboratively with community partners to identify funding sources that support local Hayward youth and adults with all of their academic needs. The alignment of services with other community partners diversifies funding sources, and collectively the department is able to reach a larger population and offer free educational services to Hayward residents. A robust partnership with HUSD, CSUEB, and Chabot College, have been integral in the continued expansion of the Education Services Division’s Family Education Program, which includes after-school Homework Support programming at eight (8) local school sites and two (2) library locations, as well as adult ESL programming at local school sites and agencies. The Family Education Program is primarily funded by federal, state, and local grants including (but not limited to): CDBG, Hayward Promise Neighborhood (HPN), TRIO, and the Department of Education. The program services thousands of participants on a daily basis.

Hayward Promise Neighborhood: In December 2017, CSUEB and its partners including City of Hayward were awarded a second round of Promise Neighborhood funding from the Department of Education, in the amount of $30 million dollars, over a five-year period of time (starting January 2018). HPN is a collaborative dedicated to addressing wide-spread poverty in Hayward. Six years ago, HPN created a Promise Neighborhood cradle-to-career initiative to support families in Hayward’s Jackson Triangle neighborhood. Led by CSUEB, HPN was part of the first cohort of U.S. Department of Education Promise Neighborhoods Implementation Grant recipients, from 2011-2016. The collaborative has built a pipeline that goes beyond K-12 education by expanding and articulating with early childhood supports for families, preschools, 2- and 4-year post-secondary institutions, and adult education, vital health and wellness supports, and other activities to engage and empower families. HPN incorporates an evidence-based two-generation approach, so that as young people move through this pipeline, they can access a continuum of programs that support
them to succeed while equipping parents to promote their children's and families’ advancement. HPN Initiative is a collective impact approach based on the promise that communities have to pool their resources, align their services, collaborate, and build their capacity in order to effectively address a community’s complex socioeconomic and educational challenges. The “cradle to career” initiative is comprised of community stakeholders, the City being one. The City’s FY 2018 HPN award will primarily support the expansion of Family Education Program into South Hayward school sites. For more information about the HPN Initiative, please visit: HaywardPromise.org.

The City of Hayward Library Department is soliciting proposals for a consultant to provide advanced data collection and analysis services to the City, primarily supporting the Family Education Program and its federal, state, and local grant reporting requirements to HPN, CDBG, Hayward Unified School District, CSUEB, Chabot College, and other agencies supporting the educational initiative/program.

3. DESCRIPTION OF SERVICES

The qualified consultant will be responsible for the advanced data collection and analysis of the following:

a) Collect, organize, and analyze performance data of the City of Hayward Family Education Program including ten (10) City of Hayward Homework Support Centers, and (6) ESL programs.

b) Prepare weekly/monthly performance data reports of the Family Education Program for CDBG reimbursements in accordance with CDBG program regulations and guidelines.

c) Collect and enter all consent, performance measures, and other data into Salesforce and Scorecard systems of the Hayward Promise Neighborhood (HPN) project, in accordance with system guidelines and grant requirements.

d) Collect, analyze, and prepare data for the following HPN data systems: Annual Performance Report (APR), Ad Hoc Report, Scorecard, and Salesforce.

e) Prepare monthly HPN Solutions Sheet performance data reports for submittal on the 15th day of each month for the previous month during the fiscal year.

f) Prepare quarterly HPN Performance Progress Reports for submittal on the 15th day following the end of each fiscal quarter.

g) Analyze comparative performance data for fiscal and academic years for the Family Education Program services to prepare a comprehensive analysis of program performance, areas of need, and strategies for program improvements and resource development.

h) Attend all HPN Data Network meetings, in consultation with the HPN Executive Team.

i) Work with HPN Network partners to analyze collected data and participate in the Results Based Accountability process to determine the impact of solutions/strategies on moving the indicators.

j) Collect, track, and monitor data for Math and Science Teacher initiative.

k) Prepare weekly/monthly progress reports for the Math and Science Teacher Initiative, for reports to CSUEB, and Chabot College.
l) Collect, track, and monitor data for TRIO initiative, for reports to Chabot College.
m) Collect, track, and monitor data for HUSD Food Services.
n) Prepare weekly reports for HUSD Food Services.
o) Collect, track, and monitor data for summer enrichment program(s).
p) Provide an analysis of demographic, data and economic trends including, but not limited to:
   i. The demographic make-up of LMI children and families, including estimated number, geographic location, and racial and ethnic composition
   ii. Population trends
   iii. Location of low-income children 0 to 17 years; adults 18 years and older
   iv. Household composition
   v. Education attainment (including school rankings, school dropout, etc.)
   vi. Languages spoken
   vii. Income trends/asset development
q) Provide City staff with reports and data analysis presentations including, but not limited to:
   i. Process approach
   ii. Results of program survey and data collection
   iii. Client levels including trend data if available
   iv. Analysis of program needs and strengths
   v. Formatted tables and charts illustrating major points
   vi. Printed and electronic format
   vii. Program findings
   viii. Recommendations
   ix. Conclusions
   x. Presentations to City staff and HPNs Data Networks

4. TIMELINE/DUE DATES

   a) RFP Release Date: Thursday, May 17, 2018
   b) RFP Questions Deadline: Monday, May 21, 2018
   c) Responses to Questions Posted on Agency Website: Wednesday, May 22, 2018
   d) Proposals Due to City: Thursday, May 31, 2018, at 5:00 p.m.
   e) Notice of Award Released: Wednesday, June 6, 2018
   f) Contract Meetings with City staff: TBD

5. INQUIRIES

Questions regarding this RFP may be submitted to Sean.Reinhart@Hayward-ca.gov with “Advanced Data Collection and Analysis” in the subject line. Questions regarding this RFP will only be accepted by email. The deadline for questions is provided in Section 4.

6. SUBMITTING PROPOSALS

Proposals will only be accepted electronically. Paper proposals will not be accepted. Please email directly to: Sean.Reinhart@Hayward-ca.gov. All proposals must be received on
or before 5:00 p.m., Monday, May 28, 2018. Proposals received after the due date and time will be rejected. The proposal offer acknowledges the right of the City to accept or reject any or all proposals and to waive any informality in any proposal received.

7. INFORMATION REQUIRED WITH PROPOSAL

Proposals must include:

a) Introduction of Consultant summarizing consultant’s background, resources and relevant experience.

b) Examples of past projects, preferable of a similar size and scope.

c) References from at least one (1) past project, preferably matching those projects used as examples in B above.

d) Proposed budget for the project. Budget should include a breakdown of fees for professional services, hours, and administrative services.

e) Proposed schedule for the project, including milestones, and payments.

f) Identify the Project Leader as the main point of contact – name, title, phone and email address must be included.

g) The proposal shall be submitted on letter size paper. Each page shall be numbered and have the name of the consultant on it.

8. AWARD OF CONTRACT, TERM

Award of the contract resulting from this RFP will be based upon the most responsive consultant whose offer will be the most advantageous to The City in terms of cost, functionality, experience, quality of past work, and other factors as specified elsewhere in this RFP. The term of this contract will be for one (1) year, July 2018 to June 2019, with a possible option to renew, based on future funding availability.

The City reserves the right to:

a) Consider proposals based on their relative merit, risk, and values to the organization

b) Negotiate with all service providers

c) Reject any or all offers and discontinue this RFP process without obligation or liability to any potential contractor, when it is in the Agency’s best interest

d) Accept other than the lowest priced offer

Proposals received shall be judged by The City solely on the following selection criteria:

a) Consultant’s understanding of The City’s mission and the scope of this project

b) Proposed price of the entire project

c) Consultant’s demonstrated experience in similar projects for working with Hayward community partners such as the school district, local institutions of higher learning, and government agencies.

Proposals will be evaluated upon the consultant’s responsiveness to the RFP and the total price quoted for all items covered by the RFP. The successful consultant may be asked to participate in negotiations and may be asked to revise their proposal based on their negotiations. In submitting a proposal, each consultant acknowledges that they have read
and understand these requirements. Competitive proposals will be considered and will result in a Fixed Price Contract.

9. EVALUATION CRITERIA

The following elements will be reviewed, scored and a decision made based on the responses:
   a) Skill and experience of key personnel
   b) Description of services
   c) Proposed schedule for the project, including milestones
   d) Budget/cost
   e) Sample of similar work projects
   f) Demonstrated experience with advanced data collection and analysis or similar projects, for example: Scorecard, Efforts to Outcomes (ETO), City Data Services, and Salesforce
   g) Compliance with administrative requirements of the request for proposal format, due dates, etc.
   h) Results of reference checks

10. REJECTION OF PROPOSALS

The City reserves the right to accept or reject any and all proposals and to waive any minor discrepancies or technicalities in the proposal or specifications, which are required to complete this project, or when deemed to be in the best interest of the City of Hayward

11. CONFIDENTIALITY

All information presented in this RFP, including information subsequently disclosed by City of Hayward during the proposal process, shall be considered confidential and should not be released to outside parties. This document represents a request for proposal only and in no way should be construed as a contract or letter of intent.

12. CONFLICT OF INTEREST

The respondent should disclose any conflicts of interest, in writing, to the review committee who will consider the nature of the respondent’s responsibilities and the degree of potential or apparent conflict in deciding the course of action that the respondent needs to take to remedy the conflict of interest. A conflict of interest exists wherever an individual could benefit directly or indirectly from access to information or from a decision over which they may have influence and also includes a perceived conflict where someone might reasonably perceive there to be such benefit and influence. A conflict of interest occurs when a staff member or consultant attempts to promote a private or personal interest that results in an interference with the objective exercise of their job responsibilities or gains any advantage by virtue of his/her position and working relationship with the City of Hayward. Conflicts of interest may be real, potential or perceived. Failure by the
respondent to disclose a conflict of interest, be it real, potential, or perceived, will result in disqualification.

13. PROJECT DELIVERABLES

All recommendations identified during this engagement will be documented and reviewed with City of Hayward management. All deliverables produced during the engagement are for the sole use of City of Hayward management. All work papers, analyses and final reports will remain the property of the City of Hayward.

14. COST OF PROPOSAL

The Respondent shall bear all costs associated with the proposal meeting(s), interview(s), preparation and submission of the bid and City of Hayward shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

[end of RFP]