

Request for Proposals

For a Demographic Study and Enrollment
Projections

For
Allentown School District

Proposals Due Friday, April 14, 2023

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REQUEST FOR PROPOSAL

For a Demographic Study and Enrollment Projections

Allentown School District

Allentown School District (“ASD”) is inviting proposals from qualified service providers to conduct a Demographic study and long-range enrollment analysis and projection.

- Long-range Enrollment Projections (2023-2033)
- Identification of Enrollment Trends

Responses to this request will be accepted at the Administration Building of the Allentown School District, 31 South Penn Street, Allentown, PA 18102, until 3:00 p.m., Friday, April 14, 2023.

The Allentown City School District is not liable for any cost incurred by any person or firm responding to the RFP.

Questions prior to the submittal of the RFP are to be directed to:

Beth Hildabrant
Director of Procurement
RFP@allentownsd.org

Beth Hildabrant is the only contact for this project. Contacting other administrators, School Board Members, or staff members as part of this process is not acceptable and is grounds for potential elimination from consideration. All questions must be submitted via email.

GENERAL INFORMATION, TERMS AND CONDITIONS

INTRODUCTION

The Allentown School District will be considering qualifications and proposals from consultants to conduct a Demographic study and long-range enrollment analysis and projection.

The School District will utilize the completed work to guide budget forecasts and curriculum development, revise school boundaries, project the number of teachers and support staff needed, and plan facilities improvements and additions for the next 10 years.

Applicants will be evaluated based on the selection criteria as stated in Article IV, including responsiveness to this request. Specific evaluation criteria and submittal instructions are contained herein. Final disposition, including authorization to enter into a contract, is reserved for the Allentown School Board of Directors.

BACKGROUND AND INTENT

The Allentown School District is a large, urban public-school district located in Allentown, Pennsylvania, in the United States. The District is one of the 500 public school districts of Pennsylvania. Serving most of the city of Allentown, it is the fourth largest school district in Pennsylvania, with 16,234 students. The School District includes fourteen elementary schools (grades K-5; four middle school (grades 6 through 8); three high schools; and three alternative education centers.

The scope of service (Article III) includes analysis of district-wide demographics, verification of existing enrollment data, growth patterns, and anticipated student growth or decline. The consultant will provide annual enrollment projections for a ten-year period by school and grade, utilizing student population trend data and analysis for public and non-public schools for grades K-12.

The Allentown School District reserves the right to reject responses, and to waive any minor irregularities in any accepted responses.

SCOPE OF SERVICES

(1) Long-range Enrollment Projection

Student enrollment dramatically affects the way that the school district operates. Enrollment in the Allentown School District has declined for several years and is a result of changing demographics and increased charter school enrollments.

The following is a description of the work involved. The scope and the methods used to make enrollment projections may be revised during negotiation of a contract.

- (a) Utilizing industry standards, methods described below and all other means necessary, produce a comprehensive demographic study and enrollment projection for the years 2023 – 2033.

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- (b) Utilize at least the cohort survival method to provide enrollment projections by grade, school and total relying on historical survival ratios to project student growth or decline into the future;
 - i. Factor in kindergarten enrollment and student migration;
- (c) Utilize the housing unit method to confirm cohort projections (consultants may provide rationale in order to utilize other methods of forecasting);
 - i. Utilize housing units and school-age students per unit to develop a projection for total enrollment;
- (d) Compare and analyze;
 - i. Birth and migration data and effect on enrollment;
 - ii. History of enrollment changes;
- (e) Work with staff to forecast enrollment for budget projections and staffing needs;
- (f) Conduct demographic data development and analysis, including;
 - i. Population trends and changes;
 - ii. Unemployment rate;
 - iii. Birth rates;
- (g) Attend meetings as necessary and present progress reports, updates, and final report to the Facilities and Finance Committee and school board.

(2) Required Materials and Documentation

Provide one copy of the final report, including maps and/or other supportive documentation and appropriate supporting materials, to the school district.

The district will provide historical enrollment data and other items that are readily available and necessary in order to complete the scope of work.

RFP REQUIREMENTS

(1) Proposal Content

Proposals shall include the following, in the order listed:

- (a) A letter of introduction and interest;
- (b) A history of the firm and experience of the owner;

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- (c) A List of similar projects completed or on-going and other evidence of the firm's experience conducting demographic and enrollment projection services;
- (d) A detailed description of the background of anyone assigned to the project, including experience, expertise, responsibilities on the project and their availability in terms of current workload;
- (e) A detailed description of the firm's recommended approach for accomplishing items listed in Article III, Scope of Service. The description should include a recommended timeline, schedule of meetings and list of specific activities;
- (f) Professional references

(2) Indemnification and Insurance

The contractor shall defend, indemnify, and hold the District, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with the performance of services as outlined herein and in any subsequent contract or agreement, except for injuries and damages caused by the sole negligence of the District.

(3) Provisions

Timing and sequence of events resulting from this RFP will ultimately be determined by the School District.

- (a) The firm must certify that the personnel identified in its response to this RFP will be the persons actually assigned to the project. Any additions, deletions, or changes in personnel from the proposal during the course of the project must be approved by the district, with the exception of personnel who have terminated employment. At its discretion, the district may require the removal and replacement of any of the consultant's personnel who do not perform adequately, regardless of whether they were previously approved by the district.
- (b) All responses to the RFP must conform to instruction. Failure to include any required signatures, to meet deadlines, answer all questions, follow the requested format, or failure to comply with any other requirements of this RFP may be considered appropriate cause for rejection of the response.
- (c) The Allentown School District assumes no contractual obligations by issuing this RFP, by accepting and evaluating proposals and responses, or by making a preliminary consultant selection.
- (d) The Allentown School District reserves the right to reject responses, and to waive any minor irregularities in any accepted responses.
- (e) Any costs incurred by consultants in the preparation of a proposal will be borne solely by the consultant and the proposal will become the property of the school district.
- (f) The Allentown School District reserves the right to amend the RFP at any time prior to final selection, by transmittal of an addendum to all parties of record with the district.

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- (g) The Allentown School District reserves the right to accept the proposal it considers most responsive and qualified.
- (h) Prior to commencing work on this project, the school district and consultant will meet to agree upon a contract. The successful firm must negotiate a satisfactory contract with the school district within 10 days of selection. If a contract is not successfully negotiated within 10 days of award, the district may commence negotiations with another firm.
- (i) The School District reserves the right to negotiate the scope, schedule and cost of any proposal submitted and enter into a contract based on a revised proposal.
- (j) No work may begin, and consultant must commit that no billing will be issued to the district or other partners, prior to formal review and approval of the contract by the School Board in an open public meeting.

EVALUATION CRITERIA AND SCORING

While relative weight given to specific criteria is not yet determined, evaluation of the proposals will be based primarily on the following:

- (a) Experience of the project leader in similar engagements, and experience of the proposed personnel in performing enrollment and demographic analysis;
- (b) Competence of the firm to perform the required services, as indicated by the technical training, education and experience of the firm's personnel who are likely to be assigned to the project;
- (c) Firm's ability, in terms of workload and availability of qualified personnel, equipment, facilities and other support resources to competently, expeditiously and cost effectively provide high quality demographic study and enrollment projection services;
- (d) Past performance as reflected in evaluations of previous clients with respect to factors such as quality and accuracy of work and meeting deadlines; and
- (e) Responsiveness to the scope of work and approach to completing the project; Emphasis will be on grasp of the problems involved, soundness of approach and the quality of the overall proposal including organization and completeness according to the RFP.

A committee will review all submitted proposals. Following this review, staff will select a firm or firms for follow up interviews. The selected firm will be notified and negotiation of a contract for the engagement would commence as soon as possible thereafter.

Responses to this request will be accepted at the Administration Building of the Allentown School District, 31 South Penn Street, Allentown, PA 18102, until 3:00 p.m., Friday, April 14, 2023.

SUBMISSION

Please submit one signed original of your proposal. Include only the requested items in the proposal. Additional material may be provided as appendices but will not be included in the consultant selection scoring process. Firms are requested to clearly indicate the contact person's phone number, fax number and email address in order to assure timely receipt of information about the selection process.

The School District reserves the right to supplement this announcement and may specify additional terms and conditions for providing the services. Any questions regarding this RFP and selection process should be directed to:

Beth Hildabrant, Director of Procurement
Allentown School District
RFP@allentownsd.org.

EXPERIENCE AND ACKNOWLEDGEMENT

Experience:

All questions must be answered, and this page affixed to proposal.

(a) Name of Firm:

(b) Business Address:

(c) Project Leader:

(i) Education / Certifications:

(ii) Years' Experience:

(d) Years engaged in service under present firm name:

Acknowledgement

By signature, the undersigned affirms that all statements, responses and submittals are accurate, true and correct representations.

Name of Firm:

Consultant Name: Date:

Signature: Title:

Contact Information

Contact Person Phone:

Contact Person Fax:

Contact Person Email: