



BUSINESS SERVICES DEPARTMENT

7703 NW BARRY ROAD

KANSAS CITY, MO 64153

Phone: 816-359-4000

Email: pvkelly@parkhill.k12.mo.us

REQUEST FOR PROPOSAL NUMBER: BS2500

The Park Hill School District Business Services Department will accept separate sealed proposals from qualified persons or firms interested in providing the following:

SCHOOL DISTRICT REDISTRICTING & GIS ANALYSIS

IN ACCORDANCE WITH THE ATTACHED SPECIFICATIONS

PROPOSALS MUST BE RECEIVED AND WILL BE OPENED AT

4:00 PM, CDT, ON AUGUST 7, 2024

PLEASE MARK YOUR ENVELOPE "SEALED PROPOSAL NO. BS2500" AND

RETURN 3 COPIES & 1 USB FLASH DRIVE TO:

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

It is the responsibility of interested firms to check the District's website at:

<http://www.parkhill.k12.mo.us/requests-for-proposals> for any addendums prior to the opening date and time of this Proposal.



SIGNATURE PAGE

The undersigned, on behalf of the Bidder, certifies that: (1) this offer is made without previous understanding, agreement or connection with any person, firm, or corporation making a bid on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the bid is entered; (4) they have read the complete Request for Bid and understand all provisions; (5) if accepted by Park Hill School District, this Bid is guaranteed as written and amended and will be implemented as stated; and (6) mistakes in writing of the submitted Bid will be bidder responsibility.

Name of Bidder: _____

Primary Contact: _____

Email Address: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone Number: _____ **Fax:** _____

Signature: _____



TIMELINE FOR RFP PROCESS & PROJECT COMPLETION

Activity	Date
RFP Issue Date	July 10, 2024
Pre-Proposal Conference Call (Optional) Recorded and Posted on District Website after meeting	July 24, 2024 10:00 AM CDT
Proposals Due	August 7, 2024 4:00 PM CDT
Proposals Awarded	August 22, 2024
Project Begins. Firms provided District data	August 23, 2024
Preliminary Scenarios (x3) including maps and data analysis provided to the district (electronic versions only – delivered via email)	September 13, 2024
District modification requests	September 18, 2024
All modified scenarios including maps and data analysis provided to the district (electronic versions only – delivered via email)	October 02, 2024
High resolution graphic files provided of selected map/scenarios to the district for local printing	October 12, 2024
Any additional refinements made to maps or file provided to the district	November 05, 2024
Presentation by district-staff of a single recommended scenario	November 14, 2024
Board of Education votes on a recommended scenario	December 12, 2024



BACKGROUND

Park Hill School District (District) is seeking a firm to perform a *School District Redistricting & GIS Analysis Services*.

In fall 2025, the Park Hill School District will open Angeline Washington Elementary, the district's twelfth elementary school. To facilitate the opening, the district is requesting the services of two professional GIS/demographic firms to use demographic and geographic data to (1) prepare and revise multiple boundary maps; and (2) analyze and report quantitative demographic data for each map based upon progress toward Board of Education goals:

Clean Feeder Pattern. The district will have a feeder pattern of twelve elementary schools into four middle schools into two high schools.

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, 2024 concluding in December, 2024.



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. In addition, electronic versions of material must be included on a USB flash drive.

Proposals must be received no later than 4:00 PM CDT on Wednesday, August 7, 2024 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 online presentation to amplify and or validate Proposal contents. Non- awardees will be notified within three days of the award.



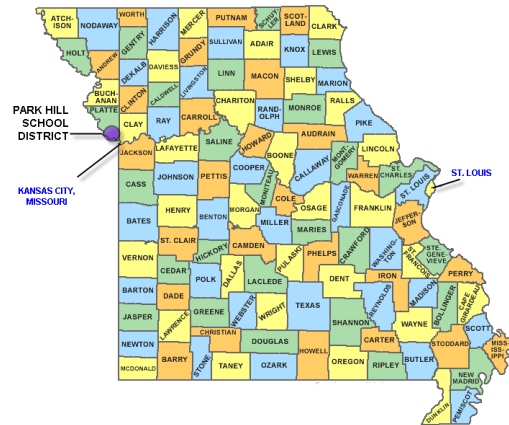
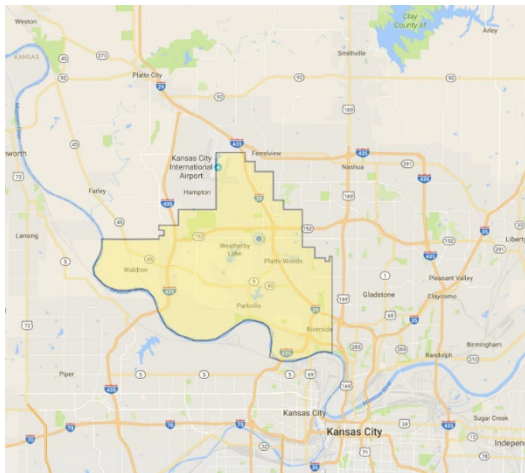
PRE-PROPOSAL CONFERENCE CALL

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

The pre-proposal conference call is scheduled for Wednesday, July 24, 2024 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 the Microsoft Teams link. Invitations can be requested up to the scheduled meeting time and date.

DISTRICT INFORMATION

The Park Hill School District, formally organized in 1951 under the provisions of Missouri’s School Reorganization Statute of 1948, encompasses 73 square-miles located in the southern third of Platte County, located just north of downtown Kansas City, Missouri. The Missouri River forms the southern and western boundaries of the district and also delineates the state line between Missouri and Kansas.



The northern boundary meanders in stair-step fashion from Northwest 76th Street and the Clay County line to Northwest 120th Street, the northern most point of the district. The northern boundary divides the Kansas City International Airport. The new KCI terminal is just west of the district boundary in the Platte County R-3 School District, the neighboring district to the north.



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>.

- School Boundary Locator (provided by Davis Demographics)
- Strategic Plan (Comprehensive School Improvement Plan) including district mission, vision, values and strategic goals
- 2033-2024 Demographic Profile and Enrollment Projections
- 2024-2025 District Budget
- Park Hill 2034: Long-Range Facilities Plan

SCOPE OF WORK

This project will focus on two redistricting efforts: (1) the redistricting of eleven elementary schools into twelve new attendance areas; and (2) the modification of middle school boundaries to achieve better enrollment balance between the four existing middle schools. Current high school boundaries are expected to remain unchanged.

The District envisions that two firms will be selected to work independently on the project to produce three (3) initial scenarios/maps and a complete dataset that the school district will use to evaluate each map against Board of Education criteria. The proposed criteria and metrics appear below.

The firms will be asked to produce a second round of additional maps and datasets by modifying one or more of their initial scenarios based on district request.

Proposed Redistricting Criteria

Criteria and metrics that will be proposed to the Board of Education include:

Enrollment Balance

- **Goal:** Enrollment will be balanced among all schools at each level (elementary, middle and high) and minimize the use of mobile classroom units across the district.
- **Measure:** Weighted Enrollment Counts; Students per Square Foot Standards
- **Priority/Weight:** High (multiplier x5)
- **Considerations:** Special Programming, Projecting Future Growth

Socio-Economic Balance

- **Goal: Minimize** the variance of the socio-economic condition for all school attendance areas at each level (elementary, middle and high). It is a desire to have socio-economic and diversity metrics which are representative of the entire community.
- **Measure:** Free and reduced percentages by attendance area
- **Priority/Weight:** Medium (multiplier x3)



- **Considerations:** Defined ranges will be established to represent optimal, adequate, acceptable and undesirable targets. Additional outcome metrics include race/ethnicity and ELL percentages.

Transportation Distance & Safety

- **Goal: Students** will be organized in attendance boundaries such that transportation distance is minimized, and so that the safety and health of students is prioritized.
- **Measure:** Average Bus Route Distance per student from designated point. Measurements will be calculated as “driving distance” and not “as the crow flies.”
- **Priority/Weight:** Medium (multiplier x3)

Maintain Subdivisions

- **Goal:** Boundaries will be structured to maintain district subdivisions within one school attendance boundary at each level.
- **Measure:** Intact Subdivision Counts
- **Priority/Weight:** Medium (multiplier x3)

Minimal Attendance Area Changes

- **Goal:** The number of students that change schools will be minimized. Minimal change to the current high school boundaries.
- **Measure:** Number of students changing schools within grade levels.
- **Priority/Weight:** Low (multiplier x1)

District-provided Data

Upon selection of the two firms for the project, the District will provide the firms with the following complete data files:

- A geocoded student roster for the 2023-24 school year, and by Sept. 30, 2024, the 2024-2025 geocoded student roster. Student demographic data will be included in these files.
- Current attendance capacity levels and targets for all district buildings.
- A GIS shapefile for district planning areas for building the new redistricting scenarios. This file will have the entire district divided into logical sections so that students could be easily counted. The current boundaries will be compared with the planning areas, so they fit closely.
- Current elementary and middle school attendance boundaries in GIS shapefile format.
- Current GIS shapefile of all subdivisions within the school district. (The GIS planning area shapefile will already ensure that no subdivisions are split. This file will be for reference only.)
- The 2024-2025 district enrollment projection study produced in-house.



Firm-provided Data and End Products

The end-products delivered to the District will be:

- (1) Written reports in PDF format of each map scenario:
 - a. A map in high-resolution to identify street names
 - b. A summary of the data analysis of the map using the district criteria and metrics.
- (2) GIS shapefiles for each boundary map
- (3) Raw and summary data in Microsoft Excel spreadsheets of the data analysis using district criteria and metrics.

Firms will need to be available via email and Microsoft Teams (video conference) to clarify district expectations, answer questions and to review end products at various points in the process. No formal presentation by the firms to the Board of Education or community is planned.

No additional work is expected to be performed to produce new enrollment projections. Each firm selected will be required to use the district projections.

QUALIFICATIONS

Firms will provide a statement of Company qualifications including:

- The name of the firm and a brief description of its business activities and history.
- 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 statement, Firms will detail their experience in the following areas:
 - Geographic Information Systems (GIS).
 - Educational K-12 planning (capacity, educational programming, site analysis, etc.).
 - Provide documentation of valid professional liability insurance.
- Provide a listing and description of similar redistricting projects awarded with K-12 public school districts within the past five years.
- Provide sample formats of maps and data analysis that will be used in the District project.
- Provide at least three client references from similar school district projects - include contact names, email addresses and telephone numbers.
- A thorough description of the firm's understanding of the project and the proposed technical, public engagement and management approach it would utilize.
- Any additional information that would distinguish your firm in its service to the District.
- Cost or fee information with the statement of qualifications.