

City Council Communication 97-569

December 8, 1997 Agenda

Subject:

Request for Proposal for

Intermodal Transportation

Facility Child Care Center

Submitted by:

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to the City Manager

Synopsis —

Request approval of a Request for Proposal (RFP) seeking a qualified child care provider to operate and manage the Intermodal Transportation Facility's child care center, to be located just north of the Central Business District. The provider must prove capable of offering care and supervision of children that will provide for the optimal physical, social, emotional, and intellectual development of each child.

Fiscal Impact —

Many child care operators in Des Moines have closed or encountered financial difficulty, partly as a result of inadequate subsidies for low-income families. For this reason, child care facilities in the downtown tend to operate on minimal cash flow and typically do not have the capacity to pay building expenses and still operate a quality center.

The City will provide a completed child care center within the Intermodal Transportation Facility. The provider, at its expense, will be responsible for providing equipment necessary for operations and maintenance of the child care center. The provider shall also be responsible for repair and maintenance to capital items and improvements within the child care center. The RFP provides for the child care center to be made available to the operator without fees or charges.

The cost of completing the child care center, as identified in the Intermodal Transportation Facility, will be \$314,194. The Intermodal Transportation Facility budget should cover these expenses. Subsequent to Council approval of a child care provider, staff will request Council approval of the child care center Add Alternate Budget to proceed with construction of the child care center.

Recommendation —

Authorize the City Manager to issue an RFP seeking interested parties and qualified individuals, partnerships, or corporations desiring to operate and manage a quality child care center in the Intermodal Transportation Facility.

Background —

The Facility

The City is constructing an Intermodal Transportation Facility just north of the Des Moines Central Business District, bordered by Center Street, Crocker Street, 7th Street, and 6th Avenue. This multi-use facility will combine parking for approximately 1,800 cars, a transit shuttle system, and a child care center able to accommodate between 80-100 children. The City believes that providing child care opportunities combined with a park and ride facility will provide a convenient, one-stop type facility that will entice more residents to utilize the park and ride facility while providing a ready-made market for the child care center. Funding for the facility, including the child care center, comes from a combination of local and federal funds.

Subsequent to Council approval of this RFP, staff will distribute the attached letter to approximately 1,000 national and local child care providers. This letter seeks parties interested in receiving an RFP. Respondents must demonstrate their ability to meet minimum thresholds, outlined below. Issuance of the RFP will commence on Monday, December 22, 1997, to those organizations staff deem qualified.

Minimum Criteria

The following are minimum thresholds required for submittal of a proposal, although meeting the criteria does not guarantee the provider will be a successful bidder.

1. Experience operating a child care center within the past three years that holds accreditation from the National Association for the Education of Young Children (NAEYC).
1. Minimum of three years operating a fully licensed child care center(s) with at least 80 children.
1. Operation of a child care center within the past two years similar to that described in #2 above.

The RFP

The objectives of the RFP are to provide sufficient information necessary for qualified professional child care providers to prepare and submit a proposal, which meets the requirements set forth in the RFP in a clear and concise form so as to be understood for evaluation.

The RFP, in addition to the Contract, outlines requirements for the provider in its operation and management of the child care center. The provider's response must provide information on means for meeting the following, among other, requirements and specifications:

- (NAEYC accreditation – the process for accreditation should commence within six months of the opening of the center, and completed within two years of commencement date.
- A marketing plan for the center, and a partnership philosophy plan, where the City and the provider work together to enhance public relations for the park and ride facility.
- An operations plan detailing, among others, typical activity and food schedules, emergency operations, and daily center operations.
- A parent involvement plan.
- A facility design, including means for providing food services and equipment/toys.
- Staffing criteria, and means for training and maintaining a quality staff.

- Fees and other budget reporting requirements.
- Staff/child ratios that meet all license requirements.

The City will require the provider to contribute to a repair and maintenance fund \$1,000 per year until \$5,000 is accumulated in the fund. The provider shall use such funds for repair and maintenance to capital items and improvements within the child care center.

RFP Evaluation

An evaluation team consisting of representatives from the City Manager's Office, Engineering Department, Des Moines Metropolitan Transit Authority, and Des Moines Development Corporation, will evaluate proposals using the following criteria and based upon the designated point scale listed below. The evaluation committee will submit a recommendation to the City Manager, who will then recommend a provider to the City Council. Evaluation criteria include:

Experience (0-25 points). Includes track record, other facilities in existence, past/pending litigation, and references.

Quality of Plan (0-25 points). Includes staffing, curriculum, equipment, furnishings, and philosophies.

Marketing (0-15 points). Includes the provider's marketing design, fee structure, and recruiting methods.

Financial Capability Above The Minimum (0-20 points). Includes availability of financial resources and adequacy of budget.

Implementation Schedule (0-15 points). Includes plans for attaining accreditation for the facility, and the adequacy of schedule to the facility's opening and all other deadlines.

Timeline

The Contract term between the City and the child care provider will become effective on or about February 24, 1998. The period for child care operations under the Contract shall begin with the opening of the child care center (projected for January 4, 1999).

The RFP timeline calls for staff to return to Council on Monday, March 30, 1998, for approval of a specific child care provider. Staff will seek Council approval for a contract with the provider on Monday, April 20, 1998. The child care center's anticipated date of opening is Monday, January 4, 1999.

Attachment