

# REQUEST FOR PROPOSALS

CITY OF HEALDSBURG - PRESCHOOL PROGRAM PROVIDER



**PROPOSALS DUE**

*on or before*

*October 24, 2021*

*The Community Services Department provides parks and open spaces, recreation programs, active adult and senior services, aquatics programming, after school care, arts & culture, and special events.*

*The department is funded by 10% of the City's Transient Occupancy Tax (TOT or Hotel Tax), as well as fees and charges.*



## THE REQUEST

The City of Healdsburg is seeking interest from preschool program providers to develop and offer a full-day, licensed preschool program at the Healdsburg Community Center to serve our community.

This Request for Proposals (RFP) is intended to inform potential service providers about this opportunity and to solicit proposals from interested providers. The RFP will be used to select a short list of providers to enter into discussions and potentially negotiations for providing this service.



# REQUEST FOR PROPOSALS

## PRESCHOOL PROGRAM PROVIDER

### THE PROVIDER

Rather than develop its own preschool program, the City is interested in contracting with a provider to develop and deliver a year-round preschool program.

While prior experience operating a preschool is helpful, the City would consider a startup operation.

### BACKGROUND

The City of Healdsburg owns and operates the Healdsburg Community Center, a former elementary school that the City purchased from Healdsburg Unified School District in 2008. The facility consists of 16 classrooms, a multi-purpose room, a community meeting room, an administration area that serves as the department offices for Community Services, a large outdoor asphalt area with play structure, a natural turf sports field, and support facilities such as a small kitchen and multiple restrooms. The City leases space to Corazón Healdsburg for their administration and program delivery functions and to Alliance Medical Center for satellite medical offices.

The Community Center hosts a variety of programs and services throughout the year such as educational classes in collaboration with Santa Rosa Junior College, fitness programs, community and non-profit meetings, and special events. Corazón Healdsburg provides a variety of Latinx support services at the site including prenatal education, financial literacy, immigration assistance, workforce development and training, college counseling, and more. Outside, the site hosts sports programs and activities, special events, and drive-up services. During emergencies the facility serves as one of Sonoma County's designated evacuation centers, it has hosted a school lost to the Tubbs Fire, and most recently provided full-day distance learning care for working parents during COVID-19.





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### FACILITY INFORMATION

- 2 dedicated classrooms, 1,200 square foot each with restroom and sinks
- Asphalt play area
- Garden area
- Convenient drop-off and pick-up area in front of Community Center entrance
- Additional facility space including outdoor turf areas, a multi-purpose room, access to a kitchen, other classrooms, and courtyard areas may be available depending on scheduled uses



### PRESCHOOL SPACES

Two of the 16 classrooms are configured to serve preschool-age children with in-room restrooms and sinks and a fenced asphalt play area. The classrooms are approximately 1,200 sq feet (32' X 38') including the restroom facilities. Historically, the City has used the preschool rooms to offer a partial-day early childhood education program. This program has been popular with segments of our community who need partial-day preschool and want a K-Readiness focus. However, the program's partial-day component does not maximize use of the space and doesn't meet the needs of our community's working families. (The City is anticipating that the partial-day program will continue in another classroom on the site.)

The City has conducted a preliminary site visit with State of California's Community Care Licensing Division. In general, the classroom spaces appear to meet general licensing requirements with one child-size toilet and bathroom sink per classroom and adjoining outdoor activity and play space. The classrooms may need cosmetic improvements such as flooring replacement and painting, and the outside activity and play area will require installation of a shade structure. The City will work with potential service providers as part of the selection process to evaluate facility improvements and funding options.



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### AFFORDABILITY

To help make the program more affordable for working families, the City would provide the use of the facility space, including utilities and facility maintenance, at no cost to the preschool provider. The preschool provider would be responsible for the program's operation including securing and maintaining licensing, administration of the program, marketing and promotion, registration, fiscal management, personnel, program monitoring and oversight.

### PROGRAM CONCEPT

The City would dedicate the two preschool-age classrooms and the outdoor preschool play area to the full-day preschool program. The garden area would be available as a shared-use component with other programs. Other facility spaces such as the sports turf area and multi-purpose room may be available depending on scheduled uses. **NOTE:** The Community Center is a designated evacuation and emergency support center during emergencies such as wildfires, floods, etc. See "Other Considerations" below.

The City's goal is to have the program serve working families, as well as parents who are currently pursuing education and/or training. Currently, Healdsburg has several preschool options that range from private, market-rate programs to fully subsidized programs. While the program would be open to all income levels, we believe there is a gap in preschool options for working families (sometimes referred to as the "missing middle") making 100% to 161% of Area Median Income and we are targeting this program to meet this need.

The program's focus should be on high-quality early childhood education, kindergarten readiness, identification and support for early intervention needs (e.g. disabilities, audio or hearing, delayed development, etc.) and social-emotional development. The selected provider will be required to demonstrate how the program's structure will meet these expectations.





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### EXPECTATIONS OF THE PROVIDER

Full program administration and delivery including:

- Licensing
- Promotion, marketing, registration, and fiscal management
- Personnel and staffing
- Program monitoring, supervision, and oversight
- Daily cleaning of facility spaces
- Insurance and Indemnification of the City



### PROGRAM FRAMEWORK

- Year-round, full-day program
- Age 2-K; City would consider an infant proposal
- Flexible registration options such as full-day, half-day, partial week
- Program focus: high-quality early childhood education with kindergarten readiness
- Clientele target: Working families (“Missing Middle”) making 100% - 161% of Area Median Income, but the program would be open to all income levels
- No facility rental charges; facility rental fee savings would be reflected in lower program registration costs and/or sliding fee scale
- Multi-lingual/multi-cultural capabilities desired
- Collaboration with local organizations expected

### OTHER CONSIDERATIONS

- Healdsburg Community Center is a designated emergency evacuation shelter, which may involve suspending the preschool program during the duration of the emergency.
- Facility improvements will likely be needed prior to program launch; the City will work with the selected provider to determine the extent of the facility improvements and how those would be funded.
- Additional space to support the program on-site for program administration, storage, etc. is limited, but may be possible.



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### AGREEMENT TERMS

- The City desires to enter into a multi-year agreement with the selected provider to ensure continuity and a high-quality program.
- Terms of the agreement would be negotiated with the preferred provider.
- The provider will be required to demonstrate fiscal sustainability and will be subject to regular financial reporting to the City.

### INFORMATIONAL SESSIONS & SITE TOURS

The City will host three online virtual sessions to present information on this request and answer questions:

**Monday, October 4, 12:00 p.m.**

- Register and Join: Enter 891 1015 5110 at [www.zoom.us/join](http://www.zoom.us/join)

**Tuesday, October 5, 6:00 p.m.**

- Register and Join: Enter 886 6155 1966 at [www.zoom.us/join](http://www.zoom.us/join)

**Wednesday, October 6, 9:00 a.m.**

- Register and Join: Enter 871 1609 5914 at [www.zoom.us/join](http://www.zoom.us/join)

The City will host three site tours (1557 Healdsburg Avenue) with staff. Interested providers must attend one of the online informational sessions to participate in the site tour:

**Thursday, October 7, 9:00 a.m.**

**Thursday, October 7, 6:30 p.m.**

**Friday, October 8, 2:00 p.m.**

If you are unable to participate in these sessions or have questions please email [communityservices@healdsburg.gov](mailto:communityservices@healdsburg.gov)





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### AMENDMENTS AND NON-COMMITMENTS OF THE CITY

The City reserves the right to amend the RFP by issuing additional information prior to the final submittal date. The City also reserves the right to extend the due date, or to cancel this RFP at any time.

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified provider, or to modify or cancel in part or in its entirety the RFP if it is in the best interests of the City to do so.

### TO SUBMIT A PROPOSAL

Prepare a proposal that contains the following information (in this order) on or before Sunday, October 24, 2021 and email your proposal in PDF format to [communityservices@healdsburg.gov](mailto:communityservices@healdsburg.gov)

#### Provider Information

- Name of Program
- Name and Credentials of Program Director
- Years of experience in preschool program delivery
- Methodology or philosophy of the program provider
- Name and credentials of License Holder (if different)
- Years of licensure
- Description of licensure complaints and/or citations (if any)
- Current locations (if any)
- Number of staff/personnel and positions

#### Proposed Program Framework

- Methodology or philosophy of the program, including kindergarten readiness
- Enrollment projections, including maximum and minimum numbers for the program to run
- Proposed fee structure
- Registration options, including partial day and partial week options
- Promotion and outreach
- Administrative structure, including quality monitoring and control
- Staffing and credentials
- Preferred program launch date and anticipated time from award of contract to program launch

#### Facility Needs/Input

- Proposed facility improvements needed and funding mechanisms (if any)
- Additional space needs anticipated in addition to preschool rooms (e.g. administrative, break rooms, storage, etc.)



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## PRESCHOOL PROGRAM PROVIDER

### FACILITY PHOTOS





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