



Request for Proposals

*Economic Impact Study on the
Child Care Industry
in Michigan*

***Proposals Due By 12:00 Noon (EST)
on August 6, 2010***

Project Summary:

The Early Childhood Investment Corporation (ECIC) is responsible for building an early childhood system in Michigan, connecting all the supports and services for young children and families so children are safe, healthy, eager and ready to succeed when they enter school. One of the components of an early childhood system is child care and early education. ECIC is working with state and local early childhood partners to improve the quality of child care. In an effort to have a complete picture of child care in Michigan, an economic impact study needs to be conducted.

The purpose of this project is to conduct an economic impact study of child care, including the status of the child care and early education industry in Michigan, the impact of the child care industry on Michigan's economy the impact of the child care industry on the economic recovery of Michigan, and the impact of not investing sufficiently in high quality child care for the most vulnerable children.

ECIC recently contracted with Wilder Research to conduct a study on the economics of quality early education, and the results of that study impacted early childhood leaders and decision makers, generating discussions and resulting in the choice to restore some funding to the Competitive Great Start Readiness Program, Michigan's state funded prekindergarten program. The Wilder Research study has been included as an electronic appendix to this RFP as an example of the format for this study, follow this link, <http://www.greatstartforkids.org/content/wilder-research> . The economic impact study on the child care industry needs to have a similar impact and generate discussions between state leaders and decision makers.

Goal:

The goal of an economic impact study on the child care industry is to identify the impacts and create an accurate picture of those impacts locally and statewide. Child care industry impacts include the industry's current impact on Michigan's economy, the industry's role in economic recovery in Michigan, the impact of not investing in high quality child care, and the impact of increased investment in initiatives that improve child care quality.

Scope of Work:

The successful bid will be responsible for the following scope of work:

Data Collection and Analysis Plan

- The purpose of the data collection and analysis plan is to identify the relevant data needed and the time needed to access the data to produce the preliminary report and the full report.
- The plan must include:
 - Key data elements necessary to produce the preliminary and full report
 - Identification of possible data sources
 - Identification of possible processes to collect the data
 - Key dates the data collection process must be complete to be included in the preliminary and full report

- Key dates analysis will be completed to meet report and deliverable deadlines

Preliminary Report

- The purpose of the preliminary report is to depict the current child care industry in Michigan
- The preliminary report will include the current status of the child care industry in Michigan
 - Numbers of child care and early learning settings by type
 - Numbers of children in those settings
 - Numbers of the most vulnerable children in those settings
 - Numbers of child care and early learning workforce by type, examples include
 - Center directors
 - Center staff
 - Family and group child care home owners
 - Family and group home staff

These examples are not meant to be exhaustive and it is assumed the contractor and ECIC will together identify the list of staff to include in the report that accurately depicts the child care industry workforce.

- Percentage of the child care and early learning workforce in relation to Michigan's workforce
- The preliminary report will include a basic data analysis of the child care industry's impact on the economy, both child care and early learning separately and combined
 - Projection on how the child care and early learning workforce impacts Michigan's economy
 - Percentage the child care and early learning workforce supports the economy
 - Percentage the child care and early learning industry supports the Michigan workforce
 - Staff wages and salary
 - Benefits

Final Report

- The purpose of the final and full report is to illustrate a clear, complete, and accurate analysis of impacts the child care industry has on Michigan's economy, Michigan's economic recovery, the impact of not investing in high quality child care, and the impact of investing in high quality child care.
- The results of the economic impact study are intended to inform early childhood leaders and decision makers, generate discussion about the importance of high quality child care, and increase investment.
- The final report will include an in-depth analysis of the data from the preliminary report regarding:
 - The child care industry's impact on the economy, both child care and early learning separately and combined
 - Projection on how the child care and early learning workforce impacts Michigan's economy
 - Percentage the child care and early learning workforce supports the economy

- Percentage the child care and early learning industry supports the Michigan workforce
 - Staff wages and salary
 - Benefits
- The final report will include an in-depth data analysis of the following:
 - The child care industry's impact on Michigan's economic recovery
 - The impact of not investing in high quality child care
 - The impact of investing in high quality child care
- The final report will include an in-depth Return on Investment analysis detailing how:
 - Past Michigan funding to support the child care industry, ***has*** impacted the economy
 - Future Michigan funding to support the child care industry ***will*** impact the economy
- The final report will include an executive summary for early childhood leaders and decision makers that is informative and in a format that generates discussion about the importance of high quality child care and increased investment.

Presentation of Final Report

- The contractor will present the final report to the ECIC Executive Committee, and in conjunction with ECIC support ECIC staff at presentations to the following:
 - Other ECIC Advisory Committee
 - Early Learning Advisory Council
 - ECIC Advocates
 - ECIC Partners
- Presentation format includes:
 - Power Point Presentation
 - Overview of Executive Summary and Full Report Highlights
 - Question and Answer

Timeline:

The timeline for completion of the preliminary report is **November 24, 2010**. The timeline for completion of the final report is **January 31, 2011**. The completion of this project is **March 31, 2011**. Timelines for specific deliverables are listed in the Reports and Deliverables section of the RFP.

Schedule:

- 1) The responses to the Request for Proposals (RFP) with financial proposals and finalized teams are due **by 12:00 Noon (EST), August 6, 2010**.
- 2) ECIC will establish a review team and finish the process by **August 13, 2010**.
- 3) Selection of contractor or consultant will occur by **August 16, 2010**.
- 4) Successful bidder will begin **August 23, 2010** with the goal of all deliverables completed by **March 31, 2011**.

Payment Schedules:

The successful bidder will be responsible for deliverables based on timelines in a contract with ECIC for the project. A payment schedule will be developed that will link reimbursement to completion of, or indicators of substantiated progress on deliverables.

Reports and Deliverables:

Time sensitive reports and deliverables that pertain to type of data collected, the collection of data, the analysis of the data, progress reports, drafts of the preliminary and full report and final versions of the preliminary and full reports will be expected. Therefore, payment schedules will be tied into the following deliverables:

1. Final Data Collection and Analysis Plan, by September 1, 2010.
2. Data Collection complete, by September 15, 2010.
3. Progress update of preliminary report, by October 11, 2010.
4. First draft of Preliminary Report, by October 27, 2010.
5. Final draft of Preliminary Report, by November 10, 2010.
6. Final Preliminary Report, by November 24, 2010.
7. First Draft of Full Report, by January 5, 2011.
8. Final Draft of Full Report, by January 19, 2011.
9. Final Report to ECIC, by January 31, 2011
10. Presentations on Final Report to ECIC Executive Committee, other ECIC Committees, Early Learning Advisory Council, and ECIC Partners, by March 31, 2011.

Project Management and Execution:

The contractor is ultimately responsible for the project's success by carrying out the work, including data collection, data analysis, progress reports, and the final preliminary and full reports. It should be noted that the contractor will work closely with Karen Roback, Specialist for Early Care, Early Childhood Investment Corporation. Ms. Roback will be involved in reviews of all critical phases, including the determination of the type of data needed as well as the integrity of the data to be collected. Ms. Roback will approve payment of invoices in accordance with calendar of deliverables.

The contract for this project will be between the contractor and the Early Childhood Investment Corporation.

Selection Criteria:

Responses to this RFP will be judged, based on the following criteria:

1. The proposal presents a clear and concise description of the work to be undertaken with a credible presentation of how the efforts will achieve the deliverables, outcomes or goals as described in this RFP.
2. The bidder has experience and expertise necessary to conduct the work being proposed.
3. The proposed price is reasonable given the proposed scope of work.
4. The proposed contractor or consultant has successfully produced economic

impact studies or similar reports for other states.

5. The contractor and principal consultant(s) or consultant will bring a name and reputation to the study that will attract support and have cachet with policymakers, early childhood advocates and the business community.
6. The contractor and principal consultant(s) or consultant must demonstrate through their submissions an understanding of the complexity of a comprehensive early childhood system and the purpose of the project.
7. The contractor's demonstrated ability to attain ECIC's goals as related to this initiative based on previous successfully completed projects.

RFP Contents-Submittal Requirements should be organized in the following manner:

1. Summary response to the RFP (1 page, 12 point font, 1" margins, no more than 1.5 inch line spacing).
2. Methodological approach (no more than 10 pages, 12 point font, 1" margins, no more than 1.5 inch line spacing).
3. A statement of organizational capabilities including relevant effort in the past 5 years to indicate appropriate experience and expertise to successfully complete the work as described in this RFP. The statement should include a list of proposed staff and/or contractors including their roles and experience and expertise related to the scope of work to be performed.
4. The financial proposal should include **a line item budget and narrative** as well as the following - A detailed budget breakdown by task that is organized into the following categories below. (Each task should be estimated separately.)
 - Labor costs
 - Other direct costs
 - Meeting costs
 - Materials and reproduction
 - Travel and per diem
 - Data collection and analysis
 - Indirect Costs/administrative overhead
 - Presentation materials

General Information

This Request for Proposal (RFP) provides interested bidders with sufficient information to prepare and submit proposals for consideration by the Early Childhood Investment Corporation.

1. **Contract Award**

Contract award negotiations will be undertaken with those bidders whose proposals, as to price and other factors, show them to be qualified, responsible, and capable of performing the work.

The contract entered into will be that contract most advantageous to ECIC, price and other factors considered. ECIC reserves the right to consider proposals or modifications thereof received at any time before the award is made, if such action is in the best interest of ECIC.

If a contract is awarded, the selected bidder will be required to comply with the General Provisions, which will be a part of the contract.

2. Range of Contract

The contract amount will be in line with the deliverables outlined.

3. Rejection of Proposals

ECIC reserves the right to propose modifications to an applicant's proposed work team. ECIC also reserves the right to reject any and all proposals, call for additional submittals, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of ECIC. ECIC may call previous clients of other studies completed by a prospective bidder even if they are not listed as a reference. ECIC reserves the right to negotiate a final project cost with any bidder the ECIC determines to have the best experience and expertise to successfully deliver the products described in this RFP. The RFP may be modified or canceled at any time prior to contracts being awarded.

4. Incurring Costs

The ECIC is not liable for any cost incurred by the Contractors prior to issuance of a contract.

5. All submissions must be in an 8 1/2" X 11" format.

6. Inquiries

Questions that arise as a result of this RFP must be submitted in writing to the ECIC. All questions must be submitted on or before the date specified on the cover letter.

Deliver 3 copies no later than 12:00 Noon (EST) August 6, 2010 to the attention of:

**Karen Roback
Early Care Specialist
Early Childhood Investment Corporation
221 N. Pine Street
Lansing, Michigan 48933**