



Request for Proposal (RFP) # 26638

Consultant – Ballot Solutions to Maximize Local Funding

EVENT	DATE
Date of Issue	December 21, 2023
Inquiry Deadline	January 11, 2024, at 10:00 a.m., District Clock
Addendum Issued	January 15, 2024
RFP Submission Deadline	January 22, 2024, at 2:00 p.m., District Clock
Anticipated Proposer Interviews	January 25, 2024
Anticipated Award Date	January 30, 2024

PROJECT SCOPE:

The district intends to hire a consultant to provide services related to a potential funding question on a November 2024 or November 2025 ballot to maximize local revenue generated in support of Jefferson County Public Schools (“Jeffco,” “District”). No decisions have been made at this time on when to put a ballot question before registered voters. This work is exploratory and is designed to be completed in time for the district to make the proper notifications to appear on the ballot and for the Board of Education to officially refer a question to the ballot.

SECTION I: Project Background

The District’s current revenues cannot sustainably support employee compensation competitive with neighboring school districts, safe and welcoming learning environments, and programming that prepare our students for the future. Over the last several years, the district has fallen behind neighboring school districts that have maximized local revenue in the form of Mill Levy Overrides. From 2021 to 2023, the District has closed 21 schools and cut \$19M in expenses including central office functions aligned with declining enrollment and rightsizing of schools. In the face of declining enrollment, the district has used \$41.324M million of federal ESSER funding to combat learning loss and shifts the district has experienced due to the pandemic.

The District successfully passed Mill Levy Overrides in 1999, 2002, 2004, 2012, and 2018. Four out of five of those overrides do not increase with inflation, which has, overtime deflated the district’s buying power. If each of the overrides passed by voters had adjusted according to actual local inflation, the overrides would total approximately \$205M today. Instead, they total about \$150M. Additionally, unlike its neighboring districts, Jeffco has not maximized its override capacity as a taxing authority as allowed by Colorado statute.

In 2024, the District will reconvene an Alliance of Jeffco stakeholders to provide critical feedback on the school district’s strategic direction. This Alliance shaped Jeffco Thrives 2025, the district’s strategic plan, and, more recently, its work to reimagine the high school experience. Now, the district will ask the Alliance to weigh in on opportunities for the District to maximize local revenue to support community-driven interests including:

- Instructional excellence, preschool through graduation, delivered by highly talented and competitively compensated educators, staff and leaders.
- Learning environments that are safe, modern, and foster extraordinary student experiences.
- Graduates who will enter a complex and changing world, having discovered, and explored their passions and potential careers.

Throughout the course of five meetings (January – April 2024) Alliance committees will dive more deeply into these community-driven interests and help the district identify investments to be funded by a future mill levy override request to Jefferson County voters.

SECTION II: Specification and Requirements

Mandatory Requirements: The District identifies the following requirements as critical to the success of this project scope.

1. - The successful firm should have 8-10 years’ experience evaluating potential local government ballot questions in Colorado and that experience should include consulting with school districts.

RESPONDENT ACKNOWLEDGEMENT: (Check the appropriate acknowledgement below and initial your response).

_____ Respondent confirms that the above requirement can and will be met.

_____ Respondent cannot meet the requirement as described.

_____ Respondent would like the District to consider an alternative (please attach alternative proposal with supporting documentation to the Technical Proposal).

_____ Respondent Initials

Specifications:

1. Schedule/ Timeline of Performance:

The District seeks to begin planning in coordination with the Consultant in early 2024.

Analysis and consultative guidance to inform district and Board discussions and decision-making is expected to occur between the date the contract is executed and the time the Board refers a question to the ballot (August 2024 or August 2025).

Final timeline for deliverables shall be as agreed to in the Contract.

2. Summary Description of Work to Be Performed:

The scope of services includes working with district staff, attending public meetings, advising on public outreach and communications, reviewing public input and feedback, consulting on funding package, writing ballot language, etc. The district expects to adjust the overall workplan based on the hired consultant's expert advice, but foresees the following activities:

- Work with district staff to understand the district's financial challenges and explore possible opportunities to maximize local revenue generated by the district.
- Work with district staff and the district's municipal advisor on a strategy to inform decision-makers on the most effective approach to address the district's current and future fiscal challenges and the opportunity to maximize local revenue generated by the district.
- Advise on the landscape of the 2024 and 2025 ballot to include anticipated/possible state-wide and local initiatives that may complement or compete with a local Jeffco initiative.
- Advise on an educational outreach plan to coalesce Jeffco's direct stakeholders (employees and families) and district residents and leaders who are less engaged with the district on a day-to-day basis about its financial challenges and the opportunity and advantages associated with maximizing local revenue generated by the district.
- Collaborate with district leaders to identify Jefferson County residents' budget priorities for educational services and programs offered by Jeffco Public Schools.
- Work with district leaders to provide regular (at least monthly, sometime more frequent) updates and recommendations to the Board and key stakeholders throughout the engagement.
- Assume responsibility for extending the work of the Alliance subcommittees post April 2024 – working in an organized fashion with highly engaged individuals from each content area to strategically communicate the work of the Alliance and extend engagement on its draft funding package with new audiences and stakeholder groups.

Consultant will propose a scheduled work plan for the deliverables, with an understanding that all work must be completed no later than July 1, 2024.

3. Deliverables and summary of Performance Standards:

- A. Project Management:** The Consultant will provide a project manager to conduct weekly check-ins with district leadership, forecast upcoming tasks associated with the project, and keep the project on schedule and on budget.
- B. Recommended Strategy to Inform Decision-Makers:** The Consultant will review past election results against current economic context and make strategic recommendations regarding an overall project schedule, refined scope of work as needed, and methods and timelines for generating and

communicating a funding package with a final determination of November 2024 or November 2025 made by June 2024.

- C. **Strategic Communications & Outreach:** The Consultant will inform the district's strategic communication and outreach planning, complementing internal work to gather feedback from stakeholders with external information available on desired investments of the general Jefferson County electorate.

The Consultant's work in strategic communications and outreach will include, but not be limited to:

- Developing strategic communications plan, including messaging, target audiences, messengers, key strategies and tactics, communications tools, timelines, etc. in partnership with district leadership.
- Leading Alliance subcommittees post April 2024 to extend engagement on its draft funding package with new audiences and stakeholder groups.
- Developing a strategic outreach plan to reach stakeholders who have less direct experience with the school district (e.g., service clubs, HOAs, neighborhood meetings, etc.) and assist the district in connecting with local leaders and organizations.
- Providing input on draft ballot question language (if applicable).

SECTION III: Administrative Information

1. **Respondent Inquiries**

- a. Respondents will e-mail inquiries concerning this RFP before the inquiry deadline.
- b. All inquiries require identification by the RFP number in the subject line.

2. **RFP Contact**

- a. The District Representative for this RFP is 26638. E-mail all inquiries to: brett.adams@jeffco.k12.co.us
- b. The District Representative is the **sole** point of contact for Respondents regarding this RFP.

SECTION IV: Response Requirements and Response Format

Respondents **must** include the items below in their proposal. (Respondent's may copy the entire RFP into their technical proposal with each acknowledgement, Respondent profile, authorization signatures, and initials completed). Respondents are to upload two files to Bidnet for their response to this RFP.

File 1. Complete Technical Proposal with all attachments, supporting documents, etc. included in one file in the form and format described in this RFP. File format is to be PDF. The technical proposal must NOT include price

information or costs. All price information and costs are to be included in File 2, Cost proposal.

File2. Complete Cost Proposal with all attachments, supporting documents, etc. included in one file. File format is to be PDF. The Cost Proposal is to include ALL cost included with the performance as proposed under this RFP. Proposers are to provide sufficient details as necessary to determine each cost component of the RFP response. When applicable, direct costs must be called out with respondent's profit markup itemized separately. If the proposal includes travel, all travel costs should be included in the overall performance of the RFP activities and not as a separate line item to the RFP.

Technical Proposal

1. ***Include a Copy of this RFP with authorizing signature, Respondent profile, and all acknowledgements completed.***
2. ***Respondent profile:***

RESPONDENT ACKNOWLEDGEMENT:

_____	_____
Company's Registration Name	Company's common name (if different)
_____	_____
Response Contact Name	Response Contact Phone Number

Response Contact Email	

Has your company/ firm provided services to the district in the past? Yes / No (circle one).

If yes, please provide a summary of the contract/ engagements, timeline, and primary point of contact for each engagement. (Attachments maybe included with the technical proposal as needed).

3. Respondent's Certification:

RESPONDENT ACKNOWLEDGEMENT:

The undersigned, with full authority and position to bind the Respondent to the proposal provided, hereby binds the Respondent to the terms and conditions contained herein and to the Respondent's full offer without exclusion or limitation.

_____	_____
Signature	Printed Name
_____	_____
Title	Date

4. Respondent's Addenda Acknowledgement:

RESPONDENT ACKNOWLEDGEMENT:

The Respondent acknowledges the receipt and review of the following RFP Addenda:

_____ (Number of Addenda issued and review by Respondent)

_____ Respondent Initials

5. Contract Terms Acceptance:

Colorado and federal law require inclusion of certain provisions in all contracts to which the District is a party. (For example: see, CRS §22-1-135). Contracting will be done using the District's contract forms.

District provisions and template agreements maybe reviewed at:

<https://www.jeffcopublicschools.org/cms/One.aspx?portalId=627965&pageId=927452>

Respondent terms may be included in certain contract components as approved by the District. Respondent is to include all requested provisions with the technical proposal at the time of RFP submission. Additional provisions, suggested edits, etc. may not be considered after RFP award.

6. Conflicts of Interest Disclosure: Colorado Revised Statutes §24-18-201 governs interests in public contracts by local government officials, current and former local government employees, and others.

RESPONDENT ACKNOWLEDGEMENT: (Check the appropriate acknowledgement below and initial your response).

_____ Respondent has reviewed the requirements of C.R.S. §24-18-201 and confirms that no violation of this statute will exist if Respondent were to execute a contract under this RFP.

_____ Respondent has reviewed the requirements of C.R.S. §24-18-201 and offers in its RFP response factual disclosures relevant to this statute.

_____ Respondent Initials

7. Price Guarantee: Respondent, by submitting its RFP response, guarantees all prices, rates, costs, fees, and other price proposals for 180 calendar days after the proposal due date or until the contract is executed, whichever comes first.

RESPONDENT ACKNOWLEDGEMENT:

_____ Respondent Initials

8. Attachments to and included in Technical Proposal. The following documents are required to be attached to the proposal response.

- a. **Executive Summary:** An executive summary of up to two pages, condensing the contents and highlighting the most relevant aspects of the Respondent's proposal.
 - b. **Technical Proposal:** The Technical Proposal describes in detail how the Respondent proposes to meet the specification of this RFP. In the Technical Proposal, the Respondent addresses the specifications in the same sequence as they are presented in this RFP.
 - c. **Alternative offers to Mandatory requirements** (If any; see, *Section II - Specifications*)
9. **Cost Proposal, as separate file:** Cost Proposals are to be the Respondent's best and final offer. The Respondent is to provide a cost for all the goods and services proposed. The Price Proposal must be separated from all other proposal. All undisclosed costs will be the responsibility of the Respondent.

SECTION V: Evaluation and Selection of Proposals

The District will evaluate proposals on:

- The quality of information provided by the Respondent relative to the RFP requirements and specifications.
- The best overall fit for the District to be successful in completing the defined scope.
- The total cost to the District.

The District may use a multi-stage evaluation and selection process. Proposals that do not meet the requirements of this RFP will not move forward in the evaluation process. Each stage of the evaluation process is designed to determine which Respondent or Respondents best fit the District's need as defined in this RFP.

The District may ask clarification questions in writing and include the additional information gathered in the evaluation process.

SECTION VI: Information on Proposal Submittals and Process.

1. Modification or Withdrawal of Proposals.

Respondents may withdraw or modify their proposals at any time before the proposal deadline.

2. Addendum to RFP.

Respondents are responsible for reviewing bidnetdirect.com/colorado for addenda and updating their proposals accordingly.

3. Notice of Errors in RFP.

The District requests that Respondents report any errors or omissions in this RFP to the District Representative.

4. Open Records and District Ownership or Proposals.

The District is a public entity whose records are subject to public inspection in accordance with the Colorado Open Records Act, C.R.S. § 24-72-200.1 et seq. ("CORA"). Once the District awards a contract, then all proposals, whether successful or not, will become public records subject to public inspection in accordance with CORA. Proposals will become the property of the District after the proposal deadline and will be considered public records and thus accessible to the public under applicable law.

5. Pricing

All prices must be quoted at a firm price including F.O.B. Destination with inside delivery.

6. Federal Funding

If this award to the RFP is in part or wholly funded through Federal funds, the applicable federally mandated terms apply. These terms are known as the Federal Funding Provisions will be made a part of the District contract, and may be viewed on the District's Purchasing webpage.

7. Multiple Awards

The District reserves the right to award this RFP wholly or in part, to multiple Respondent's, if the District determines this to be in the best interests of the District.

8. Incurring Costs

The District is not liable for any cost the Respondent incurs prior to or outside of a signed contract, purchase order, or another authorized acquisition document. The Respondent has no property interest, of any nature, in the subject matter of this RFP, any award, or a contract until a contract is signed by the authorized representatives of the Respondent and the District.

9. Non-Discrimination

The Respondent shall comply with all applicable State and Federal laws, rules and regulations, and District policies prohibiting discrimination, intimidation, or harassment, based on ethnicity or race, color, religion, national origin, ancestry, sex, sexual orientation, gender identity, genetic information, age, veteran status, or disability.

10. Media / News Releases

Respondents shall not make any news releases or engage in any other publicity relating to this RFP, RFP proposals or resulting contracts without prior written approval by the District.

11. Certification of Independent Pricing Determination

Respondents shall comply with all applicable federal, state, and local laws relating to anti-trust, anti-collusion, price-fixing, and other protections of fair trade and fair competition. Except as a Respondent may otherwise disclose

with particularity in its submission of a response, the Respondent certifies that the prices and other terms in the response have been arrived at in full compliance with all applicable laws..

12. Reservation of Rights

The District reserves the right to:

- a. Reject any and all proposals received as a result of this RFP;
- b. Waive or decline to waive any informalities and any irregularities in any proposal or responses;
- c. Request clarification(s) of the Respondent's proposal;
- d. Adopt all or any part of the Respondent's proposal;
- e. Negotiate changes in the scope of work or services to be provided;
- f. Engage the successful Respondent for future scopes of work based upon future needs;
- g. Withhold the award of contract for any reason;
- h. Make updates and changes to its sample contract template forms and standard provisions;
- i. Select the Respondent it deems to be most qualified, responsive, and responsible to fulfill the needs of the District;
- j. Cancel the RFP at any time.