

Advisory and Steering Committees
Orientation
June 16, 2014



A Demographic Study-Facility Analysis

- ④ The demographic study-facility analysis will analyze trends in student demographics, using the TCS student database, census data, facilities data, and geographic information. Products include enrollment projections, design of attendance zones, facility utilization analysis; district maps, and system-wide collaboration regarding new schools, sizes of additions, renovations, review of the school system's education program, calculating school capacities in relation to the planned educational programs.

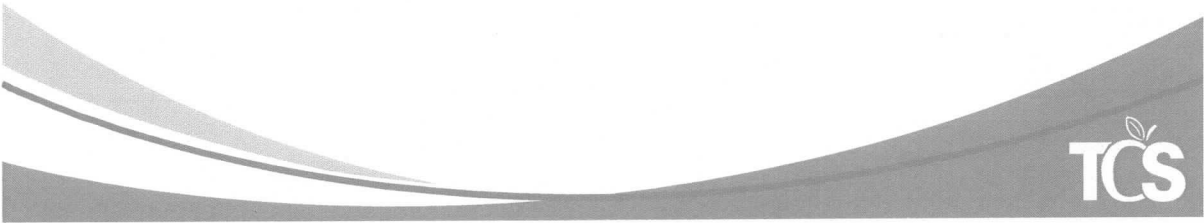


Specific Terms of the Proposal

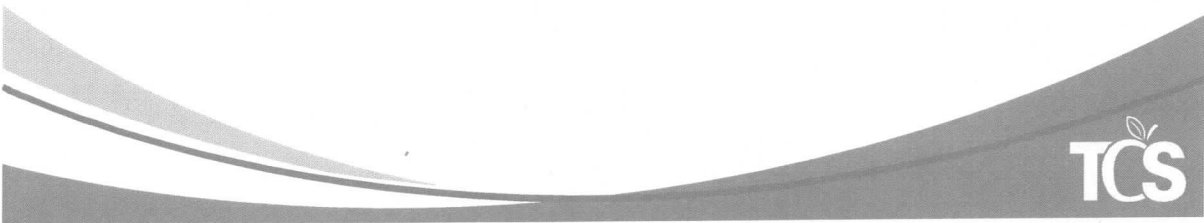
- ④ Contract will be awarded to one vendor or to a team of professional firms assembled by one firm.
- ④ Length of contract: All responses shall be for a one year agreement.
- ④ All proposals must be received as hard copies in the Finance Department by April 18, 2014, no later than 2:30 p.m., CST.
- ④ No late proposals accepted; no faxed copies accepted; no verbal responses accepted.



Request for Proposals: Demographer,
Facilities Analyst



Request for Proposal: Demographer,
Facilities Analyst



Critical Dates

- ④ Letter of Intent April 4, 2014 5:00 p.m. CST
- ④ Proposal Due April 25, 2014 2:30 PM, CST
- ④ Interviews of
Proposing Teams Week of May 12, 2014
Interviews May 14, 2014
- ④ Recommendation
to Board May 20, 2014



Scope of Services

1. Study, prepare demographics with student population projections for the next ten (10) years.
2. Study, prepare demographics by campus, by grade levels for next ten years.
3. Provide K-12 attendance boundary scenarios for current and future campuses.
4. Facilitate committee and community meetings.



Scope of Services

5. Develop recommendations for the use of current, future facilities, relative to student projections and attendance boundary scenarios.
 - A. Geo-coding and updates
 - B. Enrollment projections
 - C. K-12 re-alignments
 - D. Intra-district transfer matrix to reflect transfers to and from campuses.
6. Work with stakeholders to study recommended scenarios.



Scope of Services

7. Meet with local municipal planners, regional planners, and realtors. Analyze zoning maps, available land, etc. to project future housing.
8. Identify needs of additional, renovated, and/or different facilities for instructional needs.
9. Make recommendations for renovations necessary to support project-based teaching and learning at all sites.



Scope of Services

10. Prepare final demographic study report, including facility analysis as well as land use information, tables, and long-range facilities plan. The superintendent will determine how the demographer presents this report to the school board and to the community.
11. Provide all demographic and related data to the school system on a storage device.
12. Provide additional services requested by the school system on an hourly basis....



Basis of Award / Scoring Matrix

Awards will be made in keeping with the guidelines of Alabama purchasing law which allows Professional Services contracts to be negotiated. Prices will be a factor, but not necessarily the sole factor, in evaluating the RFP's. Other factors of consideration are listed below:

These factors shall be utilized in weighing the RFP responses as follows:

Factor	Weight
The price	20%
The reputation of the vendor and the demonstrated quality of the vendor's services to districts comparable in size and demographics with Tuscaloosa City Schools.	25%
The quality of the vendor's services demonstrated in print and technology presentations.	20%
The extent to which the services meet the district's needs	20%
The impact on the ability of the district to comply with laws and rules relating to historically underutilized businesses	5%
The total long-term cost to the district to acquire the vendor's services	5%
Any other relevant factor specifically listed in the request for bids or proposals.	5%
Total	100.00%

The District will make the award based upon the proposal that best meets its need. The District may reject any or all proposals, any portion of a proposal, and may waive any informality or immaterial irregularities in a proposal.

The Integrated Facilities Demographic Study



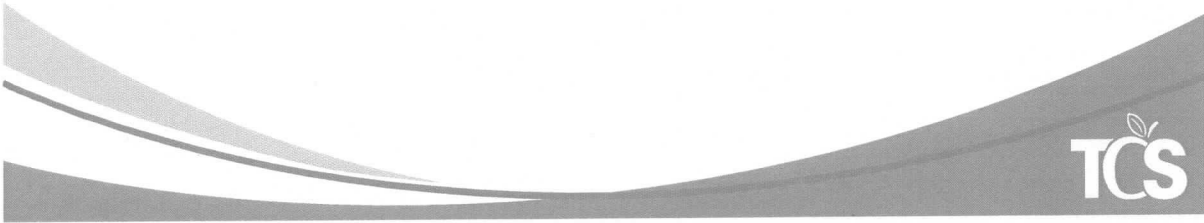
The Integrated Facilities Demographic Study

- ◊ Had three companies submit proposals
 - Volkert
 - Akribos
 - DeJong-Richter
- ◊ Interviewed the companies on June 4
- ◊ Twelve members of steering committee



Steering Committee

- 🍃 Brian Fair
- 🍃 Mike Daria
- 🍃 Jeff Johnson
- 🍃 Ed Lavigne
- 🍃 Gary Nichols
- 🍃 John McConnell
- Joyce Stallworth
- Kelly Horwitz
- Chris England
- Leah Ozment
- Dan Meissner
- Paul McKendrick



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Selected Company

Dejong-Richter

- ☞ Unanimous decision
- ☞ Experience
- ☞ Work with other systems in Alabama; similar to TCS
- ☞ Knowledge and experience of through lense of teaching and learning
- ☞ Experience and practice re: community outreach and planning

The TCS logo is located in the bottom right corner of the slide. It consists of the letters 'TCS' in a bold, sans-serif font, with a small leaf icon above the letter 'S'. The logo is white and is set against a dark grey background that is part of a decorative footer element.

Selected Company

Dejong-Richter

- ☞ Realistic timelines, order of operations.
- ☞ Has worked in Alabama schools: Huntsville; Mountain Brook; Auburn; Montgomery.
- ☞ Only team with a discussion and knowledge of how instruction should be part of studies.
- ☞ Diverse team

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The Advisory and Steering Committees



The Advisory Committee

- ❖ Representation from throughout the city.
- ❖ Representation of the diversity of thought, ethnicity, professions, and stakeholders in the city and the school system.
- ❖ Communication with/to the stakeholders.
- ❖ A forum for stakeholders - school and community partners, business supporters, parents, volunteers - to communicate their opinions, share their expertise, and possibly coordinate services.



The Advisory Committee

- ❖ An important public relations role.
- ❖ An avenue for fresh perspectives on issues.
- ❖ Advocates for the school system to gather input from and to serve as liaisons with relevant constituencies; to provide feedback to the school board, the steering committee, and the superintendent from the community; to provide technical expertise; to serve as an independent/unbiased sounding board; and to assist staff in determining important activities and view points.



The Steering Committee

- ❖ Assists the superintendent and his executive staff in making strategic decisions during this process.
- ❖ Makes recommendations to the superintendent in selecting a vendor, scheduling community meetings, prioritizing projects, and developing timelines for other projects or tasks related to the demographic study-facilities analysis.



The Steering Committee

- ❖ Makes recommendations regarding what the final products and/or projects will include.
- ❖ Assists in managing, and resolving major operational issues that may be raised by the findings, discussions, recommendations, of the consultant and, possibly, either of the committees.
- ❖ Makes recommendations for the coordination of projects as a result of the consultant's findings and later because of the passage of the tax referendum.

The logo for TCS, featuring the letters 'TCS' in a bold, sans-serif font with a small leaf icon above the 'S'.

TCS

The Steering Committee

- ❖ Makes recommendations on the need for specific working groups.
- ❖ The steering committee will provide non-binding but informed guidance.
- ❖ Both committees will adhere to and follow policies similar to those of our school board, for example, meeting attendance, decision-making, conflict of interest, and ethics policies.

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TCS

Next Steps

- ① Recommendation to the school board on June 17.
- ① Selected company begins work as soon as July 1
- ① Scheduled meetings after data and presentations from the selected company.
- ① Regular meetings.
- ① Timeline from 6-8 months before completion.



Tax Referendum

- ① The date of that the referendum will be put before the voters.
- ① If/When will the school board engage a consultant to oversee the effort.
- ① When does the school board authorize the superintendent to post or hire a consultant?
- ① How does the school board or another entity raise funds for this campaign?
- ① How do we engage the public and tell our story?
- ① What is the school board's role in supporting this measure?
- ① How do we involve other entities like city hall and business leaders?

