

**RUMSON SCHOOL DISTRICT
RUMSON, NEW JERSEY 07760**



REQUEST FOR QUOTE (RFQ)

DEMOGRAPHIC STUDY RFQ 1-25

Monday, July 1, 2024
Submission Date

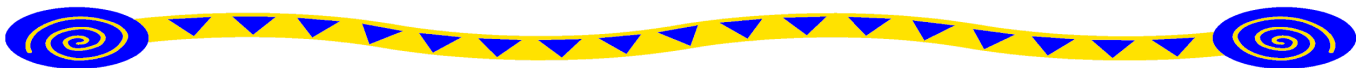
Denise McCarthy
School Business Administrator/Board Secretary

RUMSON SCHOOL DISTRICT



REQUEST FOR QUOTE

GENERAL SPECIFICATIONS



Denise McCarthy
School Business Administrator/Board Secretary

RUMSON SCHOOL DISTRICT

Request for Quote (RFQ)

Demographic Study

Instructions for Respondents

QUOTES ARE

TO BE SUBMITTED TO:

Denise McCarthy

School Business Administrator/Board Secretary

Rumson School District

60 Forrest Avenue

Rumson, New Jersey 07760

BY: Monday, July 1, 2024

Quotes are to be submitted in a sealed envelope and may be submitted by mail, delivery service, in person or via email to dmccarthy@rumsonschool.org.

Envelope Label Information

All respondents are to clearly label the cover of the sealed envelope as follows:

Title:

Demographic Study

RFQ Number

RFQ 1-25

Name and Address Respondent

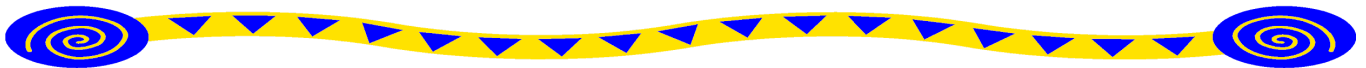
RFQ Due Date:

Monday, July 1, 2024



Request for Quote RFQ

TECHNICAL SPECIFICATIONS



**Denise McCarthy
School Business Administrator/Board Secretary**

RUMSON BOARD OF EDUCATION RUMSON, NEW JERSEY 07760

Request for Quote (RFQ)

DEMOGRAPHIC STUDY

TECHNICAL SPECIFICATIONS

Purpose of Proposal

The Rumson Board of Education is seeking quotes from qualified respondents to prepare a Demographic Study of the school district and the municipality the district serves.

Introduction and Background of the School District

The Rumson School District is a highly-ranked public school district located in Rumson, Monmouth County, New Jersey. The District provides educational services to approximately 958 students, Pre-K through 8th from the community of Rumson Borough. Public school students in ninth through twelfth grades attend Rumson-Fair Haven Regional High School, serving students from both Fair Haven and Rumson, where the school is located. The current budget for the District is approximately \$22,475,129.

- **District Mission Statement**

The Rumson School District ignites the potential of its learners by growing, inspiring, and cultivating personal excellence academically, socially, and emotionally.

Borough of Rumson

The Borough of Rumson is located in Monmouth County, New Jersey, United States. The borough population is estimated to be 7,343. According to the United States Census Bureau, the borough has a total land area of 5.2 square miles and is bound by the Navesink and Shrewsbury Rivers and is just a mile west of the Jersey Shore coastline. The population density is about 1,412 per square mile. The median household income is about \$ 184,336.

SCOPE OF WORK

The District recognizes there are different approaches to preparing a Demographic Study. The following Scope of Work is intended to present the ideal plan from the District's point of view. The District is willing to consider different Demographic Study models. Therefore, the District asks all potential proposers to review the Scope of Work as described below and specifically detail your plan, highlighting any differences from the Scope of Work described below. The ideal Scope of Work is as follows:

□ Population Diversity and Demographic Overview

Examine the demographic data in regard to the District including but not limited to population diversity, program participation, home values, income levels, census, live birth, and land use at a level that relates to district boundaries as well as areas from which current students are enrolled.

Provide a demographic overview of the school district that considers such factors as geography, population density, and wealth.

□ Population Trends

Provide an overview of population trends, birth rates, and population migration patterns within the school district.

□ District Growth

Examine approved housing developments within the municipality that send students to the school district and its area of control as well as planned and zoned use of land. Using the data, model the complete buildout of the school district integrating general timing for new developments. A study of population trends, birth rates, and population migration patterns within the school district. This may require meetings with municipal officials of the school district to project the location, quantity, and nature of future housing development.

□ Nonpublic School Enrollment

Recognize and project trends in non-public school enrollment including private schools, charter schools, cyber charter schools, and home-schooled students.

□ Future Student Enrollment

Accurately project future student enrollment incorporating historical enrollment data, live birth data, development activity, demographic trends, and other information that would assist with an accurate forecast. Utilize Geographic Information Systems (GIS) with maps and analysis that visualizes what is happening in the district. Provide sample documentation of the GIS physical model used by the firm.

Provide a ten (10) year forecast of enrollment and population within the district by grade level and by planning area, including socioeconomic/racial characteristics of students.

□ Other Factors

Explain any other factors that will be included in the demographic study.

The demographer will provide a complete study including demographic maps, tables, and charts, fully explaining the study.

Presentations—If Needed

As part of this contract, the demographer may be required to make a presentation to the District.

Cohort Survival

- Cohort Survival is the name given to the method of projecting enrollments which is recommended by the New Jersey Department of Education.
- Cohort Survival projections are based on historic enrollment and birth data in the individual school district and incorporate six years of demographic data. They are considered very reliable where trends are expected to continue, without significant change in housing or birth rates.
- Cohort is the name given to the common groups of children originally born in a given year and progressing, together, through the school system, from one grade level to the next.
- Survival Ratios refer to the number of students from one year and grade level who "survive to" or enter the next grade level the following year.

Standard Cohort-Survival Enrollment Projection

This standard cohort-survival enrollment projection is provided by the New Jersey Department of Education for use in the District's Long Range Facilities Plan.

Qualifications of Respondents

Respondents shall submit documentation highlighting qualifications and experience they have that will assist the District in the evaluation and selection process. Such documentation may include, but not be limited to:

- Provide a listing and description of similar Demographic Studies and/or projects awarded with other organizations giving dates of service. Evidence of providing services as listed in the specifications to public school districts;
- Provide comparison data from three New Jersey Public Schools highlighting, by year, your firm's enrollment projections versus actual enrollment;
- Detail the experience your firm and its staff have in working with public sector clients;
- Describe how needs specific to the public sector were met. Highlight any experience specific to school districts;
- Provide at least three client references from similar public school district projects. Include contact names, addresses, and telephone numbers;
- Provide a list of all New Jersey Public School District clients within the past ten (10) years;
- Provide two (2) letters of recommendation from other New Jersey Public School districts demonstrating a successful demographic study; and
- Other information concerning the firm and/or individuals of the firm that would assist the school district in the evaluation process;

Contract Period

Unless otherwise noted, the term of the contract will be from

July 24, 2024, through the completion of contract

Coordination of Activities—Principal Point of Contact

All activities pertaining to this contract will be coordinated through the offices of

Denise McCarthy

School Business Administrator/Board Secretary

PRESENTATION PACKAGE

The Rumson Board of Education seeks from all participating respondents, information that will assist the District in selecting the respondent who will provide the highest quality services at a fair and competitive price. All respondents shall prepare a presentation package to be submitted with the RFQ.

The Presentation Package shall include at a minimum the following:

□ TECHNICAL CRITERIA**Description of Services**

Respondents should list all services to be rendered with their explanation in a detailed plan on how they will provide the services. Respondents shall also provide evidence of how services of a similar type were provided to other public schools in New Jersey. Respondents will provide completion timelines corresponding with major demographic study tasks culminating in dates for presentations to the Administration and Board.

GIS Model

Respondents are to provide sample documentation of the GIS physical model used by the firm and confirm the firm utilizes the latest GIS technology (Ex: ESRI Arc GIS Server)

Respondents are to explain in detail their experience in the following areas:

- Public Engagement (build buy-in complex issues – bond referendum, redistricting, additions, consolidation)
- Geographic Information Systems (GIS) (Creation of maps and analysis that visualizes what is happening in the District)
- Statistical Analysis (proven ability to provide projections on a geographic level)
- Demographics (census, live birth, extraction of a product that relates to District boundaries)
- Educational K-8 Planning (capacity, educational programming, site analysis, etc.)

- City and County Planning (builders, developers, realtors, planners, public works, Comprehensive Plans, Capital Improvement Plans)
- Educational Issues (capacity, funding, benchmarks, educational programming)
- Specifically, detail how your program will meet the needs of the District as outlined in the Scope of Work.

Respondents, by submitting a quote, acknowledge that they fully understand the scope of service, work, and activity to be performed. Respondents are to provide evidence of any innovation and/or successful approach in providing the services requested.

▮ MANAGEMENT CRITERIA

Business Organization

The respondent shall submit a full description of the business organization to include, but not be limited to:

- Name, address, phone, fax, website, and other information of the business entity;
- An organizational chart noting the names of all principals and partners;
- Resumes of key staff members;
- Resume of Instructors who may be assigned to the Rumson Board of Education; and
- Other information concerning individuals of the professional firm that would assist the school district in the evaluation process.
- Professional staff members who specifically will be assigned to this contract, the experience each possesses, and the location of the office from which they work. Provide a detailed biography and/or resume outlining the experience and credentials of all such staff members.
- Team members that can cross over to other disciplines (City/County Planning, GIS, educational programming)

Qualifications; Relevant Experience

Respondents shall submit documentation highlighting qualifications and experience they have that will assist the District in the evaluation and selection process. Such documentation may include, but not be limited to:

- Provide a listing and description of similar Demographic Studies and/or projects awarded with other organizations giving dates of service. Evidence of providing services as listed in the specifications to public school districts with regional school district experience preferred;
- Detail the experience your firm and its staff have in working with public sector clients.
- Describe how needs specific to the public sector were met. Highlight any experience specific to school districts.
- Provide at least three client references from similar public school district projects. Include contact names, addresses, and telephone numbers.

- Provide a list of New Jersey Public School District clients within the past ten (10) years;
- Provide two (2) letters of recommendation from other New Jersey Public School districts demonstrating a successful demographic study; and
- Other information concerning the firm and/or individuals of the firm would assist the school district in the evaluation process.

□ COST CRITERIA

Fee Proposal—Total Cost of Contract

Respondents are to submit a fee proposal schedule that compliments the service that is being requested by the school district. Respondents are to provide the following cost pricing on the Quote Form:

Total Cost of Contract

The cost criterion is a significant part of the evaluation process.

Respondents are reminded to include on the Quote Form, the cost for presentation fees, both for in-person and virtual presentations.

Contract Expenses

Respondents are to note the following as it pertains to expenses related to the contract:

□ Expenses; Related to Contract; Incidental

All incidental expenses related to this contract, incurred by the respondent to whom the contract is awarded, shall be the responsibility of the respondent. Charges such as telecommunications, postage, copy charges, food and drink, and other incidental costs are the responsibility of the respondent.

The Board will not reimburse any vendor for any incidental expenses related to the contract.

□ Travel/Parking Reimbursement

The Board of Education will not reimburse any travel-related or meal expenses unless approved by the School Business Administrator.

Evaluation Process; Methodology of Awarding Contract

All RFQ responses are to be evaluated based on whose response is the most advantageous to the district, price, and other factors considered, and whose response will provide the highest quality of service at fair and competitive prices. The Board of Education will use a one hundred (100) point system in evaluating all proposals.

The criteria to be evaluated are identified below:

	Category	Value Points
I.	Technical Criterion	30
II.	Management Criterion	30
III.	Cost Criterion	40

EVALUATION OF PROPOSALS

The School Business Administrator shall evaluate all proposals received.

Award of Contract

The Board of Education intends to award the contract, at its July 24, 2024, Board meeting, based upon the report and recommendation of the Superintendent, to the respondent that receives the highest total cumulative points on the Evaluation Scoring Form **and** whose response is the most advantageous to the Board, price, and other factors considered; and will provide the highest quality service at fair and competitive prices.

Presentations and Interviews—Negotiations Not Permitted

The Board of Education may, at its option, require respondents of its choice to attend interviews and make presentations to District officials for clarification regarding their submission prior to contract award. This process may only take place after proposals have been opened and reviewed and prior to the completion of the evaluation. Under no circumstances shall the provisions of the proposal be subject to negotiation.

Packaging and Submission of Quote—Form of Submission

The Board requires that all quotes be placed in a sealed envelope with one (1) proposal clearly marked “**Original Quote**” and one clearly marked “**Copy.**” Quotes may also be emailed to Denise McCarthy, School Business Administrator at dmccarthy@rumsonschool.org.

**RUMSON BOARD OF EDUCATION
RUMSON, NEW JERSEY 07760**

Quote Form

DEMOGRAPHIC STUDY

RFQ No. **1-25**

Quote Due Date: **Monday, July 1, 2024**

I submit the total cost fee for the Demographic Study as specified

\$_____

Name of Company _____

Address _____

City, State, Zip _____

Telephone No. _____ Ext. _____ Fax No. _____

E-mail: _____ Tax ID No. _____

Authorized Agent _____ Title _____

Authorized Signature _____ **Date** _____

Denise McCarthy

School Business Administrator/Board Secretary