



**REQUEST FOR INFORMATION
DEMOGRAPHIC STUDY**

I. BACKGROUND

The Des Moines Public Schools, hereinafter referred to as “District”, is seeking information to secure a list of qualified providers of demographic survey services tailored to K-12 public schools. The District intends to take this information and develop a formal request for proposal at a later date and send the document to those who responded to this request as well as advertise the request in all national and local notification services.

II. OBJECTIVE

The purpose of conducting a demographic survey is to examine the distribution of student enrollment in the District, model long-range (5 years max) enrollment forecast and prepare facility utilization plans to meet the forecast needs.

III. RECEIPT OF PROPOSALS

The District request all submissions be sent to the Purchasing department located at the address below and be clearly marked “**RFI8423 Demographic Study**” in sealed envelopes with the company name and address, or submitted by email to: mark.mattiussi@dmschools.org Proposals must be received no later than 4:30 PM on September 27, 2019 at the following address:

Des Moines Public Schools
Attn: Mark Mattiussi-Purchasing Agent
1915 Prospect Road
Suite 1200
Des Moines, Iowa 50310

As stated above the objective of this request is to obtain information regarding the type and number of organizations providing this service in order to produce a list of qualified providers in which a formal request of proposal will be sent. Another important objective is to gather information regarding the accuracy of forecasting models for work performed by respondents for other K-12 school districts with similar complexities and demographics as the District. Respondents to this request do so entirely at their own expense. There is not an expressed or implied obligation by the District to reimburse any firm or individual for any costs incurred in preparing or submitting information.

IV. REQUESTED INFORMATION

The District recognizes there are different approaches to a study such as this. In order to prepare a formal request for proposal and secure a list of qualified (but not exclusive) list of providers the district request the following information.

A. Company Information

- i. Name of organization : Legal name, state of incorporation or residence
- ii. Address of organization : Full address including City, State, Zip
- iii. Contact Information: Complete list of information including the contact name, their phone number, fax number, email address, and title.
- iv. Brief organizational information: (One page) History, years performing such service, the experience of your staff, experience with K-12, geographical and statistical experience, city and planning experience, etc.

B. Service Information

- i. The District is seeking information from interested organizations pertaining to the scope of work conducted for other K-5 school districts with the same complexities and demographics as the Des Moines Public Schools. The District is not interested in the names of those schools but merely the work they awarded to your organization. The District request that organizations submit the following information in as succinct a manner as possible, and understands the need to redact the names of schools districts if necessary.
- ii. The District is looking for information regarding awarded work as it pertains to:
 1. The manner in which information was collected and used to present demographic data, enrollment forecasts by grade level, and facility planning.
 2. Forecasting methodologies, assumptions and techniques used to reach conclusions that provided current and future enrollment projections to the school district(s).
 3. Any plans submitted to the school district(s) which addressed the facility utilization and assessment.
 4. The District feels it has sufficient historical and demographic information regarding its student population. The District is seeking information regarding future student attendance within the four areas of the city. Therefore it is interested in learning how accurate forecasting models are when using current information to predict future attendance. I.E. Submitted demographic and building utilization plans presented in 2012 were _% accurate based on 2019 actual conditions.
 5. Any information regarding your organizations ability to assist governing authorities (I.E. Board of Education) with understanding the results of your work and the implications of action upon your recommendation.
 6. The range of cost for a demographic study and the availability of “ala carte” pricing for specific information.
 7. The forecasting ranges available to conduct such a study, i.e. 2, 5, 10 years.