



Request for Proposal:  
Alaska Business Survey and Profile  
regarding Early Care and Learning  
July 24, 2019

**thread**  
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**Table of Contents**

1. Company Overview ..... 3  
2. Statement of Work..... 4  
3. Scope of Work..... 5  
4. Project Schedule ..... 6  
5. Project Budget..... 7  
6. RFP Evaluation Criteria..... 8  
7. Submission Requirements ..... 9  
8. Contact Information ..... 10



# 1. Company Overview

Child Care Connection, Inc. dba **thread**, hereinafter referred to as **thread**, is requesting proposals for a business survey and completed profile of Alaska employer support for employees related to early care and learning (ECL) services. This project seeks to better understand employee benefits and other business investments related to early care and learning services, employer motivations for providing these benefits, and outcomes of these business investments.

## 1.1 Company Overview

**Mission:** **thread's** mission is to advance the quality of early education and child development by empowering parents, educating child care professionals and collaborating with our communities.

**History:** For more than 30 years, **thread** has served as the Child Care Resource & Referral (CCR&R) Network for Alaska. In this role, **thread** provides free resources and child care referral services for families, as well as professional development, technical assistance, and financial supports to the early care and learning industry. **thread** also manages two statewide early care and learning systems: Learn & Grow, which provides a framework designed to improve the quality of early care and learning, and Alaska SEED (the System for Early Education Development), a professional development system and registry for Alaska's early care and learning professionals.

The **thread** statewide Network is made up of three sister organizations: **thread** (providing statewide oversight and serving Southcentral), Thrivalaska (serving Northern/Interior) and the Southeast Alaska Association for the Education of Young Children (serving Southeast).

By working to improve the quality, accessibility, and affordability of early care and learning, **thread** helps to ensure children are prepared for school and more successful in life. Having access to high-quality child care also has a positive community impact. Parents are able to meet the financial needs of their families while businesses can attract and retain a qualified workforce.

## 2. Statement of Work

### 2.1 Purpose

The purpose of the Request for Proposal (RFP) is to invite proposals for a business survey and completed profile of Alaska employer support for employees related to early care and learning services. This project seeks to better understand employee benefits and other business investments related to early care and learning services, employer motivations for providing these benefits, and outcomes of these business investments.

This document contains the necessary requirements for a successful bid.

### 2.2 Scope of Work Description

**thread** seeks to better identify key areas in which business investment in early care and learning services are currently and would most improve both recruitment and retention of Alaska employees but also support the early care and learning industry as a whole.

Knowing more about current business practices and prospective needs will provide **thread** and early childhood sector partners with information to hone support for Alaska families and their employers. **thread** has been conducting economic impact studies of the early care and learning sector for over a decade. One of the main remaining areas to explore is how Alaska businesses intersect with the early care and learning sector.

### 2.3 Goals/Outcomes of Work

The goals and deliverables of this work include:

- Gather information and data from Alaska businesses regarding their investments, employee benefits, supports and needs related to early care and learning services.
- Present results of this work in a brochure format summarizing key findings.
- Present high level results of this work along with the brochure at **thread's** event, Thursday October 10, 2019, No Small Matter: A Summit on the Economic Impact of Early Care and Learning in Alaska. <https://www.threadalaska.org/thread/business-community/early-care-education-summit>

### 3. Scope of Work

Recent past and current research in Alaska on the early care and learning industry has increased our understanding of demand for and supply of early care and learning services; household needs and perspectives on early care and learning; and the economic and household benefits of the industry. A few key pieces of information are still needed to develop a full picture of how the early care and learning industry benefits Alaskans. This includes identifying what investments in early care and learning services would most improve the industry, support Alaska families, and contribute to the Alaska economy.

In order to understand how and why businesses both contribute to and benefit from ECL services, **thread** seeks to find a partner/contractor to:

- Identify and describe the range of early care and learning benefits employers provide nationally.
- Survey Alaska employers about specific types of early care and learning related benefits offered to employees and their perspective on investing in such benefits.
- Conduct case studies of Alaska businesses that offer early care and learning benefits to employees.

Deliverables for this project include:

- Executive summary of work and findings provided to **thread**.
- Present results of this work in a brochure format summarizing key findings.
- Present high level results of this work along with the brochure at **thread's** event, Thursday October 10, 2019, No Small Matter: A Summit on the Economic Impact of Early Care and Learning in Alaska. <https://www.threadalaska.org/thread/business-community/early-care-education-summit>

## 4. Project Schedule

The project schedule is based on the below timeline.

RFP open July 24 – August 9<sup>th</sup>, 2019  
Partner/Contractor selected no later than August 16<sup>th</sup>  
Business and study completed by September 30<sup>th</sup>  
Brochure completed by October 5<sup>th</sup>  
Presentation October 10<sup>th</sup>

The expected project completion date is October 10, 2019. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

## 5. Project Budget

The total budget for the contractor is \$35,000.

**thread** will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs
- Experience and technical expertise
- Responsiveness and answers to questions in the next section



## 7. Submission Requirements

To be considered for this project, the following items must be included in your response:

Response to all evaluation criteria (Section 6)

- Samples (as appropriate)
- 2-3 references
- Proposed schedule and budget

Proposals should not be more than 2-3 pages.

All proposals must be received by **thread** by August 9<sup>th</sup>, 2019. Submit your proposal via email to: [sberglund@threadalaska.org](mailto:sberglund@threadalaska.org)

Vendors who have demonstrated their interest and capacity to meet the requirements will be contacted by phone and/or email to be notified of their selection to move forward in the RFP process.

Vendors who have not been selected will be notified via email.

Upon selection, **thread** will negotiate contract terms. All contracts are subject to review by legal counsel. The project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

All content will become the sole property of **thread**.

The project described is supported by the Preschool Development Grant Birth through Five Initiative (PDG B-5), Grant Number 90TP0012, from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services.

The contents associated with this work are solely the responsibility of the authors and do not necessarily represent the official views of the Office of Child Care, the Administration for Children and Families, or the U.S. Department of Health and Human Services.

## 8. Contact Information

For questions or concerns regarding this RFP, please contact:

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