

## Notice of Request for Proposals

### College Readiness Program RFP No. 58

Notice is hereby given that Opportunities for Learning – Baldwin Park Charter School (hereinafter referred to as “**OFL-BP**”) is requesting proposals for a provider of U.S. and International Student Tour services (hereinafter referred to as “**Proposer[s]**”) to assist with OFL-BP’s operation of its charter school programs in Los Angeles, California.

Proposers should not construe from this notice that OFL-BP intends to enter into a contract with the Proposer unless, in the opinion of OFL-BP, it is in the best interest of OFL-BP to do so. OFL-BP reserves the right to negotiate final contractual terms with the successful Proposer.

The Request for Proposal (RFP) documents are available at  
OFL-BP’s website at <https://ofl-bp.org/notices/rfp/>

To request the RFP documents by e-mail or postal mail, please contact:

Emily Ochoa, Assistant Principal of Instructional Operations  
2585 Cochran Street, Simi Valley, CA 93065  
[emilyochoa@emsofl.com](mailto:emilyochoa@emsofl.com)

OFL-BP will record and provide answers on a rolling basis to any questions or requests for clarifying information about the RFP received during the question and answer period.

OFL-BP will hold an **Optional Tour/Demonstration** of OFL-BP facilities  
By appointment May 1-3, 2019,

Potential Proposers interested in attending should confirm with Melissa Nelson ([mnelson@ofy.org](mailto:mnelson@ofy.org))

Proposers must submit written proposals via email and in a sealed package labeled:

**“Proposal – College Readiness Program [RFP No. 58]”**

Addressed to:

Emily Ochoa

Opportunities for Learning-Baldwin Park Charter School.

2585 Cochran Street, Simi Valley, CA 93065

OFL-BP will accept all proposals received on or before Tuesday, May 7, 2019. OFL-BP will not accept proposals that are received after the deadline.

OFL-BP reserves the right to reject any or all proposals, and to waive any errors or corrections in a proposal or in the proposal process. OFL-BP will award the contract based on a review and analysis of the proposals that determines which proposal best meets the needs of OFL-BP. Following the review and analysis of all responsive proposals, OFL-BP staff will make a recommendation to the OFL-BP Board of Directors at a duly noticed board meeting.

**REQUEST FOR PROPOSAL  
for  
College Readiness Program**

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**RFP No. 58  
College Readiness Program**

by

OPPORTUNITIES FOR LEARNING– BALDWIN PARK CHARTER SCHOOL

ADDRESS ALL PROPOSALS TO:

Emily Ochoa  
Opportunities for Learning - Baldwin Park Charter School  
2585 Cochran Street, Simi Valley, CA 93065  
emilyochoa@emsofl.com

# Request for Proposal

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## **Introduction/Purpose of Solicitation**

The purpose of this Request for Proposal (RFP) is to enter into a contract with a provider of **College Readiness Program** Services (collectively referred to herein as “Service Provider”) that will provide Opportunities for Learning – Baldwin Park Charter School (hereinafter referred to as “OFL-BP”) with assistance in the operation of its California public charter school located in Los Angeles, California. The Service Provider will provide services to OFL-BP as described in RFP Exhibit 1, Scope of Work. The Charter School is currently operated by OFL-BP, LLC, a California limited liability company. However, in light of Education Code section 47604 as amended by Assembly Bill 406 (2018), operation of the Charter School will transition to OFL-Baldwin Park, Inc., a California nonprofit public benefit corporation, upon approval by the Baldwin Park Unified School District as the school’s charter authorizer. Any contract resulting from this RFP will need to be assigned from OFL-BP, LLC to OFL-Baldwin Park, Inc. once the transition is approved and complete.

Through this RFP, OFL-BP seeks to promote maximum open and free competition consistent with applicable federal and state laws and standards. Outlined below are examples of basic competitive bidding standards OFL-BP will use in the issuance of this RFP:

- OFL-BP is soliciting competitive proposals in order to secure public objectives in the most effective manner and avoid the possibilities of fraud, collusion, etc.
- OFL-BP released this RFP to benefit OFL-BP and not the Proposers.
- Fulfillment of RFP specifications is based on full and fair competition and acceptance by OFL-BP of the Proposer who meets OFL-BP’s requirements, as determined by OFL-BP when evaluating proposals based on the criteria contained in the RFP.
- The RFP provides a basis for full and fair competition among Proposers to a common standard, free of restrictions that tend to stifle competition.

The above four points are for illustrative purposes only.

To respond to this RFP, interested Service Providers must present evidence of experience, ability, and financial standing necessary to meet the requirements stated in this RFP. OFL-BP will measure this evidence by scoring the proposals, using a point system that will rank each proposal from highest to lowest, to determine which proposals they will consider for the award of a contract.

To be competitive in this solicitation, the Proposer must:

- Carefully read the entire RFP, attachments, exhibit, and OFL-BP responses to questions before submitting a proposal.
- Ask appropriate questions or request clarification before the deadline in the RFP.
- Submit all required responses by the required deadlines.
- Follow all instructions and requirements of the RFP thoroughly and appropriately.

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other errors in this RFP, the Proposer shall immediately notify OFL-BP of the error in writing and request clarification or a modification of the RFP. If the Proposer fails to notify OFL-BP of the error prior to the date for submission of proposals, and is awarded the contract, the Proposer shall not be entitled to additional compensation or time by reason of the error or its later correction.

### **Background Information**

OFL-BP proudly serves more than 3,700 students and their families at its 13 sites. OFL-BP is a year-round public charter school that serves 7<sup>th</sup> grade to 12<sup>th</sup> grade students, who range in age from 14 to 24 years old.

At OFL-BP our mission is to create an educational choice for all students. Our staff connects with students to empower and inspire them to achieve their goals and make their dreams a reality. Our students enroll with us to meet various unique needs. Some students enroll to accelerate their progress toward their high school diploma so that they are able to graduate sooner than they might in traditional school. Others are falling behind in a traditional setting and are seeking academic recovery. Additionally, some students attend OFL-BP to eliminate some of the stressors associated with larger class sizes, increased student population and intimidating social demands of traditional high school settings. Our school offers both independent study courses and small group instruction. Independent study provides students with the space to work at their own pace and develop a heightened sense of accountability. Our small group instruction courses offer a classroom setting with fewer students than a traditional school, in order to maximize support for access to rigorous common core content. In our blended model of independent study and small group instruction students are encouraged to take ownership of their education while still receiving the one on one support they need to successfully progress toward earning a high school diploma.

#### ***Learning Center Locations***

##### **Los Angeles**

Compton  
1301 E Rosecrans Avenue  
Los Angeles, CA 90221

Watts  
638 E El Segundo Blvd  
Los Angeles, CA 90061

Hawthorne  
13613 Hawthorne Blvd  
Hawthorne, CA 90250

Ramona  
12731 Ramona Blvd  
Irwindale, CA 91706

##### **San Fernando Valley**

Arleta  
9700 Woodman Ave  
Arleta, CA 91331

Encino  
17953 Ventura Blvd.  
Encino, CA 91316

Reseda  
8911 Reseda Blvd.  
Northridge, CA 91324

Simi Valley  
2585 Cochran St  
Simi Valley, CA 93065

##### **Long Beach**

Bellflower  
10058 Rosecrans Blvd  
Bellflower, CA 90706

Bixby  
3501 Atlantic Ave  
Long Beach, CA 90807

Wilson  
3850 E. Anaheim Street  
Long Beach, CA 90804

Signal Hill  
400 E. Willow St  
Long Beach, CA 90806

North Long Beach  
6608 Cherry Avenue  
Long Beach, CA 90805

**Schedule of Events  
for  
RFP No. 58**

- Release of RFP Monday, April 22, 2019
- Optional Tour/Demonstration By appointment May 1-3, 2019
- Proposer Question Submission Deadline Thursday, May 2, 2019
- Deadline for Submission of Proposal Tuesday, May 7, 2019
- Proposals Evaluated May 8–May 9, 2019
- Board Meeting – Anticipated Proposal Approval On or about Friday, June 7, 2019
- Anticipated Beginning of Contract Term July 1, 2019

OFL-BP will make every effort to adhere to the schedule. However, OFL-BP’s management reserves the right to amend the schedule, as necessary, and will post a notice of said amendment at <https://ofl-bp.org/notices/rfp/>.

## **General Instructions for Proposers**

1. Prepare proposals simply and economically. Provide a straightforward concise description of the Proposer's capability to satisfy OFL-BP's requirements. Emphasis should be placed on completeness and clarity of content.
2. Submit proposals for the performance of all the services described within this RFP.
3. OFL-BP may reject a proposal if the proposal is conditional or incomplete, deemed non responsive, or if it contains any alterations of form or other irregularities of any kind. OFL-BP may reject any or all proposals or waive any immaterial deviation in a proposal. OFL-BP's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Proposer from full compliance with all other requirements if awarded the contract.
4. Proposers are responsible for the costs of developing proposals, and shall not charge OFL-BP for any preparation costs.
5. Proposers may modify their proposal after submission by withdrawing the original proposal and resubmitting a new proposal prior to the submission deadline.
6. Proposers may withdraw their proposal by submitting a written withdrawal request to OFL-BP, signed by the Proposer or their authorized agent, through the contact person named in the "Contact Information" provided on page 2 of this RFP. Thereafter, a Proposer may submit a new proposal prior to the proposal submission deadline. Proposers may not withdraw their proposal without cause after the proposal submission deadline.
7. OFL-BP may modify the RFP prior to the date given for submission of proposals by posting an addendum on <https://ofl-bp.org/notices/rfp/>. OFL-BP will notify Proposers so they can obtain any addenda from OFL-BP's Website, or request it by email, postal mail, or fax.
8. OFL-BP reserves the right to reject all proposals for any reason and at OFL-BP's discretion. OFL-BP is not required to award a contract.
9. Any proposals and resulting contract(s) will be public documents reviewed by the OFL-BP Board of Directors at a public meeting. Proposers understand that such documents will not be kept confidential.
10. OFL-BP will not consider more than one proposal from an individual, firm, partnership, corporation, or association under the same or different names. Reasonable grounds for believing that any Proposer has submitted more than one proposal for work contemplated herein will cause OFL-BP to reject all proposals submitted by the Proposer. If there is reason to believe that collusion exists among the Proposers, OFL-BP will not consider any of the participants of such collusion in this or future solicitations.
11. OFL-BP will not consider a joint proposal submitted by two or more entities.
12. Additional charges for regular or express delivery, parcel post, packing, cartage, insurance, license fees, permits, or for any other purpose shall be included (and separately identified) in the proposal.

13. All proposals shall include the forms provided as attachments to this RFP, but proposals may also include an alternative fee proposal form that better suits the type of services and pricing structure. A proposal is considered responsive if it follows the required format, includes all attachments, and meets all deadlines and other requirements outlined in this RFP.
14. OFL-BP shall not accept proposals after the submission deadline specified in the RFP and shall return the unopened late proposals to the respective Proposers.
15. Proposers are responsible for examining the entire RFP package, seeking clarification for any item or requirement that may not be clear to them, and checking all responses in their proposal for accuracy before submitting it.
16. Proposers may submit their questions regarding the information presented in this RFP to Emily Ochoa in writing by postal mail at 2585 Cochran Street, Simi Valley, CA 93065, e-mail at emilyochoa@emsofl.com, no later than 5pm on the date set forth above. OFL-BP will answer all questions received by the deadline in writing without exposing the query source. This will be the sole process for asking and answering questions regarding this RFP. Proposers may not contact OFL-BP employees directly to ask questions.
17. OFL-BP representatives reserve the right to inspect a Proposer's operations prior to any award of a contract.
18. OFL-BP reserves the right to negotiate the final terms and conditions of the contract, which may differ from those contained in the proposal, provided OFL-BP considers such negotiation to be in its best interest. OFL-BP may award the full contract to any one Proposer, or may choose to split up the contract between multiple Proposers if in OFL-BP's best interest.
19. Interested Proposers are invited to inspect OFL-BP's premises prior to submitting a proposal in order to determine all requirements associated with the proposed contract. The inspection of premises will occur during the Optional Tour/Demonstration.
20. Proposers shall submit one paper copy and one copy in digital format (e.g., email, CD, DVD, or flash drive.).
  - a. The paper copy must contain the original signature of the individual(s) authorized to bind the Proposer contractually and be labeled "Master Copy."
  - b. The Proposer must ensure the digital copy is complete and inclusive of all materials contained in the paper copy, including any required signatures. If there is an inconsistency between the paper and digital copies, the paper copy will take precedence.
  - c. The sealed proposal envelopes must be marked legibly with OFL-BP's RFP number and title, and OFL-BP's name and address, as shown in the following example:

**Proposal—College Readiness Program Services [RFP No. 58]**

[Enter Service Provider Name Submitting RFP]

for

Opportunities for Learning- Baldwin Park Charter School

Submitted to:

Emily Ochoa

2585 Cochran Street, Simi Valley, CA 93065

## Proposal Requirements

To be eligible for evaluation, a proposal must adhere strictly to the format set forth below; failure to do so may result in disqualification. Proposers must complete, label, and separate each section, and number all pages. The content and sequence of the proposal will be as follows:

Section	Title
1.	Cover Letter
2.	Table of Contents
3.	Attachments Checklist
4.	Minimum Qualifications
5.	Proposal Questionnaire
6.	Proposer References
7.	Authorization Agreement.
8.	Fee Proposal

### 1. Cover Letter

Only the individual(s) authorized to bind the Proposer contractually may sign the cover letter, which shall be a part of the proposal package. OFL-BP may reject the proposal if the Proposer fails to include the following required information:

- Name and address of responding company
- Organizational structure of the responding company (*e.g.*, corporation, partnership, etc.)
- Proposer's Federal Employee Identification Number and Corporate Identification Number, if applicable
- Name, title phone number, fax number, and e-mail address of the representative who will be designated as the primary liaison to OFL-BP
- Name, title, phone number, and e-mail address of the representative(s) authorized to bind the Proposer in a contract if different from the primary liaison
- A statement expressing the Proposer's willingness to perform the services described in this RFP
- A statement expressing the Proposer's ability to perform the services required in the Scope of Work, including availability of staff and other required resources to meet all deliverables as described in this RFP
- A statement regarding the Proposer's proprietary information; if applicable, the Proposer must clearly mark in the upper right hand corner those pages to be considered proprietary (**Note:** the Proposer cannot consider the entire proposal to be proprietary; marking the proposal as proprietary does not mean that OFL-BP can keep it confidential, as OFL-BP must comply with the California Public Records Act)

- The following certification:

By signing this cover letter, I (we) certify that the information contained in this proposal is accurate and that all attachments required to be submitted as part of the proposal are certified to be true and binding upon our company.

## 2. **Table of Contents**

Immediately following the cover letter, include a comprehensive Table of Contents that lists all submitted proposal sections, subsections, attachments, and materials.

## 3. **Attachments Checklist**

The Proposer shall include all documents identified in the Attachments Checklist (Attachment B). OFL-BP may reject proposals that do not include the proper required attachments.

## 4. **Minimum Qualifications**

OFL-BP will only consider Proposers that **meet all minimum qualifications** (as listed on Attachment C).

## 5. **Proposal Questionnaire**

The Proposal Questionnaire (Attachment D) is intended to provide OFL-BP with specific information concerning the Proposer's capability to provide services as described in this RFP. Proposers should limit their responses to the number of pages noted in the questionnaire and answer each question in the same order.

## 6. **Proposer References**

Proposers must provide two references on the Proposer References form (Attachment E). OFL-BP reserves the right to contact any of the references listed, and retains the right to conduct reference checks with individuals and entities beyond those listed. Proposers are welcome to submit reference letters but all proposals must include Attachment E with at least two references listed.

## 7. **Authorization Agreement**

The Proposer or their authorized representative must sign the Authorization Agreement (Attachment F) and return it with the proposal package.

## 8. **Fee Proposal**

The Proposer must complete the Fee Proposal (Attachment G) and return it with the proposal package. Proposers may also include an alternative fee proposal form, such as a breakdown of hourly rates, that better suits the type of services and pricing structure in the proposal, but all proposals must include Attachment G.

## Evaluation of Proposals

Proposals will be opened on or after the date specified in the Schedule of Events. During the evaluation process, OFL-BP may ask Proposers to clarify information in the proposals, but Proposers may not change their proposals.

An error in the proposal may cause OFL-BP to reject that proposal; however, OFL-BP may, at its sole discretion, retain the proposal and make certain corrections. When determining if a correction will be made, OFL-BP will consider the conformance of the proposal to the format and content required by the RFP and that the Proposer's intent is clearly established based on review of the whole proposal.

OFL-BP will open proposals to determine if they contain all the required information in accordance with this RFP. OFL-BP will evaluate qualifying proposals using the following criteria:

CRITERIA	MAXIMUM POINTS
Administrative Requirements: did the Proposer include all required information in accordance with the General Instructions and Proposal Requirements?	5
Did the Proposer demonstrate experience with and an understanding of <b>College Readiness Program services</b> ?	10
Based on the Proposal Questionnaire responses and the Cover Letter, did the Proposer demonstrate a complete understanding of OFL-BP's service requirements, as described in the RFP and the Scope of Work?	10
Does the Proposer have the requisite capability and experience, as measured by performance record, years in the industry, relevant charter school experience, number of other schools served, client retention and satisfaction, and references?	15
Cost	10
<b>TOTAL POINTS</b>	<b>50</b>

OFL-BP will score and rank selected proposals by assigning a score between zero and the maximum score to each proposal criterion. OFL-BP will recommend awarding the contract to the Proposer with the highest total proposal score.

## **Attachments**

### Attachment A

#### **Optional Tour/Demonstration**

The Optional Tour/Demonstration will include an escorted tour.

- The tour/demonstration schedule includes the sites listed below.
- Prospective Proposers may not contact any sites or employees outside of the scheduled visit.
- OFL-BP requests that Proposers do not take pictures during the tour as OFL-BP has not obtained releases from parents, students, and employees.

#### TOUR SCHEDULE

By appointment May 1-3, 2019

Potential Proposers interested in attending should confirm with Melissa Nelson ([mnelson@ofy.org](mailto:mnelson@ofy.org))

OFL-BP thanks all Proposers for abiding by our request to keep the disruption caused by the visit to a minimum.

Attachment B

**Attachments Checklist**

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Proposer Company Name

Please complete this checklist to confirm that the items listed below have been included in your proposal. Place a checkmark or “x” next to each item submitted to OFL-BP. For your proposal to be considered, all required attachments must be returned, including this checklist. Submit one copy of your proposal in a sealed package.

Section	Title
____ 1	Cover Letter
____ 2	Table of Contents
____ 3	Attachments Checklist
____ 4	Minimum Qualifications
____ 5	Proposal Questionnaire
____ 6	Proposer References
____ 7	Authorization Agreement
____ 8	Fee Proposal

Attachment C

**Minimum Qualifications**

A Proposer must meet all of the following minimum qualifications to OFL-BP's satisfaction to be given further consideration. Failure to satisfy any of the minimum qualifications may result in the immediate rejection of the proposal.

Both the Proposer's company and its key personnel currently meet all of the following minimum qualifications:

1. The Proposer has at least three years of experience with providing **College Readiness Program** services.

Yes \_\_\_\_\_

No \_\_\_\_\_

2. The Proposer has knowledge and experience working with California charter schools.

Yes \_\_\_\_\_

No \_\_\_\_\_

3. The Proposer has professional references that demonstrate and evidence the ability to perform the required services.

Yes \_\_\_\_\_

No \_\_\_\_\_

4. The Proposer is licensed to do business in the state of California.

Yes \_\_\_\_\_

No \_\_\_\_\_

## Attachment D

### Proposal Questionnaire

This proposal questionnaire is intended to provide OFL-BP with specific information concerning the Proposer's capability to provide services as described in the RFP. Please be as concise as possible and limit your responses **to no more than two pages per question, unless instructed otherwise. Type each question in the same order as listed in the questionnaire.**

1. Provide a general description of your company's qualifications and experience relevant to the minimum qualifications in Attachment C, along with any necessary substantiating information. Limit your responses to information about your company's capabilities.
2. Provide a statement indicating the year your company was founded; what the primary business(es) of the company is(are); the length of time the company has been providing **College Readiness Program** services as described in this RFP. In addition, provide the duration and extent of experience the company has with providing any similar services.
3. Provide a general description of your company's experience with California charter schools.
4. Provide a general description of how your company will be able to provide the experience, ability, and financial standing necessary to meet the requirements set forth in this RFP.
5. Provide a complete list of organizations or schools that have discontinued or terminated your company's services in the last five years and the reason(s) why.
6. Provide an organization chart for your company, a description of the lines of communication, and the responsibilities at each company level.
7. Provide a complete balance sheet or annual report (verified by a certified public accountant) for the last three years of operation. You may submit financial information about your parent company, if applicable, but we also require financials for the specific company providing the services, if available.
8. Provide a recommended transition plan that describes the steps the Proposer will take to begin providing the services described in this RFP.

Attachment E  
**Proposer References**

List at least two references to which the Proposer has provided **College Readiness Program** services within the past five year(s). Failure to complete and return this Attachment will cause your proposal to be rejected.

Reference 1		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 2		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 3 (optional)		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		

Attachment F  
**Authorization Agreement**

Request for Proposal for **College Readiness Program** Services  
RFP No. 58

We, [*Enter Company Name*], by our signature on this document certify the following:

1. That we will operate in accordance with all applicable California state and federal laws and regulations.
2. That the terms, conditions, warranties, and representations made within this RFP and our proposal shall be binding upon us and shall be considered a part of the contract as if incorporated therein.
3. That the proposal submitted is a firm and irrevocable offer good for one year.
4. That we have made examinations and verifications, and are fully conversant with all conditions under which services are to be performed for OFL-BP.
5. That negligence in the preparation or presentation of, errors in, or omissions from proposals shall not relieve us from fulfillment of any and all obligations and requirements in the resulting contract.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

Title of Authorized Representative: \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

Date Signed: \_\_\_\_\_

Attachment G  
Fee Proposal

**COST BREAKDOWN**

**Proposer Instructions**

- Provide a breakdown of all costs included in the fixed price, including personnel costs.
- Clearly identify all costs**

<b>Item #</b>	<b>Description of Services</b>	<b>Annual Cost</b>
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
<b>GRAND TOTAL</b>		

## **RFP EXHIBIT 1**

### **College Readiness Program Scope of Work**

Seeking vendors to lead and facilitate a yearlong college readiness program with a group of selected high schools students.

1. Program staff should be able to :
  - a. To run various college readiness workshops throughout the year - college applications, FAFSA, resume writing, EOP applications, etc.
  - b. To meet with student cohort regularly and be available to also meet with various students based on their college needs.
  - c. To host a parent/student pre-program orientation (including make-up orientation), assist with gathering all necessary paperwork, liaison with school to ensure all logistics are met all year long.
  - d. Demonstrate that they are CPR/First Aid trained, as well as trained in all emergency protocols.
  - e. To facilitate all provided curriculum, tutor throughout the year and support with grading.
  - f. To offer assistance once students graduate and enter college
2. Work with curriculum department to ensure students receive elective course credits
  - a. Curriculum should include:
    - i. Group discussion/activities
    - ii. Solo time focusing on being open to new experiences, observations, overcoming obstacles/solutions
    - iii. College readiness/preparation skills.
3. Customized program (including specific colleges and universities tours) and available additional services to enhance program.
4. 24/7 access to program emergency staff throughout the year.