



**IOWA CITY COMMUNITY  
SCHOOL DISTRICT**  
All In for All Kids

**Educational Services Center**

2255 N Dubuque Rd · Iowa City, IA 52245  
(319) 688-1000 · [www.iowacityschools.org](http://www.iowacityschools.org)

# Iowa City Community School District **REQUEST FOR PROPOSALS**

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Demographic Study & Enrollment Projections

Proposals Due July 14th, 2026

**Matt Degner – Superintendent of Schools**

It is the policy of the Iowa City Community School District not to discriminate on the basis of race, color, national origin, sex, disability, religion, creed, age, marital status, sexual orientation, gender identity and socioeconomic status in its educational programs, activities, or employment practices. There is a grievance procedure for processing complaints of discrimination. If you have questions or a grievance related to this policy, please contact Laura Cottrell for programming at [cottrell.laura@iowacityschools.org](mailto:cottrell.laura@iowacityschools.org) or Nick Proud for employment at [proud.nick@iowacityschools.org](mailto:proud.nick@iowacityschools.org), 2255 N. Dubuque Rd, Iowa City, IA 52245, (319) 688-1000. If you are unsure how to proceed or would like assistance in discussing your options, you may also contact Janet Abejo-Parker at [ombuds@iowacityschools.org](mailto:ombuds@iowacityschools.org) or (319) 688-1312.



## REQUEST FOR PROPOSAL

### Demographic Study and Enrollment Projections

Iowa City Community School District

Iowa City Community School District ("ICCS") is inviting proposals from qualified service providers to conduct a Demographic study and long-range enrollment analysis and projection.

- Long-range Enrollment Projections (2026-2036)
- Identification of Enrollment Trends

Responses to this request will be accepted at the Educational Service Center of the Iowa City Community School District, 2255 N. Dubuque Rd, Iowa City, IA 52245, until 4:00 p.m. on July 14th, 2026

The Iowa City Community School District is not liable for any cost incurred by any person or firm responding to the RFP.

Questions prior to the submittal of the RFP are to be directed to:

Curt Pratt  
Chief Operating Officer  
[pratt.curt@iowacityschools.org](mailto:pratt.curt@iowacityschools.org)

Curt Pratt is the only contact for this project. Contacting other administrators, School Board Members, or staff members as part of this process is not acceptable and is grounds for potential elimination from consideration. All questions must be submitted via email with the subject line: DEMOGRAPHIC RFP QUESTION.

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## GENERAL INFORMATION, TERMS AND CONDITIONS

### INTRODUCTION

The Iowa City Community School District will be considering qualifications and proposals from consultants to conduct a Demographic study and long-range enrollment analysis and projection.

The School District will utilize the completed work to guide budget forecasts and curriculum development, project the number of teachers and support staff needed, and plan facilities improvements and additions for the next 10 years.

Applicants will be evaluated based on the selection criteria as stated in Article IV, including responsiveness to this request. Specific evaluation criteria and submittal instructions are contained herein. Final disposition, including authorization to enter into a contract, is reserved for the Iowa City Community School District Board of Directors.

### BACKGROUND AND INTENT

The Iowa City Community School District is a public school district in Johnson County, Iowa. The District comprises five different municipalities, including Iowa City, Coralville, North Liberty, University Heights, and Hills.

The District presently provides pre-K-12 educational services for approximately 14,500 students enrolled from pre-kindergarten through grade 12. The District is composed of three comprehensive high schools, three middle schools for grades six through eight, and 20 elementary schools for Pre-K through grade five. The District also provides alternative education for grades 9 through 12 at Tate High School. The district employs approximately 2,600 employees.

The scope of service includes analysis of district-wide demographics, verification of existing enrollment data, growth patterns, and anticipated student growth or decline. The consultant will provide annual enrollment projections for a ten-year period **by school and grade** with current catchment boundaries, utilizing student population trend data and analysis for public and non-public schools for grades K-12.

The Iowa City Community School District reserves the right to reject responses and to waive any minor irregularities in any accepted responses.

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## SCOPE OF SERVICES

### 1. Long-range Enrollment Projection

Student enrollment dramatically affects the way that the school district operates. The following is a description of the work involved. The scope and the methods used to make enrollment projections may be revised during negotiation of a contract.

- a. Utilizing industry standards, methods described below, and all other means necessary, produce a comprehensive demographic study and enrollment projection for the years 2027-2037.
- b. Utilize at least the cohort survival method to provide enrollment projections by grade, school, and total, relying on historical survival ratios to project student growth or decline into the future.
  - i. Factor in kindergarten enrollment and student migration.
- c. Utilize the housing unit method to confirm cohort projections (consultants may provide rationale in order to utilize other methods of forecasting);
  - i. Utilize housing units and school-age students per unit to develop a projection for total enrollment;
- d. Special education annual enrollment projections for the total school district and by building for the next 5 years and 10 years.
- e. Projections for students utilizing Education Savings Accounts and growth patterns for non-public schools.
- f. Compare and analyze;
  - i. Birth and migration data and their effect on enrollment;
  - ii. History of enrollment changes;
- g. Work with staff to forecast enrollment for budget projections and staffing needs;
- h. Conduct demographic data development and analysis, including;
  - i. Population trends and changes;
  - ii. Unemployment rate;
  - iii. Birth rates;
  - iv. New housing development and redevelopment
- i. Attend meetings as necessary and present progress reports, updates, and final reports to the Facilities and Finance Committee and the school board.

### 2. Required Materials and Documentation

- a. Provide one copy of the final report, including maps and/or other supportive documentation and appropriate supporting materials, to the school district.
- b. The district will provide historical enrollment data and other items that are readily available and necessary in order to complete the scope of work.

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## RFP REQUIREMENTS

1. Proposal Content
  - a. Proposals shall include the following, in the order listed:
    - i. A letter of introduction and interest.
    - ii. A history of the firm and experience of the owner.
    - iii. A list of five similar projects completed or ongoing and other evidence of the firm's experience conducting demographic and enrollment projection services.
      1. One of the similar projects must include a project where enrollment projections were more than 10% discrepant and a narrative of the reason for the discrepancy.
    - iv. A detailed description of the firm's recommended approach for accomplishing items listed in Article III, Scope of Service. The description should include a recommended timeline, schedule of meetings, and list of specific activities.
    - v. Professional references.
2. Indemnification and Insurance
  - a. The contractor shall defend, indemnify, and hold the District, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses, or suits including attorney fees, arising out of or in connection with the performance of services as outlined herein and in any subsequent contract or agreement, except for injuries and damages caused by the sole negligence of the District.
3. Provisions
  - a. Timing and sequence of events resulting from this RFP will ultimately be determined by the school district.
    - i. The firm must certify that the personnel identified in its response to this RFP will be the persons actually assigned to the project. Any additions, deletions, or changes in personnel from the proposal during the course of the project must be approved by the district, with the exception of personnel who have terminated employment. At its discretion, the district may require the removal and replacement of any of the consultant's personnel who do not perform adequately, regardless of whether they were previously approved by the district.
    - ii. All responses to the RFP must conform to the instructions. Failure to include any required signatures, to meet deadlines, answer all questions, follow the requested format, or failure to comply with any other requirements of this RFP may be considered appropriate cause for rejection of the response.
    - iii. The Iowa City Community School District assumes no contractual obligations by issuing this RFP, by accepting and evaluating proposals and responses, or by making a preliminary consultant selection.

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- iv. The Iowa City Community School District reserves the right to reject responses and to waive any minor irregularities in any accepted responses.
- v. Any costs incurred by consultants in the preparation of a proposal will be borne solely by the consultant, and the proposal will become the property of the school district.
- vi. The Iowa City Community School District reserves the right to amend the RFP at any time prior to final selection, by transmittal of an addendum to all parties of record with the district.
- vii. The Iowa City Community School District reserves the right to accept the proposal it considers most responsive and qualified.
- viii. Prior to commencing work on this project, the school district and consultant will meet to agree upon a contract. The successful firm must negotiate a satisfactory contract with the school district within 10 days of selection. If a contract is not successfully negotiated within 10 days of award, the district may commence negotiations with another firm.
- ix. The School District reserves the right to negotiate the scope, schedule, and cost of any proposal submitted and enter into a contract based on a revised proposal.
- x. No work may begin, and the consultant must commit that no billing will be issued to the district or other partners, prior to formal review and approval of the contract by the School Board in an open public meeting.

### **EVALUATION CRITERIA AND SCORING**

While relative weight given to specific criteria is not yet determined, evaluation of the proposals will be based primarily on the following:

1. Experience of the project leader in similar engagements, and experience of the proposed personnel in performing enrollment and demographic analysis;
2. Competence of the firm to perform the required services, as indicated by the technical training, education and experience of the firm's personnel who are likely to be assigned to the project;
3. Firm's ability, in terms of workload and availability of qualified personnel, equipment, facilities and other support resources to competently, expeditiously and cost effectively provide high quality demographic study and enrollment projection services;
4. Past performance as reflected in evaluations of previous clients with respect to factors such as quality and accuracy of work and meeting deadlines;
5. Responsiveness to the scope of work and approach to completing the project; Emphasis will be on grasp of the problems involved, soundness of approach and the quality of the overall proposal including organization and completeness according to the RFP.

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Include only the requested information in the proposal. Additional material may be provided as appendices but will not be included in the consultant selection scoring process. Firms are requested to clearly indicate the contact person's phone number and email address in order to ensure timely receipt of information about the selection process.

The School District reserves the right to supplement this announcement and may specify additional terms and conditions for providing the services. Any questions regarding this RFP and selection process should be directed to:

Curt Pratt  
Chief Operating Officer  
[pratt.curt@iowacityschools.org](mailto:pratt.curt@iowacityschools.org)

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