

## Attachment A - Background/Description

Component 1: CRM Development Description - The Kent County Child Care Navigation initiative is a service that helps parents and caregivers find and access quality child care options that meet their needs and preferences. This service is currently funded by the Kent County Ready by 5 Early Childhood Millage and provided by Kent ISD in partnership with Vibrant Futures. The goal of child care navigation is to reduce the stress and barriers that parents face when looking for child care, especially for families with low income, special needs, or language barriers.

As part of this initiative, Kent ISD employs Child Care Navigators to connect families to quality, licensed providers that match their criteria and have open slots/availability. Vibrant Futures employs navigation staff to assist families in accessing available programs and subsidies to make child care more affordable. Both entities currently use a temporary database developed internally by Kent ISD to manage staff workflows, enter data needed for reporting purposes, and integrate supplemental information collected directly from child care providers. In order to accelerate the work of the CCN initiative, Kent ISD is seeking qualified vendors to replace this system with a CRM using a Dynamics 365 platform to allow for customizations based on the following description.

### Component 1 Tasks:

- Providers - The CRM will store information about the child care provider like program type, current openings, ages of care, time and schedule of operation, funding sources, location, contacts, licensing info and violations, etc.
- Families, Children, and Caregivers - The CRM will store information about families, children, and caregivers as separate but linked entries in order to aid the Navigator to search for care for them. This includes items such as location, contact information, income, language spoken, and referrals given.
- Intake Form - The CRM will include an intake form to collect basic information about each caregiver, prompting Navigators to make contact with the caregiver and include preliminary information to inform this initial conversation.
- Community Resources - The CRM will store information about various community resources commonly shared with families searching for child care, such as where to find baby items and Section 8 housing information.
- Request Flow - An incoming request from a family should be tracked for its entire lifecycle - from initial intake, sending of referrals, and follow-ups to confirm resolution.

- Provider Communications - A provider record will have a full history of when a Navigator reached out for updated availability, and the resulting updates that occurred.
- Reporting - The CRM will allow Kent ISD to export data needed to submit for programmatic grant reporting purposes. The CRM must be able to collect and report on all data fields required for Outreach and Navigation services identified in the field definition file located at:  
[https://www.firststepskent.org/uploads/financial-reports/Millage-Portal/RB5-Data-Fields-Definitions\\_changes-enacted-FY\\_1\\_1\\_2024.pdf](https://www.firststepskent.org/uploads/financial-reports/Millage-Portal/RB5-Data-Fields-Definitions_changes-enacted-FY_1_1_2024.pdf)

Component 2, Part A: Integration with GSQ and CCHIRP Systems Description - The State of Michigan currently maintains a database of all licensed child care providers in Michigan through the Great Start to Quality (GSQ) Child Care Finder tool, which can be accessed at the following link: <https://greatstarttoquality.org/finding-child-care-preschool/>

Additionally, the State of Michigan houses child care licensing information in the Child Care Hub Information Records Portal (CCHIRP), which can be accessed at the following link: <https://www.michigan.gov/mileap/early-childhood-education/cclb>

In order to reduce the amount of time needed to manually enter information into the proposed CRM, Kent ISD is seeking price quotations for vendors to build the tools necessary to automatically import data from these resources. These tools should include an approval system for Navigators to approve entity updates, as each system has identified limitations that can impact the quality of data.

Component 2, Part A Tasks:

- GSQ Updates - Build tool to automatically import data from a GSQ export daily. That data should get entered into an approval system for Navigators to approve entity updates.
- CCHIRP Updates - Build tool to automatically import data from CCHIRP License Database daily. That data should get entered into an approval system for Navigators to approve entity updates.

Component 2, Part B: Integration Updates - While Kent ISD is working in coordination with the State of Michigan, the Early Childhood Investment Corporation, and other external stakeholders involved in the development of these systems, the proposed integration/tools should be based on public access levels. Kent ISD is aware that this will result in a “brittle” system, which will require additional maintenance. In Component 2, Part B: vendors are asked to provide the cost to fix an integration, assuming changes to each system are likely and will need to be accounted for as an ongoing cost.

### Component 2, Part B Tasks:

- Updates/Fixes - Fix interruptions in the proposed integrations stemming from public level access to each system.

### Component 3: Child Care Provider Communication Description -

Kent ISD seeks to integrate tools that allow Navigators to easily communicate with providers into the proposed CRM. This communication may be to let the provider know of something happening or to ask the provider to update their information. This communication will be via text message and the frequency will be dependent on planned activities and Navigator discretion.

### Component 3 Tasks:

- Update Openings - Send text messages to designated child care providers asking them to provide their openings which will then be reflected in the CRM application.
- Update GSQ Information - Provide the functionality to send text messages manually triggered by a Navigator when they would like to remind a provider to check their GSQ information. This will not include an automated way to update GSQ site, but rather this communication will provide a direct link to each provider's posting and include specific details the Navigator would like them to review.
- Summary of Contacts - Send a text message once a week to providers in the system, summarizing how many families were provided the provider's information. Messages would only be sent if a provider's information was delivered to a family the previous week.

### Timeline:

This project is funded through a grant to Kent ISD with a project period of 10/1/2024 - 9/30/2025. As such, the work product must be delivered within this timeframe. Any exceptions to this timeline must be documented in the proposal and the bidder must provide an alternative deliverable date.

12-4-24  
4:50  
MV



Kent Intermediate School District

# Child Care Navigation CRM Development

**DATE**

December 4, 2024

**PRESENTED BY:**

Bulb Digital

2090 Celebration Dr.  
Suite 204B  
Grand Rapids, MI 49525

**PRESENTED FOR:**

Kent ISD

2930 Knapp St. NE  
Grand Rapids, MI 49525

## Before We Talk About Us

I remember what it felt like when we had our daughter. I tell people “it’s a new kind of love you didn’t know before.” You spend the next few weeks enjoying the precious moments with them, watching them grow by what feels like the minute.

You get a few months in, are drastically sleep deprived, and get the wake-up call realizing you need to get back to work and make some money to support this new family you’ve created. What do you do? Do you scrape by so you can live on one income? Do you find someone to watch your child part time? Full time? Is grandma available to help? Do we know someone who does daycare? What website should I use? Maybe I’ll post to Facebook!

That particular moment in time is FILLED with anxiety. You need to give up control over what feels like your world, and hand that kiddo off to someone else to take care of them. That is, if you can find someone you trust... and afford.

Cutting to the chase, I’m so glad Kent ISD and the others involved with this grant are tackling this issue. Having people and systems in place to help your vetting process to find someone you trust is almost priceless.

We at Bulb Digital would love to play a small part in helping fix this situation, which is what brings us to responding to this RFP.

Now we’ll get to the stuff you actually asked for. Enjoy your reading. Feel free to reach out if you need anything.

- Mitch Herrema

## About Bulb Digital

We are Bulb Digital, a Modern Workplace Consultancy. We focus on helping organizations use Microsoft tools better so their people work better together. This is guided by our strong beliefs on what role technology should play in the workplace.

We believe a streamlined workplace leads to happy employees. This can only happen by bringing culture and tech together. So, we leverage the familiar tools people already have, treat technology as an enabler to do work better, and in turn empower the workforce.

We are a team of 10, which includes 3 partners, a handful of technologists and a project manager. We have helped more than 25 happy clients and connected more than 75,000 employees through modern workplace transformation. Together we have more than 50 years of experience related to improving communication, collaboration, and automating business processes.

### **Our team combines technical expertise with deep industry knowledge:**

#### **Key Personnel:**

- **Matt Dressel** - Partner, Communication & Collaboration Practice Lead - 20+ years in the industry
- **Mike Bodell** - Partner, Business Applications Practice Lead - 20+ years in the industry
- **Mitch Herrema** - Partner, Operations - 10+ years in the industry
- **Emma Allport, CSM** - Delivery Lead - Runs a tight ship and makes sure we stay on task.
- **Michaela Brown** - Power Platform Developer - Key developer on Project 1 below.

## Pricing Narrative

We propose the following detailed pricing structure for delivering the services outlined in this RFP. All our services are fixed prices, not estimates. Our prices are designed to provide transparency and align closely with the project's scope and requirements:

<b>Component 1: Child Care Navigation Dynamics 365 CRM</b>	<b>\$80k</b>
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<b>Component 2, Part A: Integration with GSQ and CCHIRP Systems</b>	<b>\$40k</b>
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<b>Component 2, Part B: Integration Updates</b>	<b>\$10k</b>
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<b>Component 3: Child Care Provider Communication Description</b>	<b>\$30k</b>
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### **Total Price: \$160k**

Some of these items could be treated as "a la carte" if budget is a concern or need to wait for additional funding.

### **Code Warranty**

- A warranty period of 60 days is included for addressing bug fixes.
- Post-warranty, recurring maintenance costs are estimated at \$30k/year, covering support and bug fixes.

### **Required Licensing**

- Dynamics 365 Licenses for Each Navigator
- Power BI Licenses as Needed

## Proposed Development Process

We propose using a Hybrid development model to ensure iterative progress and stakeholder collaboration throughout the project. We will define the work up front, plan the needed tasks, and develop features to a point where they are testable by the end user for feedback. We will then iterate as needed until we find a suitable solution.

### Key Phases and Timeline

- **Discovery & Requirements Gathering:** 2 Weeks
- **Design & Prototyping:** 2 Weeks
- **Development:** 2 Months
- **Testing & Training:** 1 Month

All deliverables will be completed by **9/30/2025**, with milestones and checkpoints for review.

### Application Lifecycle/Testing

Our testing methodology includes the following stages:

- **Develop** - The Bulb Digital Team will develop features in cooperation with the ISD team. Each feature will be reviewed by another Bulb Digital team member and deployed to the test environment.
- **Test** - Collaboration with the ISD to validate that the feature meets expectations. The ISD team will play a critical role in testing, with structured feedback cycles to address issues before final deployment.
- **Production** - Features will be deployed to the production environment for use with real production users and data.



## Project Management and Status Reporting

We'll use a project management approach using Microsoft Planner. Regular updates will be provided through:

- **Weekly Status Reports:** Highlighting progress, risks, and mitigation strategies.
- **Bi-Weekly Check-In Meetings:** With stakeholders to ensure alignment.

## Handling Change Requests

Our approach to change management ensures flexibility without scope creep:

- Changes will be documented and evaluated for feasibility.
- Cost and timeline adjustments will be submitted for approval before implementation.
- Approved changes will be integrated into the project roadmap.

## Why Us?

If you'd rather just see a wall of people who love us: <https://testimonial.bulb.digital/WtRn3hJ>

## Relevant Experience

We have successfully delivered projects of similar scope and scale, including:

- **Project 1: Case Management Solution** - We developed a case management solution for a government-contracted business that acts as the intermediary between law enforcement and individuals requiring ankle bracelet monitoring. The application uses the Microsoft Power Platform to centralize the intake of requests from law enforcement, manage internal team tasks, coordinate installation workflows for field technicians, and deliver robust reporting on key metrics—ensuring smooth and efficient operations throughout the process.
- **Project 2: Gas Company Software** - We developed a custom web application for a gas company serving as the intermediary between suppliers, terminals, and customers. The app streamlines and manages complex pricing data, becoming a critical tool for employees to perform their daily work effectively. This experience highlights our expertise

in creating solutions that simplify and optimize processes for organizations that act as intermediaries—a strong parallel to supporting childcare navigators in helping parents find the right childcare.

- **Project 3:** We created a Model-Driven App and related processes and flows used to manage software and hardware usage exception requests for the State of Michigan. The application serves primarily as a single repository for requesting, review, and approval of the use of non-standard software and or hardware. Secondly it serves as a crowd sourced catalog of software and hardware products collected with documentation, review notes, and disposition ultimately streamlining and making the process more efficient the more it is used.

## Quality Assurance

Our quality assurance measures include:

- Application Lifecycle Management - nothing gets deployed to production without approval after testing in the test environment.
- Regular communication about the current tasks, who is working on what, and aligning with stakeholders the entire way.
- Proactive risk management to address challenges efficiently.

## References

As part of our response to this RFP, we have provided three references who can speak to our organization's performance, quality of work, project management, and overall satisfaction with our services.

### Reference 1 (Confidential Client)

- **Title:** CEO
- **Organization:** Confidential
- **Contact Information:** Please contact us directly for reference details.
- **Project Details:** Case Management Solution outlined previously.

### Reference 2

- **Name:** Laurie Prange
- **Title:** Service Manager
- **Organization:** State of Michigan Department of Technology, Management and Budget
- **Email:** prangel@michigan.gov
- **Project Details:** Ongoing client. Over the years have migrated tens of thousands of employees from classic SharePoint to modern. Developed multiple applications and support mechanisms for their employees, namely a Support Intake tool for the SharePoint team, built with the MS Power Platform. This helps standardize the requests coming in and manage the tasks related to supporting the employee's request.

### Reference 3

- **Name:** Joe Bailey
- **Title:** Director of Product Management
- **Organization:** Securitas
- **Email:** joe.bailey@sbdinc.com
- **Project Details:** Developed a custom hospital inventory management platform.

Thanks for your consideration!

By submitting this bid, the undersigned acknowledges and certifies that they are an authorized representative of the bidding entity, with full authority to execute this bid on behalf of the entity.



Printed Name: Mitch Herrema

Title: Partner, Operations

Date: 12/4/24

**Attachment C**

**AFFIDAVIT OF COMPLIANCE – IRAN ECONOMIC SANCTIONS ACT**

Michigan Public Act No. 517 of 2012

The undersigned, the owner or authorized officer of Bulb Digital (the "Bidder"), pursuant to the compliance certification requirement provided in the Kent Intermediate School District request for proposal for Child Care Navigation CRM Development, hereby certifies, represents and warrants that the Bidder (including its officers, directors and employees) is not an "Iran Linked Business" within the meaning of the Iran Economic Sanctions Act, Michigan Public Act No. 517 of 2012 (the "Act"), and that in the event Bidder is awarded a Contract as a result of the aforementioned Invitation To Bid, the Bidder will not become an "Iran Linked Business" at any time during the course of performing under the Contract.

The Bidder further acknowledges that any person who is found to have submitted a false certification is responsible for a civil penalty of not more than \$250,000.00 or 2 times the amount of the Contract or proposed Contract for which the false certification was made, whichever is greater, the cost of the Intermediate School District's investigation, and reasonable attorney fees, in addition to the fine. Moreover, any person who submitted a false certification shall be ineligible to Bid on an Invitation To Bid for three (3) years from the date it is determined that the person has submitted the false certification.

**Contractor:**

By: [Signature]

Title: Partner, Operations

Date: 12/2/2024

STATE OF MICHIGAN )

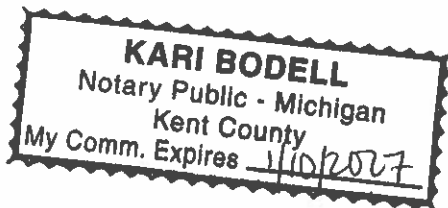
COUNTY OF Kent<sup>ss.</sup> )

This instrument was acknowledged before me on the 2 day of December, 2024, by Matthew Dressel

[Signature], Notary

Public Kent County,

MI



My Commission Expires: 1/10/2027

Acting in the County of: Kent

**Attachment D  
FAMILIAL RELATIONSHIP DISCLOSURE STATEMENT**

*Important: This disclosure statement must be included with your Bid - required by state law (P.A. 232 of 2004)*

*As required by Public Act 232 of 2004, all Bids shall be accompanied by a sworn and notarized statement disclosing any familial relationship that exists between the owner or any employee of the Bidder and any member of the School Board or the Superintendent of Kent ISD.*

The undersigned, the owner or authorized officer of

Bulb Digital

(the Bidder), pursuant to the familial disclosure requirement provided in the attached invitation to Bid, hereby represent and warrant, except as provided below, that no familial relationships exist between the owner(s) or any employee of the company and any member of the School Board or the Superintendent of Kent ISD. If such a relationship exists, please explain:

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BIDDER: *[Signature]*

By: Mitch Herrema

Title: Partner, Operations

STATE OF MICHIGAN )

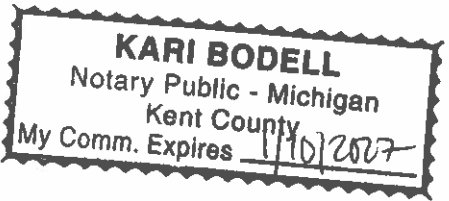
  )ss.  
COUNTY OF Kent )

This instrument was acknowledged before me on the 2 day of December,  
2024, by

Mitch Herrema

*[Signature]*, Notary  
Public

Kent County,  
MI



My Commission  
Expires: 1/10/2027  
Acting in the County of: Kent