

City of Seattle Office for Education

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CITY OF SEATTLE

**Comprehensive Universal Preschool
Parent/Guardian Survey**

REQUEST FOR PROPOSALS (RFP)

Request for Proposals Information Session Agenda

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- Information Session Process
- RFP Overview Presentation
- Questions

Notes:

1. This is a competitive process with no guarantee of funding.
2. For any instances in which this PowerPoint and the RFP seem to differ, the RFP shall take precedence.

Goals

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- The Seattle City Council unanimously passed the “Preschool for All” Resolution #31478, establishing the Council's goal of making voluntary, high-quality preschool available and affordable to all three- and four-year-old Seattle children.
- The Resolution charged the City’s Office for Education (OFE) with the development of an Action Plan to achieve this goal.
- Toward that end, the Resolution charged OFE to elicit “input from parents/guardians” through surveys with the purpose of discovering respondents’ reasons their children do or do not attend preschool and how many of those children do not currently attend preschool would likely enroll their children if high-quality preschool were available and affordable.

Performance Schedule

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The primary work for this contract will be from February 2014 to early March 2014.

The survey will address respondents’:

- Preschool choices
- Ideas about “high-quality” preschool
- Knowledge perceptions of the City’s Preschool for All program (in the planning stages)

Demographic data will also be collected.

Scope of Work

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A: Sample

Survey respondents will be parents and guardians of children who fall within one of the three categories:

- Elementary school (kindergarten through age 8)
- Currently preschool aged (~age 3-5)
- May attend preschool in the future (~expecting-age 2)

Scope of Work (continued)

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B. The Survey Instrument

The survey should have four sections:

- 1) Current Preschool Enrollment Status
- 2) Perceptions of Preschool Quality Variables
- 3) Knowledge of and Interest in City-Subsidized, High-Quality Preschool; and
- 4) Demographics

Scope of Work (continued)

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C. Survey Instrument Testing and Administration

- At least two methods of obtaining responses are needed: by phone and in person
- Phone administration may not utilize any prerecorded messages
- In-person interviews should be conducted for hard-to-reach populations

Scope of Work (continued)

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D. Tasks and Deliverables

Item	Approximate 2014 Due Date
Survey Instrument Draft	February 10
City Feedback on Final Survey Instrument	February 12
Testing and Final Survey Instrument	February 14
Draft Survey Report	February 28
City Feedback on Draft Survey Report	March 3-5
Data and Final Survey Report	March 7
Question/Answer Session with Consultant	March 7 or 10

Minimum Qualifications

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- Consultant must have:
 - Successfully completed at least one contract to conduct a survey for a public or private agency with a clientele base of size equal to or larger than the City of Seattle's
 - At least five years' business experience in survey design and administration

Desired Qualifications

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- Consultant (or sub-consultant) should have:
 - Expertise working on a project of similar size, scope, and budget
 - Experience administering surveys both over the phone and in person while retaining validity and reliability
 - Experience translating survey instruments, conducting surveys with families from diverse backgrounds, and administering surveys in multiple languages while retaining validity and reliability
 - Knowledge of early childhood education and preschool quality variables

Response Materials

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1. Letter of Interest (optional)
2. Proof of Legal Name
3. Minimum Qualifications – 1 page maximum
4. Consultant Questionnaire (embedded form)
5. Proposal Response – 8 double-sided pages maximum.
(See next slide.)
6. Cost Proposal (embedded Excel form). The approximate cost for this work is \$100,000.
7. Prior Work Samples
8. Professional References

Proposal Response

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- **Item 7.5A: Desired Qualifications**
 - Please detail how you relate to each of the desired qualifications
- **Item 7.5B: Sample**
 - Please describe:
 - ✦ How you will ensure that survey respondents constitute a representative sample of Seattle's parents/guardians;
 - ✦ How you will ensure the sample is representative of Seattle's socioeconomic, cultural, and linguistic diversity; and
 - ✦ How you will incorporate input from respondents with children in the three enrollment categories noted in Section 6a of the RFP.
- **Item 7.5C: The Survey Instrument**
 - Please describe your approach for addressing each of the four survey components in Section 6: 1) Current Preschool Enrollment Status; 2) Perceptions of Preschool Quality Measures; 3) Knowledge of and Interest in City-Subsidized, High-Quality Preschool; 4) Demographics.

Proposal Response Continued

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- **Item 7.5D: Survey Instrument Testing and Administration**
 - Provide a detailed plan for administration of the survey both via telephone and in person for “hard-to-reach” populations.
 - Provide a detailed plan for ensuring data are fully amenable to integration with the larger dataset:
 - ✦ The compatibility of data gathered from respondents with children in each of the three target age categories.
 - ✦ The compatibility of data gathered using multiple collection methods (telephone and in person) and translations (Cantonese, English, Mandarin, Somali, Spanish, Tagalog, and Vietnamese).
 - Provide a detailed plan for vetting survey instrument with respondent focus groups.
 - Provide a detailed plan for testing the survey instrument with both telephone and in-person respondents in all of the aforementioned target languages.
 - Please justify each plan above in terms of how it contributes to the validity and reliability of survey results.

Instructions to Respondents

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Responses to each section must be in this format:

- 8½” x 11” paper, size 11 font, 1-inch margins
- 8 pages maximum for Proposal Response document; 1 page maximum for Minimum Qualifications
- Typed or word-processed, double-sided, and page numbered
- All attachments **must** be stapled together

You will submit files only in MS Word or Adobe PDF or Excel. The 8-page maximum Proposal Response (Items 7.5 A-D) must be submitted as one file. The Cost Proposal (Item 7.6) must be submitted in Excel.

Submit 6 paper copies to OFE **AND** an **electronic copy** to upk@seattle.gov by **4:30 pm** on Tuesday, January 21, 2014.

Naming conventions for the electronic files AND your email subject heading:

- File: [ConsultantName]_UPK_RFP_Item #_Item Name
 - Example: StarConsulting_UPK_RFP_1_Letter of Interest
- Email Subject Heading: [ConsultantName]_UPK_RFP
 - Example: StarConsulting_UPK_RFP

Evaluation Process

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- **Part I: Initial Screening**
 - Review of Legal Name, Minimum Qualifications, and Consultant Questionnaire
- **Part II: Proposal Evaluation**
 - Evaluation of Proposal Response, Cost Proposal, Prior Work Samples, Professional References
 - Rating criteria and points for each section table included in RFP
- RFP Interviews, if needed, expected to occur on January 30-31, 2014 at the Office for Education.
- References may be contacted.
- Decision issued January 31, 2014.
- Contract negotiations would be completed by the first week of February 2014.

Information Regarding Questions

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- Applicant questions after the RFP information session must be sent via email. No phone calls, please.
- Please email questions to Erica Johnson at upk@seattle.gov.
- Within 3 business days, we will post answers online to questions asked at this session and via email.
- OFE will continue to accept questions until Wednesday, January 15, 2014, 5:00 PM.
- Access Questions & Answers online:
<http://www.seattle.gov/neighborhoods/education/funding.htm>

Future Steps for Successful Applicant

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In addition to the response package, the successful applicant will need to prepare the following PRIOR to the contract execution date:

- Seattle Business License
- State of Washington Business License
- Registration into the City's Registration System (<http://www.seattle.gov/html/business/contracting.htm>)
- Certificate of Insurance (specific requirements included in Section 12, Attachments)
- Taxpayer Identification Number and W-9 (if not already submitted to the City)

More information about these items is included in Section 11, Procedures and Requirements.

Key Reminders

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- Follow the required response format
- Submit 6 paper copies and an electronic file to upk@seattle.gov
- Questions must be emailed to Erica Johnson upk@seattle.gov by Wednesday, January 15, 2014
- Proposals are due by 4:30 p.m., Tuesday, January 21, 2014
- If interviews are conducted, they will occur on January 30-31, 2014
- Ensure the person designated on the Consultant Questionnaire can be reached at the phone number and e-mail address listed
- Become familiar with reference links in Section 13
- Become familiar with the City's Procedures and Requirements (Section 11) and Contract boilerplates & insurance requirements (Section 12, Attachments)