

City of Seattle
Department of Education
& Early Learning

1

CITY OF SEATTLE
Seattle Preschool Program
Comprehensive Evaluation Strategy
REQUEST FOR PROPOSALS (RFP)

Request for Proposals Information Session Agenda

2

- 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 (slide 1 of 2)

3

The City expects to achieve the following outcomes through this consultant solicitation:

- The City seeks an experienced Consultant or team to craft and execute an evidence-based and achievable Comprehensive Evaluation Strategy for the Seattle Preschool Program. The Evaluation Strategy should be consistent with the minimum standards outlined in Resolution 31527 adopted by the Seattle City Council in June 2014.

Goals (slide 2 of 2)

4

- The City seeks to work with experts whose experience with early learning program evaluation will lead to the creation and execution of an Evaluation Strategy that is feasible in relation to capacity, cost, and timing.
- The City seeks to work with experts who are well-positioned to recommend feasible, data-driven course corrections when needed.
- The City does not assume that one person or entity will meet all requirements, and recognizes that a team may be needed.

Performance Schedule

5

The primary work for this contract will be from May 2015 through August 2016.

Phase I: Comprehensive Evaluation Strategy Development (May 2015 – August 2015)

Phase II: Evaluation (August 2015 – June 2016)

Phase III: Reporting (March 2016 – August 2016)

Scope of Work: Phase I (slide 1 of 2)

6

Phase I, Comprehensive Evaluation Strategy Development:

The Consultant shall develop a Comprehensive Evaluation Strategy (“Strategy”) for the Seattle Preschool Program. The Strategy must:

- Build upon the parameters of Ordinance 124509, the Seattle Preschool Program Action Plan, and Resolution 31527, and
- Be guided by BERK’s Recommendations for Seattle’s Preschool for All Action Plan, previous preschool evaluation research, and efforts at the city, state, and federal levels.

Scope of Work: Phase I (slide 2 of 2)

7

The Strategy shall include the following components:

- A. Executive summary.
- B. Preschool program evaluation comparison and literature review.
- C. Comprehensive plan for on-going quality assurance.
- D. Comprehensive plan for process evaluation.
- E. Comprehensive plan for impact evaluation.
- F. Plan for implementing and evaluating a Family Child Care pilot program.
- G. Four-year budget projection.
- H. Timeline for reports.

Note: The successful applicant will have the benefit of an Implementation Plan that will be available in March or April 2015. Information about the Implementation Plan is included in Resolution #31527.

Scope of Work: Phase II

8

Phase II, Evaluation.

To be proposed by the Consultant and incorporated into the Consultant Agreement. Phase II will result in the following deliverables:

- August 2015: Site Level Implementation Rubric.
- August 2015 – June 2016: Up to 10 Issue Papers, Policy Briefs, and Outreach Documents.
- August 2015 – June 2016: Execution of Year 1 of the Evaluation Strategy.

Scope of Work: Phase III

9

Phase III, Reporting.

To be proposed by the Consultant and incorporated into the Consultant Agreement. Phase III will result in the following deliverables:

1. March 2016: Mid-year indicators of progress for the first half of the current school year.
2. July 2016: Cleansed data with comprehensive codebook.
3. July 2016: First Draft of Preliminary Process Evaluation.
4. July 2016: Second Draft of Preliminary Process Evaluation.
5. August 2016: Final Draft of Preliminary Process Evaluation.

Minimum Qualifications (slide 1 of 2)

10

- Consultant must have:
 - Successfully completed at least one evaluation contract with a public or private agency, with a budget equal to or larger than \$150,000.
 - At least five years' experience in early learning program evaluation or educational policy implementation research.
 - Demonstrated experience writing for and presenting data to a variety of audiences.

Minimum Qualifications (slide 2 of 2)

11

- **Consultant (or sub-consultant) must have:**
 - A comprehensive knowledge of preschool quality standards, curricula, assessments, quality assurance, professional development, and data-driven decision-making.
 - Expertise in collecting, analyzing, and reporting data on child outcomes.
 - Prior experience creating budget parameters for multi-year evaluation projects.
 - Experience administering early childhood observation and assessment tools reliably.
 - Experience with and access to Institutional Review Board oversight.

Desired Qualifications (slide 1 of 2)

12

- Consultant (or sub-consultant) has:
 - Expertise working on a project of similar size, scope, and budget.
 - Experience evaluating a “mixed delivery” model for preschool delivery for governmental entities.
 - Demonstrated field-based research experience evaluating early childhood programs in urban settings.
 - Expertise designing, conducting, and reporting longitudinal, quantitative, and mixed-methods research.

Desired Qualifications (slide 2 of 2)

13

- Consultant (or sub-consultant) has:
 - Demonstrated experience conducting research and communicating results that directly led to programmatic improvements.
 - Expertise in the evaluation practices of existing early learning programs in Seattle.

Response Materials

14

1. Letter of Interest (optional)
2. Proof of Legal Name
3. Minimum Qualifications – (2 pages maximum)
4. Consultant Questionnaire – (see embedded form)
5. Proposal Response – (see next slide)
6. Cost Proposal (see embedded Excel workbook). The maximum allowable cost for this work is \$250,000.
7. Prior Work Samples
8. Professional References

Proposal Response (slide 1 of 2)

15

- **5A: Team Composition and Competencies:** Include a document listing all team members, including proposed partners and subcontractors, and their experiences and expertise related to this project. Please detail how specific team members relate to each of the minimum and desired qualifications listed in Sections 4 and 5.
- **5B: Theoretical and Conceptual Framework:** Please describe your approach to quality assurance and program evaluation in early childhood education.

Proposal Response (slide 2 of 2)

16

- **5C: Project Work Plan**: Be specific about tasks and subtasks proposed to accomplish the scope of work and which member(s) of the team will accomplish them. If tasks have subcomponents, be specific about which team member(s) will participate on each subtask.
- **5D: Proposed Communications and Reporting Protocols**: Include a description of how you would communicate the project status throughout the development of the deliverables to various city audiences in the formats requested. Please list the name of the main point of contact for each part of the project.

Instructions to Respondents

17

Responses to each section must be in this format:

- 8½” x 11” paper, size 11 font, 1-inch margins.
- 25 pages maximum for Proposal Response document; 2 pages maximum for Minimum Qualifications.
- Typed or word-processed and double-sided with numbered pages.
- All attachments **must** be stapled together.

You will submit files only in MS Word or Adobe PDF and Excel. The 25-page maximum Proposal Response (Items 5A-5D) must be submitted as one file. The Cost Proposal (Item 6) must be submitted in Excel.

Submit 8 paper copies to DEEL **AND** an **electronic copy** to erica.johnson@seattle.gov by **4:30 pm on Wednesday, February 25, 2015.**

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

- File: [ConsultantName]_CES_RFP_Item #_Item Name
 - Example: StarConsulting_CES_RFP_1_Letter of Interest
- Email Subject Heading: [ConsultantName]_CES_RFP
 - Example: StarConsulting_CES_RFP

Evaluation Process

18

- **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, are expected to occur on April 1, 2015.
- References may be contacted.
- Decision issued April 23, 2015.
- Contract negotiations would be completed by the last week of April 2015.

Information Regarding Questions

19

- Applicant questions after the RFP information session must be sent via email. No phone calls, please.
- Please email questions to Erica Johnson at erica.johnson@seattle.gov.
- We will post answers online to questions asked at this session and via email with 3 business days.
- DEEL will continue to accept questions until [February 18, 2015 at 4:30 p.m. PST.](#)
- Access Questions & Answers online:
http://www.seattle.gov/education/about-us/funding-opportunities/rfp_preschool-evaluation_2015

Future Steps for Successful Applicant

20

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://www2.seattle.gov/ConsultantRegistration/>)
- 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

21

- Follow the required response format
- Submit 8 paper copies and an electronic file to erica.johnson@seattle.gov
- Questions must be emailed to Erica Johnson at erica.johnson@seattle.gov by Wednesday, February 18, 2015.
- Proposals are due by 4:30 p.m., February 25, 2015.
- If interviews are conducted, they will occur on April 1, 2015.
- 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).

Questions

Questions (slide 1 of 8)

23

- Does 25 double-sided pages mean a page number count of 25 pages or 50 pages? E.g. we're not sure you mean 25 physical pages or 25 pages of text.
 - Though we appreciate concision, respondents are permitted up to 50 total (25 double-sided) pages.
- Should proposals be single or double spaced?
 - Single-space is acceptable.

Questions (slide 2 of 8)

24

- For task C (Comprehensive plan for on-going quality assurance), can you clarify the role of the evaluator? The task description states that the evaluator will "Work with staff from the City of Seattle's DEEL to create a set of uniform standards and annual targets...."
 - The "comprehensive plan for on-going quality assurance" will need to be outlined in the Comprehensive Evaluation Strategy that is due to City Council in August. The evaluators will work with DEEL staff to create this plan. Their role in executing the plan is not predetermined. In other words, the contracted organization will make recommendations about the evaluators' level of involvement. DEEL houses staff that will play a large role in on-going quality assurance.

Questions (slide 3 of 8)

25

- Does this mean that the evaluator will serve more as a sounding board for the City's plans? Or will the evaluator begin by making specific recommendations for these standards and targets?
 - The evaluators will be making recommendations and working with the City.

Questions (slide 4 of 8)

26

- For D (Comprehensive plan for process evaluation), is the City interested in quality assessments in year 1? The specific examples for "key questions that will help inform program learning and improvement" mention recruitment, enrollment, and staffing information.
 - The City is interested in the recommendations of the contracted organization regarding the design of the process evaluation, as informed by Year 1 of implementation. By the end of Year 1 of implementation, the Oversight Committee will be presented with a "Preliminary Process Evaluation" so the committee and others can review the format that will be used, the questions that will be asked, and the process goals DEEL aims to achieve. It will also be important to include any baseline data that is available at that time in this report.

Questions (slide 5 of 8)

27

- When is the RFP for the impact evaluation planned for release? We noticed that the due date for the plan for the process evaluation would bump right up against the start of the new contract and we were curious about the plan for overlap.
 - All impact evaluation functions that will occur in the first year are part of this contract.
 - The August deadline for the final version of the “Preliminary Process Evaluation” was meant to give the consultants enough time to analyze data from the end of the year. The bulk of the work of this contract will be completed by July 2015.
 - The RFP for the next 1-3 years of evaluations (depending on how we choose to structure it) will likely be released in the Spring of 2016. If there is any overlap, it will not be more than a month.

Questions (slide 6 of 8)

28

- We understand that in some instances firms/individuals are invited to submit proposals. Have other evaluation firms or individual evaluators been invited to submit proposals for this project?
 - DEEL staff have sent the RFP announcement to any contact we have who may be interested in applying, but, no, we have not requested responses from any specific entities.

Questions (slide 7 of 8)

29

- For some reason, I have not been able to open the embedded documents. Is there another location to download the consultant questionnaire and cost proposal spreadsheet?
 - You must download the RFP to your computer to open the embedded documents. If you do and it still doesn't work, please call Erica.
- Should the Project Work Plan (response section 5c) also include our assumptions about the City's role in the development of the Strategy?
 - Yes.

Questions (slide 8 of 8)

30

- In working with clients we that the best case scenario is to work alongside the client when the implementation plan is being developed because it feeds into the development of the evaluation plan. What level of access will would we have to the implementation plan during our evaluation proposal development?
 - The Implementation Plan is due to City Council on February 23 and this contract will not be awarded until May. There will be flexibility in the areas of the Implementation Plan that will be addressed by the Comprehensive Evaluation Strategy.