

City of Seattle DEEL 2015 Seattle Preschool Program			
Comprehensive Evaluation Strategy RFP Questions			
#	Question	Answer	Date Posted
1	Does 25 double-sided pages mean a page number count of 25 pages or 50 pages? We're not sure you mean 25 physical pages or 25 pages of text.	Though we appreciate concise writing, respondents are permitted up to 50 total (25 double-sided) pages.	1/20/2015
2	Should proposals be single- or double-spaced?	Single-space is acceptable.	1/20/2015
3	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.	1/20/2015
4	(For task C) 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.	1/20/2015
5	For D (Comprehensive plan for process evaluation), we want to check our understanding. The task description states: "The process evaluation shall examine both the City's administration of the Seattle Preschool Program (internal focus) as well as specific components related to the quality of delivery by the City's partners and selected providers (external focus)." For internal focus, we take this to mean that the evaluator would provide some feedback on the performance of DEEL. Is this correct?	Yes.	1/20/2015
6	Also 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.	1/20/2015
7	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.	1/20/2015
8	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.	1/20/2015
9	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 Johnson at 206-684-8478.	1/20/2015
10	Should the Project Work Plan (response section 5c) also include our assumptions about the City's role in the development of the Strategy?	Yes.	1/20/2015
11	In working with clients we believe 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 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.	1/20/2015
12	You mentioned that there is a limit on the budget of \$250,000 dollars. So you also mentioned in the RFP an additional \$87,500 for an evaluation of the Family Child Care Pilot program. Is that funding available in the first year for the planning or design of the pilot?	No. The \$87,500 is set aside for the execution of the research on the FCC pilot program, which will not occur in Year 1.	1/20/2015
13	You mentioned in another RFP that would be coming out in the spring next year (for years 2, 3, and 4 of this evaluation) that is actually conducting the impact evaluation. Would the contractor who eventually does the design, would they be eligible to bid also on the implementation of the evaluation?	Yes. But to clarify: Though the first year is very heavy on the design side, there is an evaluation component.	1/20/2015
14	The process evaluation would be conducted in the first year, but the plan for the eventual impact or outcome evaluation would be a deliverable for the first year, correct?	The plan for all evaluation is the "Comprehensive Evaluation Strategy" and that's developed in phase 1. The Strategy is: the literature review, the city/state comparison, the comprehensive plan for ongoing quality assurance, the comprehensive plan for process evaluation, and the comprehensive plan for impact evaluation, and all other components listed in Phase I, Sections A-H. Phase 2 involves the execution of Year 1 of the Strategy. The preliminary process evaluation will occur in year 1. The impact evaluation will be designed in partnership with the contracted organization and it is likely that the evaluators will collect baseline data from program participants in Year 1. The best way to think of the years moving forward "year 2," "year 3," and "year 4." This contract is for "year 1."	1/20/2015
15	I think my questions a good follow-up on that. So when you talked about the pilot program, that is to happen after year 1, right? And then the demonstration phase is when, year 1. You're going to have a demonstration. Am I understanding that correctly?	1. When we use the word "pilot," we are referring to the Family Child Care Pilot program. In many states and cities across the country, Family Child Care providers are not included as UPK providers. During the development of the Seattle Preschool Program, we learned that members of the community felt strongly about including Family Child Care providers in SPP. Our consultants, BERK, recommended a pilot program to study how FCCs can be included and if the goals of SPP can be met via this delivery method. 2. When this was first introduced as an idea in the City of Seattle the idea was a "Universal Pre-K Program." The City worked with the BERK consulting and their subcontractors to develop a plan to provide preschool services to all Seattle children within a certain timeframe. Eventually, the Mayor and the City Council decided to pursue a 4-year levy that would serve 2,000 children in the 4th year. This four years (fall 2015-spring 2019) is referred to as the "demonstration phase" because the program is not going to reach every child in Seattle by 2019.	1/20/2015
16	As a follow-up to that, can you talk about your expectations for participation in the first year?	Yes, we will have 14 classrooms and there will be 280 students in those 14 contracted classrooms. All of that information is included in the Action Plan.	1/20/2015

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17	Another element of the Action Plan is a more comprehensive budget, which has a research and evaluation budget number of, in the first year is \$918,000 how does that relate to the \$250,000 budgeted for the process and the evaluation strategy and the other components of the \$918?	I know that there is \$150,000 set aside to study the implications of this program on Race and Social Justice. We also have a database development. Update: Included in the Research and Evaluation budget are: program evaluation, provider evaluation, student evaluation and assessment (PPVT, TSG, ASQ, ASQ-SE), and data system development.	1/20/2015
18	Our firm does database management and we just wanted to know about how that \$250,000 was constructed and if you've been working with the Department of Early Learning. Have you been working with them to sync-up?	We're still in development. No, we haven't contracted with any organizations to do that with us yet. So we're still working on that one. We also just came together in this new department so we have a lot of different things that need to be brought together.	1/20/2015
19	You mentioned a document earlier, an RFP; is that a page that you'll be posting these things on?	Here is the link: http://www.seattle.gov/education/about-us/funding-opportunities/rfp_preschool-evaluation_2015	1/20/2015
20	Will a list of attendees be posted online?	I will answer online. Update: Since there is no way to know who was on the webinar or the telephone, we cannot share the list of in-person attendees.	1/20/2015
21	I have a question about eligibility. Are all consultants or contractors who've worked with your department previously on the Action Plan and prior analysis, eligible for this?	Yes.	1/20/2015
22	Another technical question, you asked for two references for each consultant. If you're putting together a team of people, do you want two references for every individual or is it sufficient to provide two references for the team.	We would like two references for every person on the team.	1/20/2015
23	Can one person serve as a reference for multiple team members?	Yes.	1/20/2015
24	I have a question about the project leadership. Will you be leading the project for DEEL or will another staff member? I know you have someone in the budget with the title Data and Evaluation Manager; is that the person who will be leading the project and how does that work?	We work as a team. Erica Johnson will be managing the contract. If information is requested from DEEL, we will work together to get the answer to you, but Erica will be the contact. We recently reorganized into a new department and we're in process of hiring a Director for the Early Learning Division. There are three units in Early Learning: Operations (they work with some of the other programs as well as SPP), Quality Assurance (professional development, training for all of the preschool programs the City supports), and Policy and Planning.	1/20/2015
25	You could have people on the project who are administrative or research assistants. You want references for all of those people too?	Yes.	1/20/2015
26	You've underscored the fact that a lot of these deliverables have multiple drafts. That does not appear to be the case with the literature review comparison matrix. I realize there's a compressed timeline there, but is that when it says draft of literature review?	That review and comparison matrix are part of the evaluation strategy. A draft of the literature review and comparison matrix are due even before the draft of the comprehensive evaluation strategy.	1/20/2015
27	Where do I find the FAQs for this proposal specifically? Are they posted yet?	Here is the link: http://www.seattle.gov/education/about-us/funding-opportunities/rfp_preschool-evaluation_2015	1/20/2015
28	Does Seattle have more specific intended uses and audiences for the "10 issue Papers, Policy Briefs, and Outreach Documents" and if so what are they? Or will the winning bidder have the latitude to shape the purpose and use of these documents (under the assumption that they will still be guided by the Comprehensive Evaluation Strategy)?	It is likely that DEEL will receive requests for more information from the public, City Council, and others throughout implementation about our approach to a program element, how it is being implemented, or how it is being evaluated. The type of request and the audience will inform product.	1/23/2015
29	What is the indirect cost rate allowed on the contract?	Indirect rates should be factored into the deliverable costs that comprise the \$250K. There is no predetermined rate.	1/27/2015
30	Is the plan required under section F of the RFP a plan for the actual Family Child Care Pilot, or is it a plan for evaluating the results of a pilot that is being designed separately (by whom and when)? Or is the request to both design and evaluate the pilot?	The Comprehensive Evaluation Strategy will contain a plan for an FCC pilot study. The successful consultant will design an FCC pilot program that is cost-effective and allows for evaluation. The pilot will not begin in 2015. In short, the ask is to design, not to evaluate. The FCC pilot is not a year 1 deliverable, but the plan for the pilot is a year 1 deliverable.	2/2/2015
31	If the request is for evaluation of the pilot, is the evaluator expected to conduct child pre- and post-tests and CLASS/FDCERS observations for the FCC sites distinct from the overall PFA evaluation, or is it expected that these will be completed as part of the overall PFA evaluation?	It depends on the design of the evaluation. The budget for the evaluation of the FCC pilot program is \$87,500.	2/2/2015
32	When is the family child care pilot expected to launch, in fall 2015 or fall 2016? Will FCC providers be enrolled from Year 2 (2016-17 school year)?	The Action Plan states that: "After initial program start-up, the City will work to develop a Family Child Care (FCC) Pilot to assess whether and how partnering with FCC providers can be implemented in a way that achieves, in a cost-effective manner, the same quality standards as other types of providers." The FCC pilot will not begin in 2015. It should begin by the Fall of 2017.	2/2/2015
33	In the Berk Recommendations (page 26 of attachment E), it appears that \$87,500 is budgeted for the FCC pilot in the 2015-16 school year, which we believe aligns with Year 1 of the comprehensive evaluation (which will run from June 2015 to August 2016). This appears to contradict the answer to question 12 in the Q&A posted online (http://www.seattle.gov/Documents/Departments/OFE/FundingOpportunities/SPP/QandA_CES_Jan27.pdf) which states that the FCC pilot funds are not available in Year 1. Can you confirm if Year 1 is the 2015-16 school year (and therefore FCC pilot funds are not available until 2016-17), or if Year 1 is the 2014-15 school year (and therefore FCC pilot funds are available for the 2015-16 school year)?	The BERK Recommendations are <i>recommendations</i> . Not every detail was or will be adopted. The funding is available when the pilot begins.	2/2/2015
34	Are students who are participating in the City of Seattle's preschool initiative signed up in the beginning of the school year or is there a rolling admission?	We intend to have all students enrolled at the beginning of the year, but we anticipate that additional children will be enrolled if families withdraw.	2/19/2015
35	When we produce hard copies of the documents, do you want 8 hard copies of everything (including the work samples and appendices)? Or just 4 hard copies of the 50 page proposal response.	Please send 8 hard copies of the proposal response listed in Section 7 of the RFP. Links to work samples are preferred.	2/19/2015
36	Would you kindly provide more detail about the comprehensive codebook that will accompany the cleansed data in Phase III?	DEEL staff will need to be able to use and analyze the data for reports. Someone who is new to the dataset must be able to understand every nuance: how it was collected, entered, manipulated, cleansed, and everything else that could be of interest in the future.	2/19/2015