



**Seattle** Department of  
Education & Early Learning

Seattle Preschool Program  
Process Evaluation 2018-19:  
*Understanding the Value of City Supports for the  
Seattle Preschool Program*

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REQUEST FOR PROPOSALS

INFORMATION SESSION

# Notes on RFP Information Sessions

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1. Please hold questions until the end of the presentation.
2. The presentation will only provide information that is in the RFP.
3. All questions and answers will be recorded and posted online for the benefit of all applicants.
  - Additional questions may be emailed to the Project Manager through July 27, 2018 at 5pm. Responses to questions will be posted within 3 business days of receipt.
  - No City staff member may respond to questions about this RFP outside of this process.

# Presentation Outline

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- I. Key Dates
- II. Purpose and Background
- III. Solicitation Objectives
- IV. Performance Schedule
- V. Proposer Qualifications
- VI. Scope of Work
- VII. Responding to this RFP
- VIII. Selection Process and Proposal Evaluation Criteria

# Key Dates

Solicitation Release	Thursday, July 5, 2018
<b>Pre-Submittal Conference</b>	<b>Friday, July 13, 2018</b> <b>2:30pm - 3:30pm</b>
Questions Deadline	Friday, <b>July 27</b> , 2018, 5pm
Response Deadline	Friday, August 3, 2018
RFP Interviews	Wednesday, August 15, 2018 & Thursday, August 16, 2018
Announcement of Successful Proposer(s)	Wednesday, August 22, 2018
Anticipated Contract Negotiation Period	The week of August 27, 2018
Contract Execution	Will be determined at DEEL's discretion

# Purpose and Background

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On November 4, 2014, Seattle voters approved a four-year, \$58 million property tax levy to provide “accessible high-quality preschool services for Seattle children designed to improve their readiness for school and to support their subsequent academic achievement.” Approved by Seattle voters, the Seattle Preschool Program (SPP) Levy proceeds are used to achieve the following outcomes city-wide:

- Children will be ready for school.
- All students will achieve developmentally-appropriate pre-academic skills.
- All students will develop both socially and emotionally.
- The readiness gap will be eliminated for SPP participants.

The work completed as a result of this solicitation is guided, in part, by the Seattle Preschool Program Comprehensive Evaluation Strategy (<https://goo.gl/eaQe3M>), approved by the Seattle City Council in August 2015.

# Solicitation Objectives

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

1. The City seeks an experienced Consultant or team with a strong track record of applying a racial equity lens to produce a process evaluation report of the Seattle Preschool Program (SPP), the purpose of which is to provide a rich understanding of how agencies that partner with the City implement City standards, leverage City support, and navigate City systems in their organizational contexts.
2. The City seeks to increase its understanding of how its investments impact SPP providers, families, and children through a series of case studies informed by SPP site-level qualitative and quantitative data.

# Performance Schedule

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*The primary work for this contract will be from September 2018 through July 2019.*

DEEL anticipates the following activity schedule, but will look to the successful consultant to develop the schedule of deliverables.

Phase 1: Evaluation Planning and Case Study Selection (Fall, 2018)

Phase 2: Initial Data Collection (Fall, 2018)

Phase 3: Review and Refinement of Evaluation Plan (Late fall, 2018)

Phase 4: Further Data Collection, Presentations of Case Studies, and Strategic Learning Sessions (Spring, 2019)

Phase 5: Final Deliverables and Debrief (Summer, 2019)

# Proposer Qualifications – Minimum

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The City has minimum qualifications for a Consultant to be eligible to submit an RFP response. The submittal response must show compliance with these minimum qualifications to be considered. The consultant (or sub) has:

1. Conducted evaluations related to the early childhood field within the last three years.
2. Demonstrated experience conducting evaluations that utilized mixed-methods approach (integrated qualitative and quantitative methods).
3. Knowledge and experience with culturally responsive evaluation practices, including demonstrated ability to conduct data collection approaches that deliver the perspectives of communities that have been historically marginalized in government policy, including: communities of color, linguistically-diverse communities, immigrant communities, and other communities that have experienced barriers to participation in public programs.

Additionally, the successful proposer will be asked to show proof of the following business requirements:

- WA State Business License
- City of Seattle Business License
- Insurance Documentation with general liability of at least \$1,000,000
  - An Acord Certificate of Insurance
  - Additional Insured Endorsement or Blanket Policy Wording showing the City of Seattle as an additional insured



# Proposer Qualifications – Desired

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1. Consultant has expertise working on a project of similar size, scope, and budget.
2. Consultant (or sub-consultant) has knowledge and experience conducting evaluations with an early learning focus that have included a rigorous, systematic qualitative methodology.
3. Consultant (or sub-consultant) can demonstrate competencies in executing evaluations that informed the development and/or refinement of publicly-funded programs or investment strategies.
4. Consultant has experience implementing evaluations that inform refinement of operations and/or professional development practices.
5. Consultant has experience facilitating strategic learning sessions.

# Scope of Work

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The purpose of the 2018 Seattle Preschool Program Process Evaluation is to provide a rich understanding of how agencies that partner with the City implement City standards, leverage City support, and navigate City systems in their organizational contexts. The end-product will be a series of case studies of SPP sites representing SPP's service delivery models (center-based, school-based, and family child care home-based).

Evaluation approach should utilize both qualitative and quantitative methodologies. For example: interviews with SPP directors, staff, and parents; site observations; document review; and analyses of DEEL data. DEEL staff interviews and community surveys should be used sparingly.

# Scope of Work

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**Areas of Evaluation and Example Questions** (evaluation questions will be developed in partnership with DEEL staff):

## Best practices

- What are some best practices we are seeing among providers that have demonstrated effectiveness in complying with SPP program standards during the Demonstration Phase?

## Additional supports and services

- How do supports for Dual Language Learners vary between providers?
- How do various approaches affect quality?

## The SPP site experience

- How are center directors and coaches using classroom observation data to support teachers?
- What are some key roles and responsibilities that DEEL will need as we expand our model?

# Responding to this RFP (pp. 7 – 9)

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- Legal name documentation
- Minimum qualifications (maximum 2 pages)
- Consultant questionnaire (file embedded in RFP)
- Proposal response
  - Team composition and competencies (maximum 3 pages)
  - Anticipated evaluation approach (maximum 6 pages)
  - Proposed communications and reporting protocols (maximum 3 pages)
- Cost proposal (maximum \$150K)
- Work samples
- References

**Due by August 3, 2018 at 5pm PST.**

Package must be submitted by email to the Project Manager.

Eight (8) paper copies required (work samples do not need to be printed).

Follow naming conventions and style guide in RFP.

# Selection Process and Proposal Evaluation Criteria

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**Step 1:** Initial Screening – Staff will review legal name documentation, consultant questionnaire, and minimum qualification response to assess eligibility.

**Step 2:** Proposal Evaluation – An RFP evaluation panel convenes to review and rate proposals based on the evaluation criteria (next slide).

**Step 3:** Interviews – The City may conduct a limited number of interviews with proposers. The proposed primary contact person for the contract must be present and should take the lead in responding to interview questions.

**Step 4:** Selection – Proposers will be informed of the outcome of the review panel's process.

**Step 5:** Contract Negotiations – If a successful proposer is identified, the parameters of the contract will be developed.

# Selection Process and Proposal Evaluation Criteria

Proposal Section Number	Evaluation Criteria for Full Points	Scoring (Points)
5A. Team Composition and Competencies	<ul style="list-style-type: none"> <li>The team meets or exceeds minimum qualifications</li> <li>The team meets or exceeds desired qualifications</li> </ul>	20
5B. Project Work Plan	<ul style="list-style-type: none"> <li>Work plan describes a thoughtful approach that is aligned with the evaluation questions in the Scope of Work section</li> <li>Approach names team members responsible for each task/subtask.</li> <li>Plan demonstrates use of a race and social justice lens in the work</li> </ul>	35
5C. Proposed Communications and Timeline	<ul style="list-style-type: none"> <li>Proposed communications and timeline align with the deliverable schedule detailed in the Scope of Work.</li> </ul>	10
6. Cost Proposal	<ul style="list-style-type: none"> <li>Costs appear to be reasonable and within the Scope of Work.</li> </ul>	10
7. Prior Work Samples	<ul style="list-style-type: none"> <li>Work samples are high-quality, with evidence of culturally responsive research practices, and relevant to the Scope of Work.</li> </ul>	20
8. List of Professional References	<ul style="list-style-type: none"> <li>Proposal provides a list of at least two professional references for each team member and sub-consultant.</li> </ul>	5 (meets) 0 (does not meet)

# Questions

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To be recorded and posted online at:

[https://www.seattle.gov/education/for-providers/funding-opportunities/seattle-preschool-program-\(spp\)-2018-process-evaluation](https://www.seattle.gov/education/for-providers/funding-opportunities/seattle-preschool-program-(spp)-2018-process-evaluation)