

Request for Proposals: Seattle Preschool Program Impact Evaluation

Information Sessions

9/20/2021



City of Seattle

Information Session Overview

- Welcome and Introductions
- Introduction to CoS DEEL and the Seattle Preschool Program
- RFP Walkthrough
- Q&A



Department of Education & Early Learning (DEEL)

The mission of the Seattle Department of Education & Early Learning (DEEL) is to transform the lives of Seattle's children, youth, and families through strategic investments in education.

The goal of the DEEL Early Learning Division is to provide children the opportunity to thrive in school and beyond by investing in early learning programs and activities that support children's kindergarten readiness.

About the Seattle Preschool Program (SPP)

History and Enrollment

- SPP launched 6 years ago (2015)
- Currently serves 2,000+ children across 132 classrooms.
- As of 2019, SPP is funded through the Families, Education, Preschool and Promise (FEPP) Levy, a 7-year property tax levy approved by Seattle voters.

Model:

- Mixed delivery model: preschool providers include community-based organizations, family home child care providers, and Seattle Public Schools.
- DEEL contracts with school- and community-based early learning partners with a focus on organizations that have missions to serve children and families falling into the opportunity gap.

About the Seattle Preschool Program

To support high-quality learning environments and kindergarten readiness, DEEL provides:

- **Preschool service and tuition assistance** to provide access to free or affordable high-quality preschool
- **Culturally-responsive professional development, coaching, and data-driven decision-making** to support teaching quality improvement
- **Comprehensive support** (health supports, technical assistance, supplemental funding, and facilities investment opportunities) to meet individualized needs of children and families.

In the 21-22 school year, SPP intends to serve over 2,000 children in the program at over 100 classrooms through the school district, community-based organizations and family child care homes.

Program Goals

Seattle Preschool Program strategies and evaluation activities address the target outcomes outlined the **FEPP Levy Implementation & Evaluation Plan** (linked for supplemental information in the RFP).

FEPP Levy Preschool and Early Learning Goal and Outcomes	
Goal	Seattle students have access to and utilize high-quality early learning services that promote success in kindergarten.
Outcomes	<ul style="list-style-type: none">• Children are kindergarten ready ^{C/Y}• Learning environments are evidence-based, high-quality, culturally responsive, and equitable ^P• Students and families have multiple ways to access high-quality early learning services ^S• Race-based opportunity gaps are closed ^S

**Outcomes are coded as S = System-level impact, P = Program-level impact, and C/Y – Child/youth-level impact*

SPP Impact Evaluation Solicitation Summary

Type: Request for Proposals

Duration: 2-year contract (January 2022 – December 2023)

Maximum cost of work: \$350,000

Purpose:

1. Contract with an evaluation partner that can design, implement, and report on the impacts of the Seattle Preschool Program with a strong lens on impacts connected to racial equity, kindergarten readiness, and programmatic quality.
2. Inform the Department of Education and Early Learning of areas of programmatic strength and weakness to support the continuous quality improvement of the program.

Scope of Work

#	Phase	Scope of Work Element	Anticipated Timing
	Start-Up Phase	Contract Negotiation Period	November – Dec 2021
		Evaluation Start/Kickoff	Early January, 2022
1	Impact Evaluation Design Period	Programmatic Data Review	January 2022
		Engagement with Evaluation Advisory Committee	January -February, 2022
		Deliverable: Approved Evaluation Plans	Early March, 2022
2	Evaluation 1 Implementation Period	Secondary Data Analysis	March – July, 2022
		Engagement with Evaluation Advisory Committee	Ongoing
		Deliverable: Technical Report & Presentation	July 2022
3	Evaluation 2 Implementation Period	Baseline Data Collection (as needed)	April – June 2022
		Deliverable (as finalized): Preliminary Report	September, 2022
		Continued/Post Data Collection	Sept. 2022 – June 2023
		Deliverables: Technical Report & Presentation	December, 2023

*Performance Schedule may be altered based on discussions with the selected consultant and/or as part of the initial design phase.

Phase 1: Evaluation Design

January – March 2022

Design three impact evaluations assessing SPP impact at the child, program, and system level.

Secondary Data Analysis Design (Evaluation 1)

- Statistically rigorous longitudinal analysis of existing SPP data

Multi-Year Impact Evaluation Design (Evaluations 2+3)

- Two mixed-methods evaluations (data collection, analysis, and reporting) between Spring 2022 and Fall 2025
- Both evaluations should address the same research questions

Supplemental Materials

- Evaluation Timeline
- FEPP Levy Implementation & Evaluation Plan
- Example Evaluation Questions – child, program, system-level outcomes
- Past and planned data collection by DEEL
- Past Impact and Process Evaluations of the Seattle Preschool Program

*Refer to the **Scope of Work** (p. 6) **Reference Links** (p. 21), and **Data Collection Appendix** (p. 22)*

Phase 2: Impact Evaluation #1

March – July 2022

A. Implement Evaluation #1 (Secondary Data Analysis): Conduct a statistically rigorous longitudinal analysis to assess SPP impact at the child, program, and system level, as designed in Phase 1.

B. Reporting* of Results by July 2022:

- Technical Report
- Community Facing Brief
- Presentation

*Final deliverable schedule can be negotiated with the selected Consultant.

Phase 3: Impact Evaluation #2

Estimated April 2022 – December 2023

- A. Implement Evaluation #2:** Data collection, analysis, and reporting for the first phase of the Multi-Year Impact Evaluation Design completed in Phase 1.

- B. Reporting of Results by December 2023:**
 - Preliminary Report (September 2022)
 - Technical Report
 - Community Facing Brief
 - Presentation

Minimum Qualifications

1. Consultant (or sub-consultant) has conducted evaluations related to the early childhood or education field within the last five years.
2. Consultant (or sub-consultant) has demonstrated experience designing and conducting evaluations that utilized a mixed-methods approach
3. Consultant (or sub-consultant) has knowledge and experience with culturally responsive evaluation practices
4. The selected consultant will need to show proof of business and insurance requirements, detailed further in the RFP, page 5.

Desired Qualifications

1. Expertise working on a project of similar size, scope, and budget with a government entity.
2. Knowledge/experience conducting evaluations with an early learning focus that have included a rigorous, systematic quantitative methodology to assess program impact.
3. Knowledge/experience administering early learning executive function assessment tools (such as Teaching Standards Gold (TSG), Peabody Picture Vocabulary Test (PPVT), Woodcock-Johnson Psycho-Educational Battery, etc.)
4. Knowledge/experience conducting early learning classroom observations.
5. Knowledge of the King County, WA early learning history, particularly as it relates to the expansion of publicly funded preschool.
6. Demonstrates experience facilitating stakeholder engagement to inform study designs.

Proposal Submission Instructions

Submission Deadline: October 11, 11:59 p.m. Pacific Standard Time (PST)

Electronic Submission: Email response materials to DEELfunding@seattle.gov.

During this time of COVID-19 public health concerns, we highly encourage online submission of proposals.

For deliveries by mail or by hand, please contact us at DEELFunding@seattle.gov for accommodations with a minimum of 1 full business day notice.

Please review RFP Section 6: Response Materials and Submittal for details before submitting.



Required Response Materials

- Documentation of Company Legal Name
- Description of how Consultant (and Subconsultant, if applicable) meets minimum qualifications
- Completed Consultant Questionnaire (document linked in RFP)
- Proposal Response
- Cost Proposal
- Prior Work Samples
- List of Professional References

For details, see RFP Section 6: Response Materials and Submittal

Proposal Contents

- A. Team Composition and Competencies
- B. Anticipated Evaluation Approach
- C. Stakeholder Engagement Approach
- D. Assessments and Data Collection Protocols
- E. Proposed Communications and Reporting Protocols

For details, see RFP Section 6: Response Materials and Submittal

Selection Process

1. **Initial screening** (technical compliance)
2. **Proposal Evaluation:** Proposal Scoring Criteria are detailed on page 12 of the RFP.
3. **Interviews:** Virtual interviews will be conducted with select candidates on October 21st and 22nd. If selected, consultants are to bring the assigned Project Manager named in their proposal.
4. **References:** the City may contact one or more references.
5. **Selection:** The City will select the highest ranked Proposer(s) based on their interview (if applicable) and written proposal.
6. **Contract Negotiations:** The City may negotiate elements of the proposal as required to best meet the needs of the City.

Procurement Schedule

Schedule of Events	Date/Time	Where
Solicitation Release	Wednesday, September 8, 2021	Department of Education and Early Learning website page: http://www.seattle.gov/education
Information Sessions	Wednesday September 15, 2021 Friday September 17, 2021 2:30-3:30 p.m. PST	Online Webinars Links to participate posted online: DEEL Funding Opportunities .
Q&A	Deadline to submit questions: Oct 5, 2021, 5:00 p.m. PST	E-mail all questions to DEELfunding@seattle.gov with “Question_SPP Impact Evaluation RFP” in subject line. Responses posted online: DEEL Funding Opportunities .
Proposal Submission Deadline	October 11, 2021 11:59 p.m. PST	RFP Submission instructions included in Section 6, pg. 9
Interviews	October 21 – 22, 2021	If applicable, Consultants will be contacted to schedule an online interview
Announcement of Successful Proposer(s)	Friday, November 12, 2021	
Anticipated Contract Negotiation Period	November 19 - December 3, 2021	
Contract Execution	Early January 2022	

Q&A

Please ask or enter questions into the chat box.

Questions following this information session should be submitted to DEELfunding@seattle.gov with “Question_SPP Impact Evaluation RFP” in the subject line.

Last day to submit questions is October 5.

Please allow 3-5 business days to post responses.