



Request for Proposals:
Denver Preschool Program Evaluator

Issued: April 19, 2016

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SECTION I: GENERAL INFORMATION & BACKGROUND

RFP Summary

The Denver Preschool Program (DPP) is soliciting professional services for qualified organization(s) to manage its Evaluation Program described in the sections below. DPP uses the Evaluation Program to measure its effectiveness in three main areas:

- 1) Kindergarten Readiness and Analysis of Preschool Cohorts from Preschool through 12th Grade.
- 2) Grades 3-12 Longitudinal Analysis of Public School Assessments and Other Child Outcomes comparing all DPP Students to Non-DPP Students.
- 3) DPP Program Evaluation.

The awarded Evaluator(s) will execute or collaborate with others to execute an ongoing comprehensive Evaluation Program that enables DPP to accurately evaluate and adapt its student outcomes and program operations to ensure positive outcomes for DPP participants and effective program management. The awarded Evaluator(s) will encompass the core values, guiding principles and strategies outlined below in a culturally responsive manner.

As a learning organization, DPP strives to be nimble and innovative in improving its programs. DPP is informed by its own data, the latest early learning research, policy changes, input from partner organizations and feedback from participating preschools, families and students themselves. DPP is interested in learning about the impact of its work in the community. For example: do access and the quality of the preschool result in improved outcomes for children and their families? Does DPP change how parents engage with the early learning community?

DPP will collaborate with the awarded Evaluator(s) throughout the contract term to continuously evaluate its program and the relationship to child outcomes, program quality, and the Denver community in order to enhance what is working and change what is not.

Purpose

This reissued RFP replaces the DPP Evaluator RFP originally issued November 9, 2015, from which no contracts were awarded.

This RFP provides prospective Evaluators with sufficient information to prepare and submit proposals for consideration to satisfy the need for expert assistance as outlined in this RFP.

Organizations that previously applied under the November 9, 2015, RFP are strongly encouraged to reapply via the directions below.

Organizations that did not previously apply to the November 9, 2015, RFP are strongly encouraged to submit a response.

All submissions from both prior applicants and new applicants will be treated equally and evaluated and scored accordingly.

Organizations that Submitted Responses to the November 9, 2015, RFP

Any RFP Respondent that previously submitted a response to the original RFP issued in November 2015 may choose to provide an addendum that converts their proposal into separate

distinct projects rather than submit an entirely new proposal. DPP has retained all previously submitted proposals and will consider the combination of the original proposal and any addendum submitted on equal footing with any new proposal submitted by an entity that did not apply for the original RFP. DPP also welcomes any prior respondent to the original RFP to submit an entirely new response, should they desire to do so.

Organizations that previously applied are also strongly encouraged to revise their proposed budget to align with the three project areas and the proposed budget ranges found in this document.

Organizations that previously applied, and gave oral presentations may be asked to make an additional oral presentation, or may request to make an additional oral presentation, if their revised, or newly submitted proposal is ranked in the top 5 proposals received after initial scoring occurs.

Background

The Denver Preschool Program, initially approved by voters in November 2006 then renewed and expanded by voters in November 2014, provides Denver residents of 4-year-old children with a tuition credit for preschool and quality improvement supports to classrooms at more than 250 licensed preschool providers. There are approximately 570 DPP classrooms in the City and County of Denver and adjacent cities. Denver Preschool Program participants receive tuition credits on a sliding scale that is based on family income, household size, length of day attending preschool and the quality rating of the chosen provider. The program is open and voluntary for all Denver 4-year-olds in their last year of preschool prior to kindergarten and includes all the licensed preschool providers that contract with DPP and agree to participate in a quality improvement system. To date, the Denver Preschool Program has managed approximately \$75 million in tuition credits to families and \$10 million in quality improvement funds to providers, has enrolled approximately 41,000 children, and currently serves nearly 5,000 children annually.

The program is administered by the Denver Preschool Program, Inc., an independent 501(c)3 created for the sole purpose of managing the Denver's dedicated preschool tax. The organization is governed by a Board of Directors appointed by the Mayor of Denver and comprised of citizens with experience managing businesses, non-profits and public programs.

DPP's Student Community

The Denver Preschool Program provided tuition support to 4,370 children in the 2014-2015 school year. DPP's student population is diverse ethnically and economically. 91 percent of these students attended a high quality preschool program.

DPP is now in its ninth program year and its eighth cohort year.¹ DPP currently tracks outcome data for approximately 36,000 students who attended a DPP preschool. DPP has a data sharing agreement with Denver Public Schools which enables the matching and tracking of children through the 12th grade. DPP's student population in the 2014-2015 program year was 47

¹ DPP first served students in the 2007-2008 school year. The 2008-09 school year was the second year of DPP's operation. However, 2008-2009 was the first program year that we were able to carry out our evaluation as designed, including drawing a sample of children that was representative of the population of children enrolled in DPP at that time and assessing those children in the fall and spring of their preschool year.

percent Hispanic, 27 percent White (not of Hispanic origin), 13 percent Black, and had small percentages of other ethnic groups. Economically, 46 percent of DPP's students were in the lowest income tier, 21 percent in tier two, 5 percent in tier three, 5 percent in tier four, and 13 percent in tier five. Below is a table that tracks DPP's cohorts over time.

Table: DPP Evaluation Cohorts and Expected Grade Levels, by School Year								
	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16
Cohort 1	Preschool	Kindergarten	1st Grade	2nd Grade	3rd Grade	4th Grade	5th Grade	6th Grade
Cohort 2		Preschool	Kindergarten	1st Grade	2nd Grade	3rd Grade	4th Grade	5th Grade
Cohort 3			Preschool	Kindergarten	1st Grade	2nd Grade	3rd Grade	4th Grade
Cohort 4				Preschool	Kindergarten	1st Grade	2nd Grade	3rd Grade
Cohort 5					Preschool	Kindergarten	1st Grade	2nd Grade
Cohort 6						Preschool	Kindergarten	1st Grade
Cohort 7							Preschool	Kindergarten
Cohort 8								Preschool

DPP's Provider Community

There are approximately 250 participating DPP providers, which can be broken down into three main categories:

- Denver Public Schools
 - 80 participating schools serving approximately 3,200 DPP enrolled children)through tuition credits.
- Denver Community Programs
 - Located in the City and County of Denver (approximately 150 programs serving approximately 1,800 children).
- Non-Denver Community Programs
 - Located outside of the City and County of Denver (approximately 20 programs).
 - Eligible to attend certain DPP professional development trainings.
 - Ineligible for direct QI funding support.

SECTION II: DPP's Evaluation Core Values

The following are DPP's evaluation core values which are imperative to framing a successful response to the RFP.

Candor – DPP is committed to receiving and sharing information regarding both successes and failures, with a focus on continuous improvement.

Accountable – DPP is committed to being a good steward of public funds by achieving the highest standards through comprehensive, thorough, and accurate practices.

Bold – DPP is committed to responding and adapting to the evolution of early learning best practices, and is willing to take risks and try new and innovative approaches.

Purposeful – DPP is committed to acting with intention – we measure the effectiveness of all areas of our work and we use those results to adapt and evolve in our practices.

In addition to these core values, DPP's commitment to comprehensive evaluation is grounded in the following principles. As such, DPP's Evaluator(s) will also embody these principles:

1. **Responsive:** DPP works to ensure that evaluation investments are supporting the latest findings, movements and progression in the overall early childhood education field.
2. **Data-Driven:** DPP is a data-driven organization that makes informed choices about program effectiveness in order to best meet the need of DPP families and providers.

3. **Flexible/Nimble:** DPP adapts to findings and is open to making programmatic changes that improve child outcomes and new methods of evaluation.

Additionally, the Evaluator(s) must have the capacity to scale up to support additional evaluation questions as the DPP program expands and evolves.

SECTION III: ADMINISTRATIVE INFORMATION

Contract Duration

The term of this contract is for a period commencing on August 1, 2016, and ending on August 31, 2019. The Denver Preschool Program and the Evaluator may mutually agree to extend the contract for two one-year terms ending on August 31, 2021.

The Denver Preschool Program shall also have the unilateral right to terminate the contract at any time if any awarded Evaluator is not meeting their contract obligations. Any awarded Evaluator would receive a notice of corrections and have the opportunity to implement the corrections before the Denver Preschool Program would consider terminating the contract.

Lead Officer

The sole point of contact for purposes of this RFP prior to awarding of any contract is the Denver Preschool Program:

David Collins
Director of Operations
305 Park Avenue West, Suite B
Denver, CO 80205
david@dpp.org
(720)287-5055 ext. 12

Response Options

The Denver Preschool Program seeks to contract with the most qualified and capable Evaluator(s) for this described work. As such, DPP will accept the following RFP responses to the Projects described in Section V: Scope of Work/Requirements:

- Respond as a single entity or partnership to complete all Projects.
- Respond as a single entity or partnership to any one or more Project(s) (I, II or III), as outlined in the Scope of Work.

DPP reserves the right to contract with each entity working on any project(s), rather than allow subcontracting of individual projects. This means that if two entities apply together as a partnership for any one or combination of projects, DPP will enter into separate contracts for each project with the entity that will complete the work. DPP also reserves the right to contract with one or all members of a proposed partnership for a specific project or projects.

The Denver Preschool Program is always interested in working with new and varied organizations. Interested parties are encouraged to explore ways that partnering with another individual or organization may bring new players into the local early childhood environment and, in so doing, contribute to a stronger overall evaluation team.

Responses will be evaluated based on their capabilities by Project (I, II or III). Therefore it is possible that potential Evaluators may be asked to partner with other Evaluators to ensure the

best results for DPP. It is also possible that DPP may award a contract for each project to three separate entities.

Contract Budget

The maximum combined budget for Projects I, II and III for August 1, 2016, through August 31, 2017, (13 Months) is estimated to be \$666,250. The budget for years two and three will be based on the tax revenue of the City of Denver, but are forecast to be approximately \$645,750 for year two and \$678,037 for year three. This represents an annual 5 percent increase. The scope of work may expand or contract based on the available revenue, programmatic changes and the needs of DPP.

Historically, DPP has spent roughly 50 percent of its evaluation budget on what this RFP announcement designates as Project 1 - Kindergarten Readiness and Analysis of Preschool Cohorts from Preschool through 12th Grade. The remaining 50 percent has historically covered the cost of what this RFP announcement designates as Projects II and III. Please frame your budget proposals with this in mind.

Prospective Evaluators should ensure that proposals are aligned to these budget estimates. As noted in Section VII: Evaluation and Award, proposals can receive up to 20 points for the Value of Budget/Proposed Cost. Offerors are encouraged to submit a budget that will provide the highest quality services with the lowest possible cost.

Inquiries

Unless otherwise noted, prospective Evaluators may make email inquiries concerning this RFP to obtain clarification of requirements. All responses will be publicly posted in the "About Us" section of the DPP website at the link below. DPP will strive to respond to all inquiries within 48 hours of receipt. No inquiries will be accepted after the date and time indicated in Section IV: Proposal Schedule. E-mail all inquiries to: David Collins, Director of Operations at david@dpp.org.

<http://www.dpp.org/about-us/contractoropportunities>

Pre-Proposal Conference

A Pre-Proposal Conference may be held on April 29, 2016, beginning at 10:00 a.m. Mountain Time in person at DPP's offices or by conference call. Participation in the Pre-Proposal Conference is not mandatory, but all interested Offerors are encouraged to take part in order to better facilitate preparation of their proposals.

Please RSVP by April 27, 2016 for the Pre-Proposal Conference by emailing david@dpp.org.

Oral Presentations

RFP Respondents may be invited to make oral presentations for this reissued RFP if they are ranked in the top 5 RFP respondents.

Organizations that previously applied, and gave oral presentations may be asked to make an additional oral presentation, or may request to make an additional oral presentation, if their revised, or newly submitted proposal is ranked in the top 5 proposals received after initial scoring occurs. DPP reserves the right to request a teleconference with any prior RFP respondent that previously made an oral presentation in lieu of an in person oral presentation.

These presentations must be presented verbally as well as in writing. Written materials will

become part of the Offeror's proposal and are binding if the contract is awarded. The Lead Officer will notify Offerors of the time and place of oral presentations.

Mandatory Contractual Terms

By submitting an offer in response to this RFP, an Offeror, if selected for this contract, shall be deemed to have accepted the terms of this RFP as well as the terms laid out below.

- **Data Management:**
The Offeror shall maintain that all data collected under this contract is the property of DPP and that no data can be used or transmitted for any purpose without DPP's prior and written approval.
- **Employer's Liability Insurance:**
The Offeror shall maintain Employer's Liability Insurance with limits of \$100,000 for each bodily injury occurrence claim, \$100,000 for each bodily injury caused by disease claim, and \$500,000 aggregate for all bodily injuries caused by disease claims.
- **General Liability Insurance:**
The Offeror shall maintain limits of \$1,000,000 for each occurrence claim, \$1,000,000 for each personal and advertising injury claim, \$2,000,000 products and completed operations for each occurrence, and \$2,000,000 policy aggregate. The Denver Preschool Program and the City of Denver must be named as additionally insured on the firm's liability insurance.
- **Worker's Compensation:**
The Offeror shall maintain coverage as required by statute for each of its business locations.
- **Audit Requirements:**
Each year the Denver Preschool Program is required to participate in an independent financial audit of our program. As Evaluator(s) to the Program, the selected Evaluator(s) will be required to have their Denver Preschool Program related operations participate in this audit process. Denver Preschool Program will also conduct on-site audits of files. Finally, the selected Evaluator(s) will be required to participate in DPP's Quality Assurance process on an annual basis.

SECTION IV: PROPOSAL SCHEDULE

RFP Issued:	April 19, 2016
RSVP for Pre-Proposal Conference:	April 27, 2016
Pre-Proposal Conference:	April 29, 2016
Final Responses to Questions Posted:	May 6, 2016
RFP Due:	May 18, 2016
Oral Presentations (if needed):	June 17, 2016
Contract(s) Awarded:	July 1, 2016
Services Launch:	August 1, 2016

Offeror must submit one proposal on a flash drive, which is marked “Reissued RFP Evaluation 2016 Original,” and six bound hard copies. Proposals, including the electronic version, are to be in either a sealed envelope or box and must be received by the Denver Preschool Program’s Lead Officer at the listed address no later than 5:00 p.m. Mountain Time on Wednesday, May 18, 2016, in order to be considered:

David Collins
Director of Operations
Denver Preschool Program
305 Park Ave West, Suite B
Denver, CO 80205

720-287-5055 x12
david@dpp.org

Requests for extension of this date or time will not be granted. Proposals received after the due date and time will not be considered. Proposals may not be submitted by email or fax.

SECTION V: SCOPE OF WORK / REQUIREMENTS

DPP is seeking proposals from qualified Evaluators to support DPP in their Program Evaluation efforts. The vision for DPP's work is to nurture and sustain positive provider relationships and a high quality network of providers whose work results in improved child outcomes. In order to do this successfully, DPP gathers ongoing data to inform its future decisions around programming, design, provider support, etc., and ensure our programs are effective. The Evaluator's primary responsibility will be implementing and managing DPP's Evaluation Program, which is imperative to ensure DPP decisions are grounded in accurate data and findings. DPP has identified three projects to complete this work:

- **Project I: Kindergarten Readiness and Analysis of Preschool Cohorts from Preschool through 12th Grade**
- **Project II: Grades 3-12 Longitudinal Analysis of Public School Assessments and Other Child Outcomes Comparing all DPP Students to Non-DPP Students.**
- **Project III: DPP Program Evaluation**

Universal Expectations for the Projects:

Please describe in your response how your organization will meet each universal expectation.

Data Reporting & Retention Expectations

- Collaboration: If separate contracts are awarded for Projects I, II and III, it is expected and required that the contractors work collaboratively when relevant as both projects rely on the same sets and sources of data for some elements of each project. This includes the sharing of data obtained from partners of the Denver Preschool Program.
- Working in conjunction with the Denver Preschool Program, Evaluator establishes and maintains a sophisticated electronic data storage system. Data from this system must be readily transferable and easily synced with DPP's systems. Additionally, in the event the Denver Preschool Program, as is its intent, is able to establish a central repository for all if its data, Evaluator must demonstrate a willingness to participate in this repository and contribute all DPP-related data accordingly.
- Evaluator ensures that all data and documents associated with Denver Preschool Program are stored in a safe and secure manner and in such a way as to maintain any necessary confidentiality protocols.
- Evaluator maintains a system to submit to the DPP all mutually agreed upon monthly information by established deadlines. Evaluator also ensures adequate staffing is in place to respond to ad hoc DPP data requests in a timely fashion.
- Any data collected and data systems created, as well as reports in preliminary and final form created in fulfillment of this project will remain the exclusive intellectual property of the City and County of Denver and the Denver Preschool Program.
- Evaluator will provide accurate, updated, searchable data in a format compatible with DPP systems and designed with the flexibility to make adjustments during the project.
- Evaluator must commit to cooperating and working with the DPP and any of its designated contractors in the ongoing evaluation and refinement of both this project and the Denver Preschool Program in general. This includes, but is not necessarily limited to, the open and timely sharing of all associated data.

- The language of deliverables and recommendations must be comprehensible to the 'average person' and all evaluation reports must include:
 - Executive summary specifically meant for public consumption
 - Full report
 - Technical report
 - PowerPoint slides and talking points, as requested
 - Presentations, as requested

General Expectations

- Evaluator must adhere to DPP's branding guidelines described in Appendix A in all communications and documents distributed outside of DPP.
- Any Evaluator staff must immediately notify DPP and Colorado's Office of Early Childhood of any child care licensing violation observed during completion of DPP Evaluation activities.
- Evaluator will establish and maintain a clearly defined protocol for responding expediently and appropriately to any inquiry from DPP staff.
- Key Evaluator staff attend meetings with DPP staff at least once per month.
- Key Evaluator staff attend an additional meeting with DPP and all Evaluation contractors at least once quarterly, and potentially more frequently as needed.
- The awarded Evaluator for each Project, and any subcontractor thereunder, will have a contract directly with DPP to implement the Scope of Work.
- Evaluator establishes a photo-based employee identification system for employees who will enter preschool facilities to ensure standards of professionalism and safety are consistently maintained in the field and in the broader community.
- Evaluator, at its own expense, conducts all necessary background checks for project personnel and ensures relevant documentation is secured and maintained. The Evaluator must be able to produce this documentation upon request for timely review.
- Evaluator must disclose any potential and actual conflicts of interest related to working with DPP on these projects.
- Evaluator develops and maintains a clearly defined protocol for identifying and addressing any possible employee performance issues.
- *Additional Staffing Considerations:* The Denver Preschool Program serves a diverse population of both students and providers. We are looking for an Evaluator that is able to respond appropriately to this reality. Specifically, priority will be given to that Evaluator that sufficiently demonstrates that it can assemble a team that can communicate, at minimum, in both English and Spanish so that most DPP Providers and students can be communicated with in their primary or preferred language. The Evaluator should also be able to demonstrate that it has assembled (or will assemble) a team that has the collective experience and cultural competence to deal effectively and respectfully with the various cultures, curricula, and provider settings that exist throughout the Denver Preschool Program network.

Project I: Kindergarten Readiness and Analysis of Preschool Cohorts from Preschool through 12th Grade

As a learning organization, DPP is committed to understanding and addressing areas for improvement in its program, operations and requirements. One key area is the effect of DPP's work on the participating children. DPP has a data sharing agreement with Denver Public Schools which enables the matching and tracking of children through the 12th grade. Therefore, DPP is interested in an Evaluator that will help DPP answer the following research questions related to kindergarten readiness and kindergarten through twelfth grade public school assessments for children who have attended DPP programs:

Kindergarten Readiness

- To what extent and in what areas are children enrolled in DPP ready for kindergarten?
- Do children make progress in their development while in DPP early childhood environments (including, but not limited to, vocabulary, literacy, math, executive function, and social emotional skills)?
- Do children from different income levels (including free lunch status, reduced-price lunch status and other), with different primary languages, different genders, different races and/or children who live in areas of concentrated poverty make similar progress in their development while in DPP early childhood environments?
- To what extent does participation in summer programming funded by DPP effect kindergarten readiness and later success during the kindergarten year?
- Do children who received DPP tuition credits compare with the district as a whole on assessments administered by Denver Public Schools in Kindergarten through the 12th grade?
- To what extent does dosage (part day, full day, extended day) and spells of care (length of care in a DPP environment) have on the outcomes of participation in DPP?
- Is attendance at higher quality rated preschool programs associated with greater kindergarten readiness?
- Are specific elements of the Environment Rating Scale, elements of the Colorado Shines Rating, and/or CLASS® observation used by DPP (within each level of domain and/or dimension) related to greater kindergarten readiness and K-12 child outcomes?
- Are specific quality interventions related to better child outcomes?
- While the contract resulting from the RFP has a maximum period of 5 years, and DPP's oldest cohort will not have finished high school at the conclusion of the 5 year period, DPP is interested in learning what steps it can and should take to enable the possibility of continuing to track it's cohorts after high school and well into their adult lives. Please share any thoughts on integral steps DPP must be making now to lay the groundwork for long term data analysis.

Report/Brief Development

The successful Evaluator will be expected to work with DPP and its communications team to develop briefs and reports as needed, including, but not limited to, annual kindergarten readiness through 12th grade reading, writing, and math achievement report and accompanying brief.

Project I Response

The successful Evaluator will describe in detail:

- **Ideal Cohort Size:** Knowing that DPP intends to track and report through the 12th grade on child outcomes for the annual cohort of DPP students that participate in preschool kindergarten readiness assessments, please describe in detail and with justification the ideal cohort size. One factor to keep in mind is that the number of students from the original cohort that remain enrolled in Denver Public schools declines over time. For example, our second cohort of 200 students, which attended preschool in the 2009-2010 program year, had declined to 124 trackable students enrolled in Denver Public Schools by the 2013-2014 program year. This type of attrition has occurred and is expected to occur as part of the normal course of student enrollment in Denver Public Schools. Please also address the ideal cohort size if DPP would like to continue tracking the cohorts well after high school graduation.
- **Competencies** – experience in and ability to gather and analyze data in order to answer each research question
- **Approach** – including methodology, proposed sample size and strategies to accomplish each research question, and
- **Suggestions** for what additional research questions and methodologies should be explored by DPP
- **Assessor Qualifications:** Project I requires direct contact with and assessment of children enrolled in DPP. DPP values highly trained and experienced assessors.
- **Staffing model** – the required staffing to address each research question that highlights staff experience in each of the above topics, all personnel the Evaluator deems necessary to ensure accurate and timely completion of all Project I activities, including identifying a Project Manager who:
 - Is the main point of contact between DPP and selected Evaluator
 - Is available to communicate with DPP on a regular and reliable basis
 - Oversees all personnel connected with implementation of Project I
 - Is responsible for ensuring all reporting requirements are satisfied, all deadlines are met, and all necessary policies and procedures are developed and maintained

Budget Note: Budget response should detail staffing, data management and administrative costs associated with Project I activities.

Oversight: The awarded Evaluator for Project I will provide reports to and be overseen directly by DPP's Director of Operations.

Project II: Grades 3-12 Longitudinal Analysis of Public School Assessments and Other Child Outcomes Comparing all DPP Students to Non-DPP Students

As a learning organization, DPP is committed to understanding and addressing areas for improvement in its program, operations and requirements. One key area is the effect of DPP's work on the participating children. DPP has a data sharing agreement with Denver Public Schools which enables the matching and tracking of children through the 12th grade. Therefore, DPP is interested in an Evaluator that will help DPP answer the following research questions related to Grades 3-12 public school assessments, child outcomes and other public school data for children who have attended DPP programs:

Grades 3-12 Public School Assessment Longitudinal Analysis²

- How are DPP graduates similar to the population of children in the Denver Public Schools district as a whole?
- What is the overall reading proficiency of DPP graduates in elementary school, middle school, and high school? How does this compare to the district as a whole?
- To what extent is preschool readiness associated with reading proficiency in elementary school?
- Is attendance at higher quality rated preschool programs associated with greater academic success beyond Kindergarten?
- To what extent is DPP participation related to discipline issues (suspensions/expulsions) in later years?
- To what extent is DPP participation related to special education services (such as Individualized Education Plans (IEP) and Reading to Ensure Academic Development plans) in elementary school, middle school and high school?
- Do children from different demographic subgroups (income levels, including free lunch status, reduced lunch status and other; language, gender, and/or different race) differ in outcomes in elementary school, middle school, and high school?
- Do children from different DPP provider types (DPS vs. community sites) differ in their reading proficiency in elementary, middle school and high school?
- Do the varied curricula used by DPP providers result in differences in child outcomes?
- To what extent is DPP participation related to on-time middle school and high school graduation?
- To what extent is DPP participation related to grade retention?
- In addition to the items listed above, DPP is interested in evaluating additional data points at other points on the spectrum of a child's education (e.g. ACT/SAT scores, progress from 8th to 9th grade, etc.)
- While the contract resulting from the RFP has a maximum period of 5 years, and DPP's oldest cohort will not have finished high school at the conclusion of the 5 year period, DPP is interested in learning what steps it can and should take to enable the possibility of continuing to track it's cohorts after high school and well into their adult lives. Please share any thoughts on integral steps DPP must be making now to lay the groundwork for long term data analysis.

² Strategies to track children over time may be revisited based on available methodologies.

Report/Brief Development

The successful Evaluator will be expected to work with DPP and its communications team to develop briefs and reports as needed, including but not limited to Grade 3-12 public school assessment and child outcomes reports.

Project II Response

The successful Evaluator will describe in detail:

- Competencies – experience in and ability to gather and analyze data in order to answer each research question
- Approach – including methodology and strategies to accomplish each research question, and suggestions for what additional research questions and methodologies should be explored by DPP
- Staffing model – the required staffing to address each research question which highlights staff experience in each of the above topics, all personnel the Evaluator deems necessary to ensure accurate and timely completion of all Project II activities, including identifying a Project Manager who:
 - Is the main point of contact between the DPP and selected Evaluator
 - Is available to communicate with the DPP on a regular and reliable basis
 - Oversees all personnel connected with implementation of Project II
 - Is responsible for ensuring all reporting requirements are satisfied, all deadlines are met, and all necessary policies and procedures are developed and maintained

Budget Note: Budget response should detail staffing, data management and administrative costs associated with Project II activities.

Oversight: The awarded Evaluator for Project II will provide reports to and be overseen directly by DPP's Director of Operations.

Project III: DPP Program Evaluation

DPP's work is as a connector between the City's funding, preschool providers and the families who need access to high quality preschool prior to kindergarten. Therefore, it is essential to understand the effectiveness and implementation fidelity of DPP's overall operations. As such, DPP seeks an Evaluator to help answer the following research questions, as well as identify other research questions DPP and the Evaluator determine to be necessary:

Overall DPP Awareness*Provider Perception of DPP*

- What is the provider perception of DPP within the DPP community?
- What is the provider perception of DPP from outside of the DPP community?
- Are people outside of the immediate Denver area aware of DPP?

Parent Perception of DPP

- Are parents informed about the existence of DPP, what DPP's mission is and how to apply for tuition credits?
- Are parents aware of the goals of DPP? Are parents aware that DPP is distinct from DPS?
- Are parents aware of how DPP is funded?
- Does this knowledge vary by income level, geography or language spoken at home?
- How do parents hear about DPP?

Customer Service/Interaction with DPP

- How do parents and providers describe their interactions with DPP, its partners, and providers? Concerning tuition credits? Concerning quality improvement?
- Does the DPP application system make it easy for families and providers to participate?
- Does the system work effectively across family income levels and/or the language spoken by the parent?
- What is the quality of the customer service experience?

Tuition credits

- Do tuition credits encourage parents from all income levels to send their 4-year-old children to preschool? Does it further encourage pursuing high quality preschools?
- Does the availability of the preschool tuition credits encourage families to enroll in the program?
- Do families opt for higher quality programs because of the tuition credits?
- Is family behavior in these areas influenced by income level or the language spoken by the parent?
- Is DPP's tuition credit scale properly aligned to enable access for all Denver 4-year-olds to preschool?

Choosing Preschool

- How do parents choose the preschool setting for their children?

Experience of Quality Improvement Supports

- Do quality improvement resources change the quality of participating preschool programs?
- Did the number of rated and/or accredited programs change as a result of the DPP Quality Improvement program?
- Did the quality of participating programs increase as a result of DPP?

- Did increases or decreases in quality ratings vary by provider type or prior rating level?
- What area of the Colorado Shines rating, if improved, would lead to an increase in the rating level of the average DPP provider?
- How has the quality of a preschool program been impacted by the transition from Qualistar rating to DPP Classroom rating to Colorado Shines?
- What has the impact of the Colorado Shines Quality Rating and Improvement system been on the provider community?

Overall Impact of DPP

- How do tuition credits impact the Denver community?
 - Has DPP increased the volume and/or percentage of children able to access early childhood education?
 - Has DPP increased the knowledge of the importance of high quality early childhood education?

Report/Brief Development

The successful Evaluator will be expected to work with DPP and its communications team to develop briefs and reports as needed, including but not limited to DPP's overall perception and impact among various constituents.

Project III Response

The successful Evaluator will describe in detail:

- Competencies – experience in and ability to gather and analyze data in order to answer each research question
- Approach – including methodology, proposed sample size and strategies to accomplish each research question and suggestions on what additional research questions and methodologies should be explored by DPP
- Staffing model – the required staffing to address each research question which highlights staff experience in each of the above topics, all personnel the Evaluator deems necessary to ensure accurate and timely completion of all Project III activities, including identifying a Project Manager who:
 - Is the main point of contact between the DPP and selected Evaluator
 - Is available to communicate with the DPP on a regular and reliable basis
 - Oversees all personnel connected with implementation of Project III
 - Is responsible for ensuring all reporting requirements are satisfied, all deadlines are met, and all necessary policies and procedures are developed and maintained

Budget Note: Budget response should detail staffing, data management and administrative costs associated with Project III activities.

Oversight: The awarded Evaluator for Project III will provide reports to and be overseen directly by DPP's Director of Operations.

SECTION VI: RESPONSE FORMAT

All RFP responses must be single spaced, in Times New Roman, 12 point font, with standard formatting, and include the following:

- Any RFP Respondent that previously submitted a response to the original RFP issued in November 2015 may choose to provide an addendum that converts their proposal into separate distinct projects rather than submit an entirely new proposal. DPP has retained all previously submitted proposals and will consider the combination of the original proposal and any addendum submitted on equal footing with any new proposal submitted by an entity that did not apply for the original RFP. DPP also welcomes any prior respondent to the original RFP to submit an entirely new response, should they desire to do so.
- Cover Sheet: Include the name of the firm, contact information, the presence of any Denver office, the Project(s) (1, 2 and/or 3) this response addresses, designation as a single entity or a partnership, and any of the following classifications: Minority Business Enterprise (MBE)/Women Business Enterprise (WBE)/ Disadvantaged Business Enterprise (DBE).
- Table of Contents.
- Executive Summary (2 page limit): Include a summary of the contents of the RFP which provides a broad understanding of the entire proposal. (2 page limit).
- Qualifications/Experience (2 page limit): Include corporate information (history, financial stability, length of time in business, and areas of specialty, for the primary Evaluator and for any subcontracting organization/partner) and organizational qualifications and experience (previous and/or existing clients and similar project examples with contact information). (2 page limit).
- Universal expectations. Please provide a response to each universal expectation.
- Methodology/Work Plan (no page limit – brevity is appreciated): Include a detailed plan for developing and managing the scope of work including:
 - A clear and concise description of how the DPP evaluation program Core Values will be incorporated into this work,
 - A clear and concise response describing in detail competencies, methodology/approach, proposed sample size and strategies to address each research question described in the Project(s) detailed above,
 - A clear and concise description of the plan to staff and manage responsibilities identified within the scope of work. Include discussion of training, ongoing staff support, and a continuous improvement plan for processes. Key assumptions, and roles of staff and organizations should be clearly identified,
 - A clear and concise description of data management approach, systems architecture, organizational infrastructure and ongoing management systems that will implement and support the Project(s),
 - Describe the controls in place to prevent unauthorized access to all data collected and stored.
- Recommendations (2 page limit): Include a detailed explanation of the pros and cons of the current instruments and evaluation approaches as well as recommendations for what additional research questions and methodologies should be explored by DPP and the associated approach/tools.
- Staffing Plan (4 page limit): Include the experience and proposed staffing including biographies of organization leadership, Program Manager for this contract, the staff members who would interface regularly with the Denver Preschool Program staff, families, and preschool providers. Please include a description the proportion of each person's time that will be dedicated to serving the Denver Preschool Program on a full time equivalent (FTE) scale For example, if a proposed staff member will dedicate 50

percent of their time to DPP, they would 0.5 FTE. If positions are currently unstaffed, please identify the skills as well as the traits you would seek in successful candidates. If subcontracting, employer organization should be clearly identified.

- Catastrophic Event Assurance (2 page limit per organization): The Denver Preschool Program requires assurance of consistent service in the event of catastrophic events. Given these considerations, please describe how your firm's size is an asset to the DPP. Conversely, what are the risks to the DPP of working with an organization the size of your firm, and how will you manage those risks? Please describe your firm's contingency plan surrounding unplanned loss of key staff.
- Two Letters of Support: Please attach two letters of support for organizations the RFP respondent has completed evaluation work for.
- Value of Budget/Proposed Cost (no page limit):
 - Line-item budget per project.
 - Line-item budget detailing any development costs, including but not limited to training, equipment, staff and physical plan to complete the Scope of Work.
 - Line-item budget detailing ongoing costs for the Scope of Work.

SECTION VII: EVALUATION AND AWARD

The following criteria will be used in screening, ranking, and the final selection of the chosen Evaluator:

Criteria	Maximum Points
Denver-based Company or MBE/WBE/DBE Certification	5
DPP Core Values and Universal Expectations	5
Qualifications/Experience	15
Methodology/Work Plan	30
Recommendations	15
Staffing Plan	10
Value of Budget/Proposed Cost	20
TOTAL	100

SECTION VIII: SPECIAL CONSIDERATIONS

- The RFP does not commit the Denver Preschool Program to procure or award a contract for all or any portion of the scope of work described.
- If an RFP response proposes a partnership to cover two or more projects, DPP reserves the right to contract directly with a single partner for a single project.
- The Denver Preschool Program reserves the right to negotiate the contract terms related to payment, scope of work, staffing, timeline and performance of the work tasks, including the right to award each Project based on the response to the most qualified evaluator. This could result in an Evaluator being awarded one Project, despite applying for multiple Projects.
- The Denver Preschool Program remains the sole owner of all data collected under this contract.
- The Denver Preschool Program reserves the right to reasonably request additional information or clarification of information provided in the RFP without changing the terms of the RFP.
- Offerors shall respond to the RFP at their own expense.

- The proposal must be signed by a person authorized to sign on behalf of the Evaluator and to bind the Offeror to the statements made in their response to this RFP.
- Documents submitted pursuant to this RFP will be subject to the Colorado Open Records Act, C.R.S. 24-72-201, et. Seq. Information clearly marked as confidential and proprietary will be kept confidential by Denver Preschool Program, unless otherwise provided by law. The Colorado Open Records Act provides that “Trade secrets, privileged information, and confidential commercial, financial, geological, or geophysical data furnished by any person” to a state agency will not be produced in response to an open records request. The Submitter shall be the entity responsible for defending against Colorado Open Records Act disclosures for any records claimed by the Submitter to be confidential and proprietary.

APPENDIX A

Universal Expectations

- All conduct under the contract shall be in the best interest of the Denver Preschool Program.
- All Evaluators will be required to adhere to DPP Branding Guidelines, as appropriate.
- All Evaluators will be expected to represent DPP in a positive and friendly manner during any contact with DPP Providers and/or partners.

Provider Communications

- Correspondence: email and phone calls: when communicating with a DPP Provider regarding DPP-specific activities, any Evaluator staff must acknowledge they are calling on behalf of the Denver Preschool Program (this does not exclude Evaluator from acknowledging their own organization)
 - Example: “Hi, this is John Doe from “Evaluator” calling on behalf of the Denver Preschool Program...”

ADDENDUM: Prior Evaluation Reports

Prior child outcomes and program operations reports are available in PDF format and can be downloaded from the DPP website at the following link:

<http://www.dpp.org/results-and-research/our-results>