

# FEPP LEVY EVALUATION RFP

INFORMATION SESSIONS | DECEMBER 5 & 9, 2023 12:00-1:00 PM PST



# INTRO

**Welcome: Please enter your name and affiliation into the chat box.**

**Information Session Purpose:** Provide overview of solicitation and proposal submission instructions and accept questions.

## **Q&A:**

- Please type questions into the Chat Box during the session.
- Responses to questions recorded during each information session will be posted on the solicitation web page within three business days.

# SEATTLE DEPARTMENT OF EDUCATION & EARLY LEARNING (DEEL)

The Department of Education and Early Learning (DEEL) was created to facilitate the City of Seattle's support for the educational and developmental needs of children in Seattle across the education continuum.

**DEEL works in partnership with** Seattle School District No. 1 (Seattle Public Schools), the Seattle Colleges, government agencies, and community-based organizations to promote:

1. Equitable educational opportunities
2. Student and family supports
3. High quality learning environments

# FAMILIES, EDUCATION, PRESCHOOL & PROMISE (FEPP) LEVY

The FEPP Levy is a **\$619 million-dollar property tax levy** approved by Seattle voters in 2018 to invest in Seattle's youth. The **7-year implementation period** runs from the 2019-20 school year through the 2025-26 school year.

## Investment Areas:

1. High-quality early learning opportunities that prepare children for success in kindergarten
2. Academic support and college and career readiness experiences that promote on-time high-school graduation
3. Physical and mental health services that support learning
4. Post-secondary opportunities that promote attainment of a certificate, credential, or degree

**Levy goal:** close opportunity gaps and eliminate educational disparities for children and youth furthest from educational justice.

# SOLICITATION OVERVIEW

**DEEL seeks consultants and/or researchers to design and implement two sequential evaluations of the FEPP Levy between 2023 and 2026.**

**The purpose of this solicitation is to:**

- Evaluate the implementation of FEPP Levy investment strategies from Early Learning through Postsecondary contexts with a focus on **strategic and operational effectiveness**.
- Evaluate **outcomes and impact** of the FEPP Levy, focused on participant, strategy, and system-level outcomes.
- **Obtain process and/or policy recommendations** to inform the continuous quality improvement of FEPP Levy investment strategies.

**The maximum cost of work is \$500,000.**

# SCOPE OF WORK

**Performance Schedule:** The work for this contract will take place in three phases from March 2023 to June 2026.

Phase	Scope of Work Elements	Anticipated Timing
<b><u>Phase 1</u> Evaluation Design</b>	Engage City of Seattle stakeholders and DEEL staff to design two sequential, mixed methods studies evaluating the implementation, outcomes, and impact of the FEPP Levy.	March – June 2023 FEPP Levy Year 4
<b><u>Phase 2</u> Process Evaluation</b>	Implement process evaluation as designed in Work Phase 1, including secondary data synthesis, data collection, analysis, and reporting.	July 2023 – June 2024 FEPP Levy Year 5
<b><u>Phase 3</u> Impact Evaluation</b>	Conduct a mixed methods evaluation assessing FEPP Levy outcomes/impacts, as designed during Work Phase 1.	Complete by June '26 FEPP Levy Year 7

View details about performance schedule and scope of work on **pages 5-6 of the Request for Proposals.**

# SCOPE: EVALUATION DESIGN

Key evaluation questions, to be finalized during the period of performance, include:

## **Process evaluation key questions:**

- *To what extent has FEPP Levy implementation aligned with Levy goals for child, program, & system-level impacts?*
- *What can annual, strategy-level performance data collected to date (2018 – 2023) tell us about preliminary outcomes of FEPP investments across years and across strategies?*
- *To what extent is DEEL's performance-based contracting driving continuous improvement and progress toward desired outcomes?*

## **Impact evaluation key question:**

- *To what extent have FEPP Levy investments made an impact at the child, program, and system level?*

# SCOPE: DATA & METHODS

## Methods

- DEEL expects a mixed methods design (integrated qualitative and quantitative inquiry)
- The evaluators will synthesize and interpret existing data about FEPP Levy investments and complete primary data collection and analysis needed to address evaluation questions.

## Available secondary data:

- Annual reports and evaluations
- De-identified academic & demographic data for students served by FEPP-funded programs
- Quantitative program performance measures
- Survey data
- Qualitative program monitoring data.

Refer to **RFP Section I I: Data Collection Appendix** (pg. 21) for information about available data sources and scale.



# SCOPE: STAKEHOLDER ENGAGEMENT & REPORTING

## Partnership & Engagement

- The evaluator will partner with Performance & Evaluation staff and a core team of DEEL executive leadership throughout the project.
- The evaluator will engage key stakeholders to inform evaluation design and use of evaluation results.
- DEEL prioritizes culturally responsive and relationship-centered partnership and engagement.

**Reporting:** at the conclusion of both evaluations, the evaluators will submit/conduct:

- Technical research report
- Community-facing brief (executive summary of findings for non-technical audience)
- PowerPoint presentations to key stakeholder groups (TBD during work phase)

# MINIMUM QUALIFICATIONS

**Proposals will be considered from prospective evaluation teams that meet the following qualifications:**

## **Minimum Qualifications**

1. Consultant has experience working on a project of similar scope and budget with a government entity.
2. Consultant team has conducted evaluation(s) related to the education field within the last five years.
3. Consultant team has demonstrated experience designing and conducting evaluations that utilized a mixed-methods approach (integrated qualitative and quantitative methods).

**The following are required by the selected consultant for contract execution but do not need to be submitted during application process:**

- Proof of WA State Business License
- City of Seattle Business License
- Insurance documentation

# DESIRED QUALIFICATIONS

Competitive proposal teams will meet some or all of the desired qualifications below.

## **Desired Qualifications**

1. Knowledge and experience with culturally responsive evaluation practices
2. Experience conducting systems evaluation or demonstrated ability to produce analyses that span a variety of interventions and contexts.
3. Knowledge about local government processes, including contracting and funding practices.
4. Evaluation/research experience related to education across early learning, K-12, and postsecondary settings.
5. Experience facilitating stakeholder engagement to inform study designs.
6. Experience conducting both process and impact evaluations.

# RESPONSE MATERIALS & SUBMITTAL

**Submittal:** DEEL will accept proposals electronically at [DEELfunding@seattle.gov](mailto:DEELfunding@seattle.gov). Please review detailed submittal instructions on page 9 of the Request for Proposals. **Submission deadline: January 11, 2023, 11:59 PM PST**

## Response Materials:

- **Proof of Legal Business Name**
- **Required Forms:** Consultant Questionnaire & Consultant Inclusion Plan
- **Description of Minimum Qualifications:** response must demonstrate that minimum qualifications are met for the proposal to be considered.
- **Written Proposal Response:** includes team composition and competencies, anticipated evaluation approach, stakeholder engagement strategy, and proposed communication and reporting protocols.\*
- **Cost Proposal**
- **Prior Work Samples**
- **List of Professional References**

\*Review pages 7-9 of the Request for Proposals for details.

# SELECTION PROCESS

- **Initial Screening (technical compliance):** for proposals to be considered, consultant must include all required documents and effectively demonstrate that they meet minimum qualifications.
- **Proposal Evaluation:** proposals will be evaluated, scored, and ranked by a review panel according to scoring criteria provided on pg. 10 of the Request for Proposals.
- **Interviews:** Top scoring candidates will be invited to an interview with the review panel on January 31 or February 1, 2023\*
- **Award notification:** Candidates will be notified of intent to award (or non-award) on February 10, 2023\*

## POLICIES AND REQUIREMENTS OF NOTE

- **Vaccination Requirement for City of Seattle Contractors:** View Mayor's Executive Order and Vaccine Attestation Form (submitted during contracting period) at: [www.seattle.gov/contractorvax](http://www.seattle.gov/contractorvax)
- **WMBE Inclusion Plan:** Required for all City of Seattle contracts above \$343,000. A WMBE inclusion form must be fully completed as part of your solicitation response. Download required form and additional information from [solicitation web page](#). *A minor amendment to this form will be released 12/6.*
- **Consultant Agreement Boilerplate:** Consultants are encouraged to review the boilerplate before submitting a proposal. [Click to view boilerplate](#) or download from solicitation web page.
- **Insurance Requirements:** Proof of insurance is submitted during the contracting phase. [Click to view insurance requirements](#) or download from solicitation web page.



# REFERENCES

The following resources are provided for additional background about the FEPP Levy:

- **FEPP Levy web page:** view details about key investment areas and current program partners
- **FEPP Levy Implementation & Evaluation Plan:** provides details about levy strategies, logic models, outcomes, and evaluation plans
- **FEPP Annual Reports (Years 1-2):** View results of FEPP Levy headline indicators to date
- **Past evaluations:** formal evaluations conducted of Seattle Preschool Program and Seattle Promise during FEPP Levy implementation period.

**Access:** RFP Section 10: Reference Links and [solicitation web page](#).

## Q&A

**To submit a question:** email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) with "Question: FEPP Evaluation RFP" in the subject line.

**Responses will be posted on a rolling basis to the solicitation web page.** Individuals will not be notified of posted responses and are expected to monitor the site for updated Q&A.

**Deadline to submit questions:** January 5, 2023, 11:59 p.m. PST