

**Denver Preschool Program (DPP)  
2024 Communications Outreach, Request for Proposals  
Frequently Asked Questions**

**Do you have a specific vision in mind for community outreach?**

DPP is a small team consisting of eight (8) full time staff members. We deeply value the role of our contractors in fulfilling our organizational goals and mission. The selected contractor for this RFP will serve as an extension of our communications team alongside other vendors. As our boots on the ground and face in the community, the outreach partner plays a crucial role in identifying and activating at community events where DPP should have a presence to generate awareness and drive enrollment.

**Why are you holding an RFP for this work at this time?**

Thanks to Denver voters, DPP exists and is funded by a City sales tax. DPP's procurement process and policies are informed by our contract with the City and County. Our procurement policy requires contracts to perform work, such as the scope outlined in the Outreach RFP, to be revisited and opened to the general market. DPP hosts procurement and RFP processes as required, including RFP committees, scoring matrixes, proposals review, etc.

**How are you currently accomplishing this work? Is there an incumbent outreach partner?**

DPP currently partners with the Gomez Howard Group to accomplish our outreach goals.

**What are some strengths and weaknesses within the current outreach model?**

DPP's historical outreach efforts have been quite successful. However, we anticipate that our efforts may likely look different in the future, presenting exciting opportunities for growth and innovation. In November 2023, Denver voters approved DPP for reauthorization and permanent funding, marking the beginning of an exciting new era. This permanence allows us to evaluate many aspects of our work, such as outreach, to determine what we should prioritize or which strategies we may wish to shift. A successful offeror would help usher DPP forward and embrace such opportunities. A full evaluation of DPP's outreach strategies and activities will be necessary.

### **Are you able to provide reports from the incumbent's work, such as communications plans, engagement reports, etc.?**

DPP will offer the RFP finalists greater insight into signature outreach strategies that DPP has deployed in the past. DPP's website offers a plethora of information and data on community engagement, success stories, etc. DPP encourages interested offerors to visit our website at [www.dpp.org](http://www.dpp.org) to learn more about our work and successes. Specifically, we would encourage offerors to become familiar with DPP's [2025 Strategic Plan](#) and [Annual Reports](#).

### **Is there office space or conference rooms at the DPP office that will be available to the vendor?**

DPP has two conference rooms that may be available for partners to use for DPP business, with advanced notice. The smaller conference room seats 6-8 comfortably, and the larger conference room seats 20-25 in a hollow-square seating style or more for standing room or theatre-style seating, though it would be a tight fit. Per the Fire Marshal, the larger conference room may hold a total of 42 people, but for guest comfort and functionality, DPP suggests hosting no more than 30 people in this space at a time. DPP also has one "hot desk" that may be reserved occasionally for partners that need to complete DPP work onsite. The conference rooms and hot desk should be reserved by connecting with the Office Manager in advance to ensure availability.

### **Where are DPP's outreach materials stored?**

DPP currently stores all outreach materials onsite at the DPP office. Such materials include prizes, giveaways, tables, chairs, canopies, printed collateral, etc. DPP currently has printed collateral in 11 different languages. Offerors are welcome to suggest alternative ideas for the storage and inventory management of outreach materials. The successful offeror must coordinate with DPP staff to maintain and access outreach inventory as needed for events or provide an alternative solution for safe and secure access to outreach materials, including an inventory management plan.

### **Are concrete goods or outreach materials included in the outreach RFP budget as shown?**

The budget outlined in the RFP includes necessary materials purchases, although DPP also maintains budget line items outside of this figure for discretionary spending on larger materials needs, such as our annual outreach book order.

**Would an event such as the Provider Showcase be covered by DPP or would it be funded by the contractor?**

The Preschool Showcase is an event that DPP hosts annually to provide an easy way for families to discover dozens of preschool providers, meet preschool staff, and learn about other resources, like Colorado Universal Preschool and Head Start, that may be beneficial to their family. Historically, this event has been hosted at the Denver Zoo in late January. The event has been planned and executed by the outreach contractor. Paid staffing needs for the contractor should be included in their overall budget. Supplies, event advertising, venue fees, catering, etc. have historically been paid by DPP out of a separate budget line item.

**On the scoring, “% of MBE/WBE” is listed as a pass/fail. Could you explain what a pass/fail here means? In the absence of a MBE/WBE certification, is the diversity of staff taken into account?**

The Denver Preschool Program and our RFP process prioritize diversity, equity, and inclusion. Therefore, DPP treats this aspect of our scoring system as a pass/fail designation, as it is binary—you meet the criteria or you do not, with no middle ground. While no points are directly attributed to this category, it may serve as a deciding factor in the event of a tie.

Additionally, the required ‘staffing plan’ section of the respondent’s proposal should thoroughly assess equity, diversity, and inclusion, ensuring that the proposed plans reflect the diverse community DPP serves. Furthermore, we do not require businesses to certify for diversity status because the certification process can create barriers for the very minority or women-owned businesses this practice aims to assist. Offerors are encouraged to demonstrate their commitment to DEI throughout their proposals, emphasizing their strategies for promoting diversity, equity, and inclusion and proposing strategies in which DPP may be able to better access historically under-served populations within Denver.

**Is there a specific number of staff an offeror would be required to have?**

No. This scope of work requires a great deal of flexibility in terms of the number of people needed to accomplish it. This would include the ability of that staff to effectively represent and communicate within Denver’s diverse community. For example, languages outside of English should be represented. At a minimum, offerors should

demonstrate the capability to serve both English-speaking and Spanish-speaking constituents.

### **Who would this organization report to?**

Irene Bonham, Director of Communications and Engagement, will oversee the selected contractor and the scope of work. Offerors should indicate in their proposal which of their staff members would serve as the main point of contact for this work.

### **In the RFP, it requests a portfolio of up to three examples of an offerors work. Should this appendix follow the formatting of the rest of the proposal, or could they be more visual?**

These examples of work may be submitted in whichever format the offeror desires, so long as they are provided with both a hard copy and thumb drive as indicated in the RFP. In the case of digital media, we would request a document, such as a pdf, with hyperlinks to access and download files in addition to the thumb drive.

### **Is there a page limit for the RFP as a whole?**

There is no page limit. Succinct proposals are appreciated.

### **Is there a certain number of community events that DPP is hoping to attend or host in a given year under this contract?**

DPP does not have a target for a number of events in this contract. The development and alignment of DPP's outreach strategy is part of this scope of work. As mentioned earlier, DPP in this post-reauthorization era must review and examine our current event processes, identify the pros/cons of each event, and evaluate if there is another model we should be using. DPP's outreach efforts aim to successfully integrate into Denver's community, especially those who are historically under-represented.

### **Are there funds outside of the budget outlined in the RFP that may be used for the purposes of the work executed in this contract?**

Yes. Additional funds in the following categories have historically been set aside as separate line items. These budget items are evaluated on an annual basis. Additional funds for the design and printing of materials and language translation are also available and evaluated on a case-by-case basis.

Event registrations/fees	\$ 30,000
Event supplies & materials	\$ 30,000
Preschool Showcase	\$ 50,000

### **Is there an events and/or partners list available?**

This compilation offers insight into the various community partners and events where DPP presently focuses some of its outreach endeavors. However, it does not encompass all partnerships nor fully illustrate the extent, duration, or diversity of partners and events engaged by DPP.

#### **Community Partners:**

- Children’s Museum of Denver
- Colorado Department of Early Childhood
- Denver Art Museum
- Denver Museum of Nature and Science
- Denver Office of Children’s Affairs
- Denver Public Library
- Denver Public Schools
- Denver Zoo
- Head Start
- Hidden Brook Apartments
- Lakeshore Learning
- Metro Caring
- Mi Casa Community Resource Center
- Rocky Mountain PBS
- Servicios de la Raza
- Seven Stars Collaborative
- Southwest Denver Neighborhood Coalition

#### **Community Events where DPP typically has an annual presence:**

- CAA Health Expo
- Central Park Egg Scramble
- Cherry Creek Arts Festival
- Cinco de Mayo Festival & Parade
- Colorado Black Arts Festival
- Denver PRIDE
- Dia del Nino

- Dragon Boat Festival
- Greater Park Hill Community's Park Hill Home Tour and Street Fair
- Heal the Hood
- Inside the Orchestra
- Juneteenth Festival
- Montbello Alive
- Philippine Festival
- RMPBS Kids Fest
- Safe Summer Kickoff
- Struggle of Love Reach for Peace
- Westwood Cinco de Mayo

**If we are awarded this contract as either a lead, co-lead, or contractor, does that mean that we would be ineligible to respond to other RFP's that DPP might have in the near future (e.g., other RFP's for evaluation and so forth?).**

DPP doesn't preclude organizations from applying for multiple RFPs, but we do require that there be no conflict of interest. For instance, if an organization is conducting one project for us and bidding on another, they would need to demonstrate clear and distinct differences in the teams handling each project to ensure impartiality and integrity in the evaluation process.

**Is preschool-related outreach experience preferable or necessary?**

Familiarity with preschool and early childhood education systems in Denver and Colorado would be helpful, but it is not required.

**Is the current cost to the Denver Preschool Program for providing services outlined in the SOW?**

The RFP outlines the budget available for this contract. Please see the answer above regarding additional budget line items that may be leveraged in executing this work.'

**How big of a Denver presence is preferable?**

DPP serves the entire City and County of Denver; therefore, our collective marketing, outreach, and communications strategies target the entire City.