



Request for Information (RFI): Denver Preschool Program Operations Evaluation

Overview

Denver Preschool Program's (DPP) vision is that every Denver child has equitable access to a strong foundation to thrive in kindergarten and beyond. We are powered by our Mission to transform the future of young children and their families by strengthening and funding the early childhood experience. Thanks to the City and County of Denver voters, DPP, funded by a City sales tax, was founded in 2006, reauthorized and expanded in 2014, and funded permanently in 2023. In 2026, the organization will celebrate its 20th anniversary. As a learning and growing organization, DPP will embark on a strategic plan to help guide our future, and under consideration as part of this planning process is an evolved or reimaged evaluation for the organization.

To inform and shape this project, DPP has created this Request for Information (RFI). We are seeking information and quotes from qualified contractors and partners for a comprehensive operations evaluation. The purpose of this RFI is to:

1. **Understand and establish the market rate for the proposed scope of work.** We aim to gather detailed financial information to ensure our budget aligns with industry standards and practices.
2. **Refine the proposed scope of work:** Through this process, DPP will leverage insights to enhance or adjust our project parameters to better meet our organizational goals and objectives.
3. **Create a pool of qualified contractors/partners:** This RFI process will help us identify a select group of potential partners who will be invited to participate in the subsequent Request for Proposals (RFP) to be issued around May 30th 2025.

Project Overview:

The Denver Preschool Program is dedicated to ensuring all of Denver's children have access to quality preschool education, which is crucial for their academic, social, and emotional development. All four-year-olds and many three-year-olds in Denver qualify for financial support from Denver Preschool Program. Since 2007, DPP has provided nearly \$239 million in tuition support to help more than 78,000 Denver children attend the preschool of their family's choice.

To further our mission, we are committed to the evaluation of DPP to support our diverse community, enhance our visibility, strengthen our impact, and support our strategic goals.

Current Situation:

DPP is in a pivotal phase following its permanent reauthorization in 2023, which secures long-term funding. This milestone ensures the continued support and growth of early childhood education in Denver. However, declining enrollment in Denver Public Schools and shifting demographics in the city present new challenges and opportunities for DPP. To adapt and thrive in this evolving landscape, DPP is diversifying its funding sources and exploring opportunities for expansion. This includes potentially extending our services beyond four-year-olds to also encompass infants and toddlers. Furthermore, DPP is committed to increasing support for preschool providers and advocating for comprehensive early childhood education policy improvements and enhancements, ensuring that all children in Denver have access to high-quality early learning experiences.

DPP proactively seeks feedback from participating preschools and parents to help enhance internal operations and better serve the public. DPP strives to keep the community informed, through reports, briefs and presentations to local representatives. When it comes to providing Denver's children with the best possible early childhood education, DPP uses data to adapt, learn and innovate their programming. When DPP studies the short- and long-term impacts of their programs, they leverage what they learn to make changes that strengthen programs and make them more impactful for providers and families.

Scope of Work:

DPP is a connector between the City of Denver'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. Equitable access to high-quality preschool/early childhood experiences for every child in Denver is vitally important to ensure that every child has the opportunity to enroll in experiences that will lead to improved child outcomes. During the 2023-2024 school year, DPP provided tuition support for over 4,000 4-year-olds and 400 3-year-old at 272 preschools in the Denver metro area.

As such, DPP seeks an Evaluator to help answer the following research questions:

Overall DPP Awareness

DPP's role in Denver's ECE Ecosystem

- What is the provider perception of DPP within the ECE community?
- How do DPP's tuition credits support families within the larger ECE system?
- How can DPP expand its role in the larger ECE ecosystem?

Perception of DPP

- Are families informed about the existence of DPP, what DPP's mission is and how to apply for tuition credits?
- How do families hear about DPP? How can DPP improve our outreach to attract more families?

Customer Service/Interaction with DPP

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- How do families and providers describe their interactions with DPP, its partners, and providers? Concerning tuition credits? Concerning quality improvement resources?
- Does the DPP application system make it easy or difficult for families and providers to participate? What is the family's perspective of needing to first enroll in a participating preschool before being able to be approved for a DPP tuition credit?
- Does the system work effectively across family income levels and/or the language spoken by the family?

Tuition credit system (Appendix A)

- Do tuition credits encourage families from all income levels to send their children to preschool?
- What levers of the tuition credit system can be changed to make greater impact on families in Denver?
- How can the tuition credit scale (Appendix A) be changed to best support families?
- What families are accessing tuition credits? What families are not accessing the tuition credits and what can be done to improve DPP's outreach to those families?
- Is family behavior in these areas influenced by income level or the language spoken by the parent(s)/guardian(s)?
- Are high-quality preschool options more accessible with DPP tuition credits and scholarships?
- Do tuition credits help families with access to reliable and educational programs for their children that meet the hours they work or attend school/career training programs?
- What are indicators that increase access to quality early childhood education for families?
- To what extent do tuition credits reduce the financial burden for families so that attending preschool is affordable regardless of household income levels?
- What ability does the tuition credit system have to impact generational wealth for Black, Indigenous and People of Color (BIPOC) families?
- Does the scholarship effectively meet the program goals?
- How can DPP expand to infant and toddler support? How would the tuition credit scale (Appendix A) meet the cost of care need for infants and toddlers?

Choosing Preschool

- How do families choose the preschool setting for their children?
- What are the challenges and barriers to accessing high-quality preschool (e.g., transportation, affordability, hours available, child care deserts, etc.)?

Overall Impact of DPP

- How do tuition credits impact the Denver community (i.e. does it increase DPP families' ability to enter the workforce?)
- Does DPP programming lead to more equitable outcomes for Denver's early learners?
- How do we measure Denver's early childhood ecosystem on poverty and educational achievement to address the critically important issue of systemic racism?
- How can DPP best work to dismantle systemic barriers in early childhood education?

- How do DPP supports make an impact in communities that are licensed child care deserts?
- How can DPP support family, friends and neighbor care ((FFN) – aka unlicensed care)?

Submission Requirements:

Interested parties are requested to submit the following information in a response not exceeding five (5) pages:

1. **Company Profile:** Provide the agency's name, address, website, and primary contact information, including the name, title, and email address of the individual who would serve as the agency's primary contact. Include a brief description and history of your firm.
2. **Project Approach:** Explain your project approach, style, methods and family engagement/ community based research process
3. **Experience:** Responses should include a list of projects similar in scale to what DPP is proposing. Where possible, highlight work for similar organizations, either government, Non-profit, or Educational in nature.
4. **Schedule and Timeline:** An estimate of the project duration.
5. **Costs:** Please include an estimated cost for all work and a list of anticipated expenses.

How to Submit:

Please email your response as a single PDF document to Dr. Cristal Cisneros, Senior Director of Evaluation and Impact, at cristal@dpp.org, by 5:00 pm on Friday, May 2, 2025. The subject line of the email should be "RFI Submission for Denver Preschool Program Operations Evaluation — [Your Company Name]."

Submission Deadline:

All responses must be received by 5:00 pm on Friday, May 2nd, 2025.

Next Steps:

Upon review of the submissions, selected contractors/partners will be invited to participate in a formal RFP process should DPP elect to move forward with this project. The RFP will provide a more detailed project brief and evaluation criteria.

Questions and Clarifications:

If you have any questions or need clarification regarding this RFI, please contact cristal@dpp.org. We look forward to your response and to the opportunity to work together to enhance the Denver Preschool Program's operations.

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Appendix A

Denver Preschool Program Monthly Tuition Credit Scale 2024-2025 (APPROVED)

TIER 1	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		Equal to or Less Than				
	2	\$27,593	1	\$642	\$321	\$738
	3	\$34,856	2	\$715	\$357	\$822
	4	\$42,119	3	\$825	\$412	\$949
	5	\$49,382	4	\$871	\$435	\$1,001
	6	\$56,645	5	\$960	\$480	\$1,104
	7	\$63,908				
	8	\$71,170				

<=== More than 8 family members - add \$7,263 for each additional member

TIER 2	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		Equal to or Greater Than				
	2	\$27,594	1	\$577	\$289	\$664
	3	\$34,857	2	\$643	\$322	\$740
	4	\$42,120	3	\$742	\$371	\$854
	5	\$49,383	4	\$784	\$392	\$901
	6	\$56,646	5	\$864	\$432	\$994
	7	\$63,909				
	8	\$71,171				

<=== More than 8 family members - add \$14,526 for each additional member

TIER 3	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		Equal to or Greater Than				
	2	\$55,189	1	\$545	\$273	\$627
	3	\$69,715	2	\$608	\$304	\$699
	4	\$84,241	3	\$701	\$351	\$806
	5	\$98,767	4	\$740	\$370	\$851
	6	\$113,293	5	\$816	\$408	\$939
	7	\$127,819				
	8	\$142,345				

<=== More than 8 family members - add \$18,830 for each additional member

TIER 4	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		Equal to or Greater Than				
	2	\$71,541	1	\$374	\$187	\$430
	3	\$90,371	2	\$417	\$209	\$480
	4	\$109,201	3	\$481	\$241	\$553
	5	\$128,031	4	\$508	\$254	\$584
	6	\$146,861	5	\$560	\$280	\$644
	7	\$165,691				
	8	\$184,521				

<=== More than 8 family members - add \$21,520 for each additional member

TIER 5	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		More Than				
	2	\$81,760	1	\$71	\$36	\$82
	3	\$103,280	2	\$79	\$40	\$91
	4	\$124,800	3	\$92	\$46	\$105
	5	\$146,320	4	\$97	\$48	\$111
	6	\$167,840	5	\$107	\$53	\$123
	7	\$189,360				
	8	\$210,880				

<=== More than 8 family members - add \$21,520 for each additional member

Opt Out *	Household Size	Income	Quality Rating	Full-Day Tuition Credit	Half-Day Tuition Credit	Extended-Day Tuition Credit
		n/a				
	n/a	n/a	1	\$36	\$18	\$41
	n/a	n/a	2	\$40	\$20	\$46
	n/a	n/a	3	\$46	\$23	\$53
	n/a	n/a	4	\$48	\$24	\$56
	n/a	n/a	5	\$53	\$27	\$61

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