

# Denver Preschool Program Customer Service / Data Management RFQ

## Responses to submitted questions

**Are you currently insourcing or outsourcing this customer service phone work?**

Outsourcing.

**What is the current monthly inbound number of customer calls and AHT?**

**Are you able to provide a best guess on call volume you currently are experiencing?**

**What is the current volume of calls at your call center?**

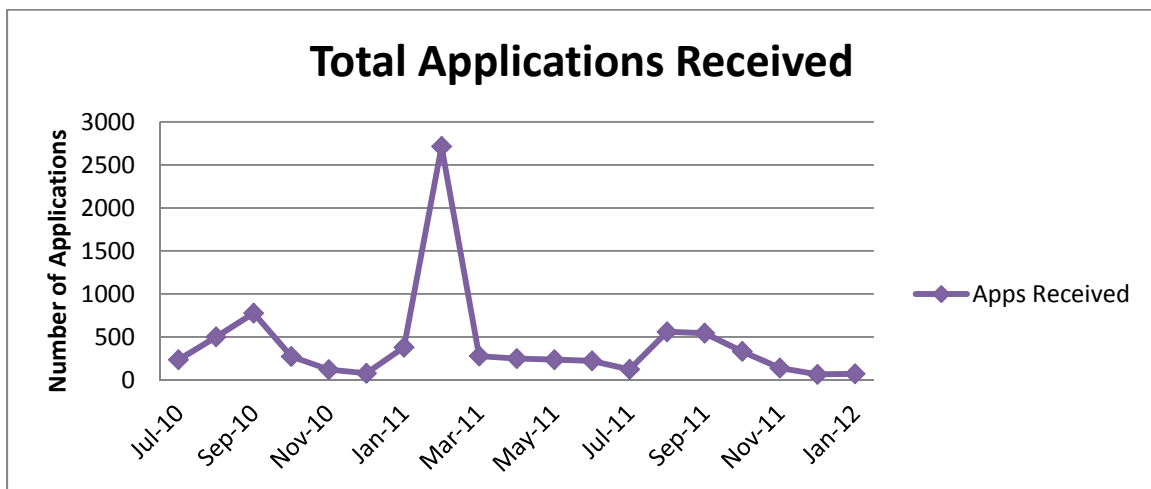
All call data is based on the most recent nineteen month period (July, 2010 – January, 2012).

Currently we receive approximately 300 calls per month, inclusive of all twelve months. August and September are peak months. In the past two years we have received 600-700 calls in August, and 400-500 in September.

Average talk time per call has ranged from 1 minute 55 seconds average within a month, to two minutes 48 seconds.

**What is the pattern of enrollments in the program? Are enrollments clumped in September and January, or are they even throughout the year?**

The following graph displays the trend in the number of applications received in each of the past nineteen months. The spike in February is attributed to the submission of applications by Denver Public Schools.



**What is the volume of written correspondence at the PO Box?**

The vast majority of documents received at the PO Box are applications, thus, the volume of correspondence directly mirrors the number of applications received.

**Do vendors need to be based in Denver or Colorado?**

It is not a requirement, though 5 (out of 100) points will be awarded to Denver-based companies during the Request for Proposal scoring process.

**Is there currently an eligibility system in place? Or does the vendor need to be prepared to implement a solution if awarded the contract?**

Yes, there is currently an eligibility system in place, so the chosen vendor will not be required to implement a new solution. That being said, the Denver Preschool Program is always looking at ways to further refine and improve our policies and processes (provided we remain true to our ordinance and core values), so the ideal candidate must not only be prepared to adapt accordingly but may also be called upon on occasion to offer solutions for program and policy enhancement.

**If the proposer intends to hire staff specifically for this job, can a proposer provide job descriptions in lieu of biographies for the two on-site staff?**

Yes.

**What is the current staffing model?**

The current staffing model consists of one contract lead, who provides oversight to the customer service team and who serves as the Denver Preschool Program’s primary point of contact with the organization, plus four customer service representatives. Of these four customer service representatives, two are primarily focused on application processing and parent and provider communication, while two split time between these functions and the tuition credit determination and payment process.

**Please provide the Ordinance that governs the Denver Preschool Program.**

The Ordinance is attached at the end of this document.

**Does the 15 page limit include appendices, exhibits, etc?**

**Would it be acceptable for vendors to include a cover page and table of contents in addition to the 15-page response limit? Page 7 Section III**

RFQ submissions shall not exceed 15 pages (standard 1-inch margins, 11-point font minimum). The one exception to this 15-page limit is supporting documentation related to the Staffing Team, such as resumes and biographies, which may be included in an appendix.

**Is an electronic signature acceptable on the Introductory Letter?**

Yes.

**"Would DPP be interested in a "Customer Service and Data Management System" for the Denver Preschool Program delivered via a Software as a Service (SaaS), sometimes referred to as "on-demand software. This delivery model is being used by multiple States today to lower costs, and involves hosting the software and its associated data centrally in a private or public cloud over the Internet using a web browser to access the application. SaaS has become a common delivery model for most business applications, including customer relationship management and correspondence management to lower capital cost and operational maintenance costs. This solution would meet all PII data security requirements.**

If that is your proposed solution, we will consider it.

**Once the documents are scanned and stored electronically, how long will DPP retain the paper documents?**

**Will the selected vendor be required to provide a storage solution for the paper documents?**

As long as a safe and secure electronic storage system is developed and maintained in a manner agreeable to the Denver Preschool Program, paper storage will not be necessary.

**Will the electronic storage system only house documents and applications from the start of the new contract forward, or is the vendor expected to digitalize the documents and applications from previous contract years? Page 5 Section II**

As stated on page 4 of the RFQ: The vendor will be expected to migrate historical data into the new data management system for ongoing management and integration into ongoing reporting.

**Would the DPP prefer that vendors address both the Scope of Work and the Desired Scope of Work in Section 3, or should the Desired Scope of Work be addressed in Section 3 and the Scope of Work be addressed in Section 6? Page 7 Section III, #3 and #6**

In the fashion that you believe best represents your firm's qualifications.

1 BY AUTHORITY

2 ORDINANCE NO. \_\_\_\_\_  
3 SERIES OF \_\_\_\_\_  
4 **AS AMENDED 8-7-06**

COUNCIL BILL NO. 532  
COMMITTEE OF REFERENCE:  
YOUTH & COMMUNITY SERVICES

5 **A BILL**

6  
7 For an ordinance increasing the sales and use tax by a rate of .12 percent and  
8 dedicating the revenue derived from the tax rate increase to fund the Denver Preschool  
9 Program, subject to the approval of the voters at a special municipal election to be  
10 conducted in coordination with the state general election on November 7, 2006.  
11

12 **BE IT ENACTED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:**

13 **Section 1.** Subject to voter approval as provided in Section 7 of this ordinance, Account  
14 Number 97000-282110 of the Fund Plan, Section 20-18, D.R.M.C., concerning apportionment of the  
15 sales, use and lodger's tax, shall be amended by the addition of a new subsection (h), to read as  
16 follows (with existing subsection (h) being re-designated as subsection (i)):  
17

18 **Sec. 20-18. Fund Plan**

19  
20 *Account No. 97000-282110*

21  
22 *Name of account:* Unapportioned sales, use and lodger's tax

23 *Source of funds:* City retail sales taxes, city use taxes and city lodger's taxes that  
24 have been collected, returned, and await apportionment

25 *Disposition of funds:*

26  
27 h. Monthly, (1) allocation apportionment and transfer of only those revenues raised  
28 at the rate of .12 percent of gross taxable sales from sales and use taxes levied to  
29 the Denver Preschool Program Project in the General Government Special Revenue  
30 Fund.  
31

32  
33 **Section 2.** Subject to the approval of the voters as provided in Section 7 of this  
34 Ordinance, subsection (g) of Section 53-27, D.R.M.C., concerning sales taxes shall be  
35 amended by the addition of a new subsection (g) to read as follows:

1  
2 (g) *Sales tax increment to fund the Denver Preschool Program.* In addition to the  
3 sales tax otherwise imposed by this section, a tax of twelve one-hundredths of one  
4 percent (.12%) shall be paid on all taxable sales of commodities or services, except  
5 on commodities or services specified in subsection (b) of this section, beginning  
6 January 1, 2007 and expiring December 31, 2016. The revenue from such additional  
7 tax shall be used for the sole purpose of funding the Denver Preschool Program  
8 pursuant to article III of chapter 11.

9  
10 **Section 3.** Subject to the approval of the voters as provided in Section 7 of this  
11 Ordinance, subsection (a) of section 53-28, D.R.M.C., concerning collection of sales taxes  
12 shall be amended by adding the language underlined and deleting the language stricken, to  
13 read as follows:

14  
15 **Sec. 53-28. Retailer responsible for payment of tax.**

16 (a) *Amount.* Every retailer shall, irrespective of other provisions of this  
17 article, be liable and responsible for the payment of an amount equivalent to ~~three~~  
18 ~~and one-half (3.5) percent~~ three and sixty-two one-hundredths (3.62) percent of the  
19 retailer's gross taxable sales of commodities or services specified in this article,  
20 except: (1) Aviation and railway fuel, as to which the rate of four cents (\$0.04) for  
21 each gallon purchased shall apply; (2) Automotive vehicles when they are for any  
22 term of thirty (30) days or less hired for use, rented, leased or transferred under a  
23 grant of a license to use, as to which a rate of taxation as set forth in section 53-  
24 27(b)(2) shall apply; and (3) Food and beverages not exempted from taxation under  
25 section 53-26(8) of this article, as to which the rate of four (4) percent shall apply,  
26 and for each of which respective rates aforesaid the retailer shall be liable for an  
27 equivalent amount; and every retailer shall on or before the twentieth day of each  
28 month pay over such amount and make a return to the manager, less one-half of one  
29 (.5) percent of such amount as a discount allowable for prompt payment. If any  
30 vendor is delinquent in remitting the tax levied by this article, other than in unusual  
31 circumstances shown to the satisfaction of the manager, the vendor shall not be  
32 allowed to retain any discount allowable for prompt payment, and the full amount  
33 shall be remitted to the manager by any such delinquent vendor, together with any  
34 other applicable penalty or interest payable under the terms of this article.

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**Section 4.** Subject to the approval of the voters as provided in Section 7 of this Ordinance, Section 53-98, D.R.M.C., concerning use taxes shall be amended by the addition of a new subsection (k) to read as follows:

(k) *Use tax increment to fund the Denver Preschool Program.* In addition to the use tax otherwise imposed by this section, a tax of twelve one-hundredths of one percent (.12%) shall be paid on all taxable uses, consumptions, distributions, and storages of commodities and services, except on commodities and services specified in subsection (b) of this section, beginning January 1, 2007 and expiring December 31, 2016. The revenue from such additional tax shall be used for the sole purpose of funding the Denver Preschool Program pursuant to article III of chapter 11.

**Section 5.** Subject to the approval of the voters as provided in Section 7 of this ordinance, subsection (a) of section 53-99, D.R.M.C., concerning collection of use taxes, shall be amended by the addition of the language underlined and the deletion of the language stricken, to read as follows:

**Sec.53-99. Retailer responsible for payment of tax.**

(a) *Amount.* Every retailer shall, irrespective of other provisions of this article, be liable and responsible for the payment of an amount equivalent to ~~three and one-half (3.5) percent~~ three and sixty-two one-hundredths percent of gross taxable sales made by him of services and tangible personal property specified in this article, except: (1) aviation and railway fuel, as to which the rate of four cents (\$0.04) for each gallon purchased shall apply, (2) automotive vehicles when they are for any term of thirty (30) days or less hired for use, rented, leased or transferred under a grant of a license to use, as to which a rate of taxation as set forth in section 53-98(b)(2) shall apply, and (3) food and beverages not exempted from taxation under section 53-26(8) of the city retail sales tax article, as to which the rate of four (4) percent shall apply, and for each of which respective rates aforesaid the retailer shall be liable for an equivalent amount; and every retailer shall on or before the twentieth day of each month pay over such amount and make a return to the manager, less one-half of one (.5) percent of such amount as a discount allowable for prompt

1 payment. If any vendor is delinquent in remitting the tax levied by this article, other  
2 than in unusual circumstances shown to the satisfaction of the manager, the vendor  
3 shall not be allowed to retain any discount allowable for prompt payment, and the full  
4 amount shall be remitted to the manager by any such delinquent vendor, together  
5 with any other applicable penalty or interest payable under the terms of this article.  
6

7  
8 **Section 6.** Subject to the approval of the voters as provided in Section 7 of this  
9 Ordinance, Chapter 11, D.R.M.C., concerning Child Care Establishments, shall be amended  
10 by the addition of a new Article III, to read as follows:  
11

### 12 **ARTICLE III. DENVER PRESCHOOL PROGRAM**

13

14 **Sec. 11-20. Legislative Intent.** The purpose of this Article III is to provide for  
15 the governance and administration of the dedicated sales and use tax increase  
16 approved by the voters on November 7, 2006 and as provided in sections 53-27 (g)  
17 and 53-98 (k) of this code (hereinafter referred to as the “Denver Preschool tax.”), for  
18 the purpose of funding the Denver Preschool Program in order to increase access to  
19 and quality of preschool programs for Denver residents. The city hereby determines  
20 that the expenditure of the Denver Preschool tax and the establishment of the Denver  
21 Preschool Program serve important public and municipal purposes, and are matters  
22 of local concern for which the citizens of Denver enjoy the full right of self-  
23 government.  
24

25 **Sec. 11-21. Expenditures of Denver Preschool tax to be made by**  
26 **contract with non-profit corporation.**

27 (a) Expenditures of the Denver Preschool tax for early childhood education  
28 programs and services shall be made pursuant to an agreement between the city and  
29 a Colorado non-profit corporation meeting the requirements set forth in this section,  
30 which agreement shall define the obligations of the corporation in consideration of  
31 such funding. The agreement shall be administered on behalf of the city by the  
32 Manager of Revenue and any expenditure under the agreement shall be subject to  
33 audit by the auditor for compliance with the requirements of this article and of the  
34 agreement.

1  
2 (b) Any non-profit corporation with which the City may contract pursuant to  
3 this article shall meet the following criteria and requirements:

4  
5 (1) The corporation shall be duly incorporated and in good standing under  
6 the Colorado Revised Nonprofit Corporation Act, shall be a separate and distinct  
7 legal entity from the city, shall be deemed an independent contractor of the city, and  
8 shall not be considered a department or agency of the city. The corporation shall  
9 have the authority to contract in its own name and to hire its own employees who  
10 shall not be considered officers or employees of the city.

11 (2) The sole purpose of the corporation as reflected in the corporation's  
12 articles of incorporation shall be to administer the Denver Preschool Program under  
13 contract with the city in accordance with the requirements of this Article.

14 (3) The corporation's articles of incorporation shall provide for a seven  
15 member board of directors ~~to be appointed by the mayor and confirmed by the~~  
16 ~~city council . One member of the board of directors shall be a member of the~~  
17 ~~city council nominated by the president of council and appointed by the Mayor.~~  
18 **Six members of the board shall be appointed by the mayor and confirmed by**  
19 **the city council. One member of the board shall be a member of the city**  
20 **council appointed by the city council.** Members of the board shall be appointed to  
21 staggered three-year terms of office. Members of the board shall serve without  
22 compensation, but may be reimbursed for actual and necessary expenses.

23 (4) The corporation's articles of incorporation shall provide for a twenty-five  
24 member board of advisors to make non-binding recommendations to the board on  
25 policy issues regarding early childhood education in general and the administration of  
26 the Denver Preschool program in particular. Members of the board of advisors shall  
27 be appointed by the mayor and confirmed by the city council. Members of the board  
28 of advisors shall be appointed to staggered three-year terms. Members of the board  
29 of advisors shall serve without compensation, but may be reimbursed for actual and  
30 necessary expenses. The articles of incorporation shall provide criteria and  
31 qualifications for membership on the board of advisors sufficient to ensure a cross-  
32 section of representation by early childhood education providers, education  
33 advocates and experts, parents, and members of the business and non-profit  
34 communities.

1           (5)     **The records of the corporation shall be treated as public records**  
2 **and subject to the provisions of the Colorado Open Records Act, §§ 24- 72-201,**  
3 **et seq., C.R.S., as amended. Meetings of the board of directors and the board**  
4 **of advisors shall be treated as public meetings subject to the provisions of the**  
5 **Colorado Open Meetings Law, §§ 24-6-401, et seq., C.R.S., as amended.**  
6

7           **Sec 11-22. Program requirements to be included in contract.** Any  
8 contract between the city and a non-profit corporation for disbursement of the Denver  
9 Preschool tax revenues shall include the following provisions and requirements:  
10

11           (1)     Any expenditure of Denver Preschool tax revenues under the contract  
12 shall be subject to annual appropriation by the city council.  
13

14           (2)     No more than 5% of the Denver Preschool tax revenue received by the  
15 corporation in any year shall be spent on administrative expenses. For purposes of  
16 this limitation, “administrative expenses” shall mean salaries and office expense  
17 related to any staff or employees of the corporation; any expenses reimbursed to  
18 members of the board of directors or the board of advisors; routine business  
19 expenses such as insurance, accounting and legal expenses; and any similar  
20 overhead expenses incurred by the corporation. The term “administrative expenses”  
21 shall not be deemed to include any fees or expenses paid to third-party contractors or  
22 consultants to assist in the development or administration of the Denver Preschool  
23 Program.  
24

25           (3)     At least 95% of Denver Preschool tax revenue received by the  
26 corporation in any year shall be used for the following purposes only,:

27           (i) Tuition credits administered in accordance with the requirements of  
28 subsection (4) of this section.

29           (ii) Outreach to parents and assistance with enrollment in preschools.

30           (iii) Technical assistance and direct grants to preschool providers  
31 meeting the requirements of subsection (5) of this section, for the  
32 purpose of improving the quality of pre-school programs and services.

1 (iv) Contracting with qualified experts to design and assist with the  
2 implementation of a quality improvement system for preschools,  
3 including an objective quality rating system for preschools.

4 (v) Measurement of the performance of the Denver Preschool Program  
5 and the preparation of reports to city officials and to the public on the  
6 performance of the program.

7  
8 (4) Tuition credits funded pursuant to the Denver Preschool Program shall  
9 comply with the following standards and requirements:

10  
11 (i) Any Denver resident who is a parent or legal guardian of any  
12 preschool-aged child **who is also a Denver resident** shall be eligible  
13 for a tuition credit to be used **to enroll that child in preschool** in the  
14 year prior to the year in which the child will be eligible for kindergarten  
15 in accordance with state law.

16 (ii) Tuition credits shall be administered on a sliding scale, with the  
17 amount of the credit being inversely ~~proportional~~ **related** to the family  
18 income of the recipient, and with this sliding scale to be more  
19 specifically determined by the board of directors.

20 (iii) Tuition credits shall be administered on a sliding scale, with the  
21 amount of the credit being ~~directly proportional~~ **related** to the rated  
22 quality of the preschool provider with whom the credit is used, and with  
23 this sliding scale to be more specifically determined by the board of  
24 directors.

25 (iv) Tuition credits shall be utilized at the discretion of the parent or  
26 guardian at any qualified preschool as set forth in subsection (5) of this  
27 section.

28 (v) Other specific criteria and procedures for the disbursement of  
29 tuition credits shall be determined by the board of directors.

30  
31 (5) In order to be qualified for the use of tuition credits and for the receipt of  
32 technical assistance or direct grants, a preschool provider shall meet the following  
33 minimum requirements:

1 (i) The preschool shall be duly licensed under the Colorado Child  
2 Care Licensing Act, §§ 26-6-101, et seq., C.R.S., as amended, and the  
3 provisions of this chapter 11, or shall be an early childhood education  
4 program administered by Denver Public Schools pursuant to the  
5 Colorado Preschool Program Act, §§ 22-28-101, et seq., C.R.S., as  
6 amended.

7 (ii) The preschool provider shall agree to participate in a three-part  
8 quality improvement system that includes an introduction to quality,  
9 establishment of an objective quality rating for the preschool, and  
10 development and implementation of a quality improvement plan for the  
11 preschool.

12 (iii) The preschool shall meet such other specific criteria and  
13 standards as shall be determined by the Board of Directors.

14  
15 (6) Not less than once annually, the corporation shall report to the mayor, the city  
16 council, the auditor, and the public the following information:

17 (i) The number of children receiving tuition credits in Denver.

18 (ii) The number of quality rated preschool providers in Denver.

19 (iii) The long term academic success of children who have  
20 participated in the Denver Preschool Program, to the extent such  
21 information is available to the Board in future years.

22 (iv) Audited financial statements for the corporation, including full  
23 reports on expenditures for the prior fiscal year and anticipated budgets  
24 and work plans for the ensuing fiscal year.

25 **(7) In administering the Denver Preschool Program or expending any**  
26 **monies derived from the Denver Preschool Tax, the corporation shall not**  
27 **discriminate against any person on the basis of race, color, religion,**  
28 **national origin, gender, age (except as to the age of children qualifying**  
29 **for tuition credits), military status, sexual orientation, gender variance,**  
30 **marital status, or physical or mental disability.**

31  
32 **Section 7.** In accordance with § 3.3.6 of the Charter and Article X, Section 20 of the  
33 Colorado Constitution, this ordinance shall be submitted to a vote of the registered electors  
34 of the City and County of Denver at a special municipal election to be coordinated with the

1 state general election occurring November 7, 2006. Each elector voting at said election and  
2 desirous of voting for or against the ordinance shall cast a vote as provided by law either  
3 “Yes” or “No” on the proposition:  
4

5 SHALL DENVER SALES AND USE TAXES BE INCREASED \$12 MILLION  
6 ANNUALLY, COMMENCING JANUARY 1, 2007, AND BY WHATEVER  
7 ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER THROUGH  
8 DECEMBER 31, 2016, FROM A TWELVE ONE-HUNDREDTHS OF ONE PERCENT  
9 (.12%) SALES AND USE TAX RATE, FOR THE SOLE PURPOSE OF FUNDING  
10 THE DENVER PRESCHOOL PROGRAM IN ORDER TO INCREASE ACCESS TO  
11 PRESCHOOL SERVICES FOR DENVER CHILDREN AND TO IMPROVE THE  
12 QUALITY OF PRESCHOOLS, AND SHALL THE REVENUES FROM THESE  
13 INCREASED TAXES BE COLLECTED AND SPENT IN EACH FISCAL YEAR BY  
14 DENVER WITHOUT REGARD TO ANY EXPENDITURE, REVENUE-RAISING, OR  
15 OTHER LIMITATION CONTAINED WITHIN ARTICLE X, SECTION 20 OF THE  
16 COLORADO CONSTITUTION OR ANY OTHER LAW?

17 The proper officials of the City and County of Denver as are charged with duties relating to the election  
18 shall, before the election, issue such calls, make such certifications, and publications, give such  
19 notices (including, without limitation, the notice required by Art. X, §20(3)(b) of the Colorado  
20 Constitution), make such appointments, and do all such other acts and things in connection with the  
21 submission of this question to the registered electors of the City and County of Denver at the election  
22 as are required by the constitution and laws of the state of Colorado and the Charter and ordinances of  
23 the City and County of Denver. The ballots cast at such election shall be canvassed and the results  
24 ascertained, determined, and certified in accordance with the requirements of the Constitution and  
25 laws of the State of Colorado and the Charter and ordinances of the City and County of Denver.  
26  
27

1 **Section 8.** Subject to the approval of the voters as provided in Section 3 of this Ordinance, this  
2 ordinance shall be effective January 1, 2007.

3

4

5 COMMITTEE APPROVAL DATE: July 11, 2006.

6 MAYOR-COUNCIL DATE: July 18, 2006.

7 PASSED BY THE COUNCIL \_\_\_\_\_ 2006

8 \_\_\_\_\_ - PRESIDENT

9 APPROVED: \_\_\_\_\_ - MAYOR \_\_\_\_\_ 2006

10 ATTEST: \_\_\_\_\_ - CLERK AND RECORDER,  
11 EX-OFFICIO CLERK OF THE  
12 CITY AND COUNTY OF DENVER  
13

14 NOTICE PUBLISHED IN THE DAILY JOURNAL \_\_\_\_\_ 2006; \_\_\_\_\_ 2006

15

16 PREPARED BY: David W. Broadwell, Assistant City Attorney; DATE: July 18, 2007

17

18 Pursuant to section 13-12, D.R.M.C., this proposed ordinance has been reviewed by the office of the  
19 City Attorney. We find no irregularity as to form, and have no legal objection to the proposed  
20 ordinance. The proposed ordinance is not submitted to the City Council for approval pursuant to §  
21 3.2.6 of the Charter.  
22

23 Cole Finegan, City Attorney

24 BY: \_\_\_\_\_, \_\_\_\_\_ City Attorney

25 DATE: \_\_\_\_\_

26

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