



**LETTER OF INTEREST
(Quality Pre-Kindergarten Services)**

Issued by:



PHMC

Public Health Management Corporation (PHMC)
on behalf of the
City of Philadelphia Mayor's Office of Education



**MAYOR'S OFFICE
OF EDUCATION**

All Letters of Interest (LOI) must be submitted via Reviewr, a web-based application, a link to which will be included in future communications regarding the Letter of Interest.

Letters of Interest, including all supporting documentation, must be submitted via Reviewr no later than 5:00 p.m. Philadelphia, PA, local time, on December 14, 2018

Only childcare locations not currently contracted to provide PHLpreK services need to respond to this LOI.

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FOR PREVIEW ONLY-DO NOT SUBMIT

I. Overview of PHLpreK

A. Introduction

Research demonstrates that young children that have access to high quality, developmentally appropriate preschool experiences enter kindergarten ready to learn and succeed in school and beyond. Philadelphia Mayor, the Honorable James Kenney, made expanding quality prekindergarten services the cornerstone of his administration, understanding that early learning services prepare our future workforce while providing essential childcare support to hard working Philadelphians. Beginning in January 2017, the City funded 2,000 children to participate in PHLpreK¹ programs, ensuring children received developmentally appropriate curriculum and instruction, comprehensive health and developmental screening, improved family and caregiver engagement, and support for kindergarten transition. The City of Philadelphia has a vision to provide access to quality programming to 5,500 children by 2020-2023 and to develop an integrated system of universally accessible early learning services for Philadelphia families.

In the year ahead, the City of Philadelphia seeks to continue to enhance the quality of PHLpreK services and further develop the groundwork necessary to expand this program.

¹ For the PHLpreK Glossary of Terms, [click here](#).

B. PHLpreK Management and Oversight



Key Partners

The Mayor’s Office of Education (MOE) is working with public and private partners to realize Mayor Kenney’s education goals including the implementation of PHLpreK. MOE plays an ongoing role in overseeing the intermediary and insuring successful implementation of PHLpreK. In coordination with the City’s PHLpreK Advisory Board, MOE sets policy for the initiative. MOE also provides City-wide recruitment supports to all Providers and marketing to the initiative.

The PHLpreK Advisory Board is comprised of 16 community representatives appointed by the Mayor and City Council to support PHLpreK governance and decision making. The Board will make recommendations to the Mayor and City Council on program modifications, adjustments and improvements. The Advisory Board will assess impact and outcomes data and ensure the program meets determined goals.

Public Health Management Corporation (PHMC), in partnership with Urban Affairs Coalition (UAC), operates the PHLpreK Intermediary on behalf of the City. The Intermediary assures that provider contracts are executed, invoices are paid in a timely manner, programs are monitored for fiscal and program compliance, child enrollments are verified, program support is coordinated and data infrastructure for the PHLpreK initiative is maintained.

Hub Agencies serve as administrators for a subset of PHLpreK Providers. Hub Agencies are responsible for ensuring assigned Providers comply with the provisions of this Agreement, managing the contracts and invoicing with the assigned Providers.

This Letter of Interest is released by PHMC on behalf of the City. Contracts resulting from the application process will be between the awarded entity and the assigned HUB agency.

C. PHLpreK Service Overview

Public Health Management Corporation (“PHMC”), on behalf of The City of Philadelphia (“City”), intends to fund 3,300 quality Pre-Kindergarten slots in September 2019.

Grant awards of \$8,500 per child are available to eligible Applicants to provide a minimum of 5.5 hours of instructional time per school day for 180 days in school year 2019-2020. This does not include time for children’s arrival and departure each day or nap time. Providers are encouraged to combine PHLpreK funding with Child Care Works (a.k.a. Child Care Subsidy) to provide eligible children with wrap-around and summer care. Providers may not charge fees or establish material requirements for participation in PHLpreK funded hours of programming. Providers may charge for wrap-around and summer care, unless prohibited by other program regulations.

This Pre-K program is open to all three and four year-old children who live in the City of Philadelphia. The focus is to encourage enrollment among children in areas with high poverty, a large presence of young children at risk for poor health and educational outcomes, and a shortage of quality early learning opportunities. Enrollment is also encouraged for children from families experiencing homelessness, English Language Learners, and children with special needs. Detailed program deliverables and provider performance expectations are outlined herein.

This Letter of Interest is required for all new sites wishing to become a part of PHLpreK in FY20 that are not contracted in the PHLpreK program in FY19. All current sites are not required to submit a Letter of Interest, but will participate in the Continuation Application process which will be released at a later date. Current PHLpreK Providers who wish to have new site locations become part of PHLpreK in FY20 will need to complete the LOI for the new site.

The Letter of Interest process is designed to support PHLpreK expansion efforts and understand the capacity of interested Providers. Following the LOI process, it is anticipated that PHMC will administer a separate application process for all sites interested in participating in PHLpreK in Fiscal Year 2020. The application process for new Providers will build on information collected in the LOI. A Continuing Application Process will also be released for current PHLpreK Providers.

D. Priorities for PHLpreK in FY2020

In addition to ensuring the program goals outlined here, there will be focus and attention to the following areas in PHLpreK for the upcoming year:

- Access to the highest quality services that will prepare students (or children) for kindergarten
- Alignment with and leveraging of other early learning initiatives
- Serving high need areas and special populations
- Improving nutrition and physical activity
- Expanding access to families that are unserved or underserved in the early learning system
- Accountability and data-driven decision making
- Equity and good stewardship

Each of these is described in more detail below.

Access to the highest quality services that will prepare students (or children) for kindergarten - Ensuring all children participating in PHLpreK are receiving the highest quality services is critical to the impact of PHLpreK. Providers are expected to demonstrate and maintain quality via program assessments and data reporting requirements. PHLpreK will monitor Growth Providers to ensure they are progressing toward STAR 3. Efforts are underway to develop quality improvement supports for Providers.

Alignment with and leveraging of other early learning initiatives - Recognizing that PHLpreK exists in a landscape of early learning programs, alignment with other early learning efforts is essential for program success. The City is and will continue to actively pursue partnerships and agreements with state and federal initiatives to ensure alignment of standards and practices across these programs. We will seek the input and partnership of Providers in adjusting to new mandates and changing expectations associated with the Child Care Development Block Grant, Keystone STARS, and the Early Learning Resource Centers. We will also work with partners to ensure families are accessing state and federal funding streams.

Serving high need areas and special populations - While available to all eligible Philadelphians, additional efforts will be made to ensure PHLpreK slots are utilized in areas of high need and are serving families with multiple risk factors. Current efforts are underway to refine outreach efforts to identify and recruit vulnerable children and their families including those engaged in the child welfare system, those experiencing homelessness, new Americans and immigrants, dual language learners, and children with special medical, developmental or mental health needs.

The City will engage a group of stakeholders to inform policy and supports for children with developmental delays and those with mental health concerns. The system continues to build out supports for Providers to prevent the expulsion and suspension of young children.

Improving nutrition and physical activity - The Philadelphia Department of Public Health's Chronic Disease Prevention Division has adapted the Comprehensive Nutrition Standards (www.phila.gov/nutritionstandards), mandated by Executive Order 04-14, for ECE settings

(“Philadelphia Nutrition Standards for Early Care and Education”). The standards improve nutrition and provide recommendations for physical play and screen time. In the upcoming year, we will develop monitoring methods and provider support.

Expanding access to families that are unserved or underserved in the early learning system - PHLpreK funding is intended to create new slots. The funding may not be used to convert or replace seats currently funded through Early Head Start, Head Start, Pre-K Counts, Child Care Works (a.k.a. Child Care Subsidy) or private pay.

Accountability and data-driven decision making - Data collection and accountability are a key area of focus for PHLpreK. In order to ensure that timely and accurate data is collected, Providers must develop systems of data entry and quality assurance, utilize appropriate technology, and seek support when needed to ensure the integrity of data. Providers participating in PHLpreK are required to utilize the ChildWare system to enter PHLpreK program data.

Equity and good stewardship - The City is committed to ensuring all PHLpreK funds are used appropriately and in support of the stated program goals. No City funds may be used to support, subsidize or endorse religious activities. Eligibility for service to Philadelphia families is universally available and programs must meet the religious and cultural needs of enrolled families. PHLpreK may not discriminate against prospective employees or program participants based on their religious affiliation, ethnicity, country of origin, gender, or sexual orientation.

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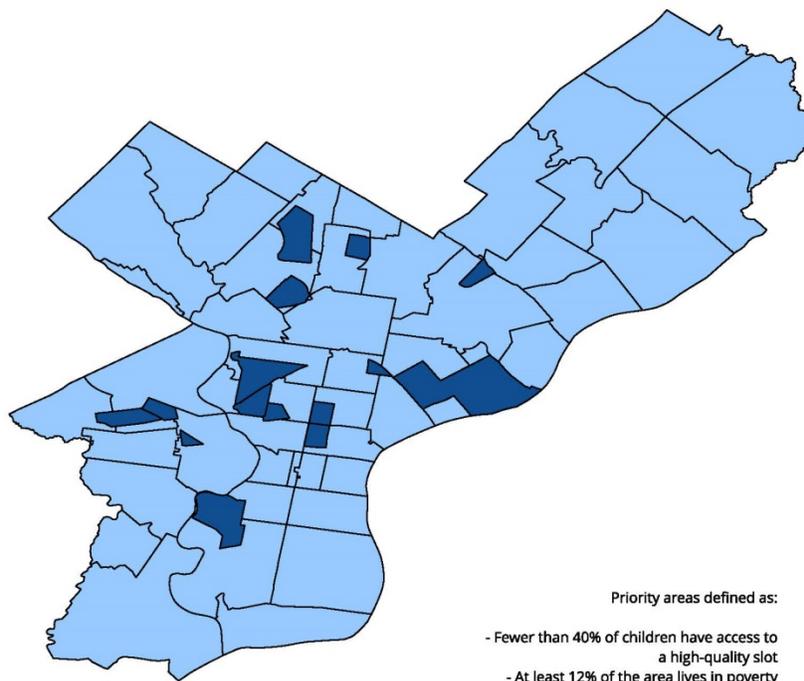
II. The Letter of Interest Process

A. Eligibility

Priority Areas

Priority areas are defined by the following: fewer than 40% of the children have access to high quality pre-k, at least 12% of the area lives in poverty, a high number of children are exposed to two or more early childhood risk factors, and no PHLpreK investment to date. For information about these areas please reference the map below and [Childcare Map](#).

**PHLpreK Priority Areas
Fiscal Year 2020 Procurement**



Priority areas defined as:

- Fewer than 40% of children have access to a high-quality slot
- At least 12% of the area lives in poverty
- High number of children facing 2 or more risk indicators
- No PHLpreK investment to date

Legend

- FY20 Priority Areas
- Zip Codes

Priority data from the Penn Child Research Center (University of Pennsylvania Graduate School of Education) and Data Management Office (Philadelphia's Office of the Deputy Managing Director of Health and Human Services). Priority area boundaries defined by the Philadelphia Neighborhoods dataset created and maintained by Azavea, Inc.

The LOI process will be open to STAR 1 – 4 Providers in the priority areas. All STAR 1 and STAR 2 Providers will need to demonstrate a commitment to obtaining a STAR 3 or STAR 4 designation. STAR 1 Providers are only eligible to apply if located in one of the identified priority areas. A list of priority areas is provided below.

- Ability to meet the need of priority areas (see list below).
 - ✓ Brewerytown
 - ✓ Carroll Park
 - ✓ East Germantown
 - ✓ Fern Rock
 - ✓ Haverford North
 - ✓ McGuire
 - ✓ Richmond
 - ✓ Sharswood
 - ✓ Southwest Germantown
 - ✓ Strawberry Mansion
 - ✓ Summerdale
 - ✓ West Parkside
 - ✓ West Poplar
 - ✓ Yorktown
- Providers must also be licensed by and in full compliance with the Department of Human Services (DHS) or the Pennsylvania Department of Education (PDE), quality community-based child care programs (center- and multi-site, group, family childcare, school district, Head Start) that operate within the City of Philadelphia.
- Providers not licensed through PDE or DHS, but licensed through accrediting bodies outlined in the [Alternative Pathways to STARS Designation](#) of the [Keystone STARS Program Standards](#) (page 18), may respond to the LOI but must have a Keystone STARS designation at the point of application.
- Distribution of FY20 PHLpreK funding will be prioritized to STAR 3 and STAR 4 programs. STAR 1 and STAR 2 programs, demonstrating a commitment to moving up, may be awarded PHLpreK funds, but will be expected to achieve a minimum of STAR 3 within a timeline recommended by PHMC and approved by MOE.
- STAR 1 and STAR 2 Programs that have not requested a STAR 3 or STAR 4 designation by the time of the full Application submission must submit a written Waiver Request and Action Plan during the Application Process. The provider must meet specific requirements as outlined on the Waiver Request and must provide a specific plan for reaching STAR 3. The waiver will be jointly reviewed by PHMC, the PHLpreK Hub agency (where relevant), the Mayor’s Office of Education and the Regional Key. The provider’s progress toward this benchmark will be closely monitored.

City Wide

- The LOI application process for provider locations outside of the above identified priority areas will be open to STAR 2 Providers committed to moving up and STAR 3 – STAR 4 Providers.
- Providers must also be licensed by and in full compliance with DHS or PDE, quality community-based child care programs (center- and multi-site, group, family childcare, school district, Head Start) that operate within the City of Philadelphia.

- Providers not licensed through PDE or DHS, but licensed through accrediting bodies outlined in the [Alternative Pathways to STARS Designation](#) of the [Keystone STARS Program Standards](#) (page 18), may respond to the LOI but must have a Keystone STARS designation at the point of application.
- STAR 1 Providers, committed to moving up, that are outside of the MOE defined priority areas may complete an LOI if they have not yet achieved a STAR 2 rating at the point of LOI, however they must have achieved a minimum of a STAR 2 rating by the time of full application in order to apply. Distribution of FY20 PHLpreK funding will be prioritized to STAR 3 and STAR 4 programs. STAR 2 programs that are committed to moving up may be awarded PHLpreK funds, but will be expected to achieve a minimum of STAR 3 within a timeline that will be recommended by PHMC and approved by MOE.
- STAR 2 Programs that have not requested a STAR 3 or STAR 4 designation by the time of the Application submission must submit a written Waiver Request and Action Plan during the Application Process. The provider must meet specific requirements as outlined on the Waiver Request and must provide a specific plan for reaching STAR 3. The waiver will be jointly reviewed by PHMC, the PHLpreK Hub agency (where relevant), the Mayor's Office of Education and the Regional Key. The provider's progress toward this benchmark will be closely monitored.
- Current STAR 3 or STAR 4 PHLpreK Providers who wish to have new site locations become part of PHLpreK must submit an LOI. New site locations of current STAR 3 or STAR 4 PHLpreK Providers must be STAR 3 or STAR 4 or may have a Provisional DHS license due to being a newly licensed facility. Those sites with new Provisional licenses will be expected to reach full licensure and STAR 3 within a timeframe recommended by PHMC and approved by MOE. Applications for new locations of current STAR 3 or STAR 4 that are awaiting Provisional licensure for sites that underwent renovation or construction will be accepted but will not receive a contract and cannot proceed with enrolling children if the Provisional license is not obtained within the timeframe recommended by PHMC and approved by MOE.

PA DHS compliance will be reviewed for all LOI respondents. LOI Responses from Providers with an active DHS negative sanction (provisional license) at the point of submission will be reviewed, however all PA DHS noncompliance must be resolved prior to contracting for the delivery of PHLpreK services. The PHLpreK program will not issue a contract to any provider with a DHS negative sanction (provisional license). In addition, history of DHS noncompliance will be factored into the PHLpreK application review process.

B. LOI Information Session

Letter of Interest information sessions will be offered to review the LOI submission process, application time, and to answer questions. *No online/web-based options will be offered.*

Sessions are scheduled as follows:

<p>Friday, November 9, 2018 PHMC 1500 Market Street East Tower Lower Mezzanine Conference Rooms 2:00-3:30pm</p>	<p>Saturday, November 10, 2018 PHMC 1500 Market Street East Tower Lower Mezzanine Conference Rooms 9:00-10:30pm</p>
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Complete Letters of Interest are due by: December 14, 2018 @ 5:00pm local Philadelphia time.

C. Letter of Interest Submission

1. Explanation of the online submission system

Applicants will apply through a web-based system called *Reviewr*. Much of the required information will be entered directly into *Reviewr* and other items will be submitted to the system via upload. A link to the site will be sent to Providers with instructions on how to enter the system and complete the Letter of Interest.

2. Items to be completed directly on the online system

The following items will be “fillable” forms built into the *Reviewr* platform:

- Application Data Sheet

3. Items to be uploaded into online system

Applicants will need to upload the following items into the *Reviewr* platform:

- Copy of valid Pennsylvania Department of Human Services license or Department of Education License
- Copy of Accreditation Certificate, if applicable

4. Items to be downloaded from the site, completed and uploaded back into the site

The following templates and forms will be posted on the *Reviewr* platform. Applicants will need to download the forms, complete and/or sign the forms and upload them back to the *Reviewr* platform.

- [Tax and Regulatory Status Clearance Statement](#)
- Acknowledgement and Attestation Form (NOTE: There are three versions of this form – one for provider applicants, one for 1199C to submit on behalf of their Hub applicants and one for School District of Philadelphia to submit on behalf of their Hub applicants)

III. Letter of Interest Administration

A. Questions Relating to the Letter of Interest

All questions concerning this Letter of Interest must be submitted in writing via email to PHLpreK@PHMC.org no later than **Friday, November 16, 2018 at 5:00 pm** local Philadelphia time, and may not be considered if not received by then. PHMC, in collaboration with the City, will respond to questions it considers appropriate to the Letter of Interest and of interest to all Applicants, but reserves the right, in its discretion, not to respond to any question. Responses will be posted by **Wednesday, November 21, 2018** on the PHLpreK website at www.phlprek.org. PHMC and the City reserve the right, in its discretion, to revise responses to questions after posting, by posting the modified response. No oral response to any Applicant question by any PHMC or City employee or agent shall be binding on the City or in any way considered to be a commitment by the City.

B. Term of Contract

It is anticipated that the initial Contract term shall commence on July 1, 2019 (the “Initial Term”) and unless sooner terminated by the City or the Intermediary pursuant to the terms of the Contract, the Contract shall expire thereafter, on June 30, 2020. The Service Term shall commence on the first day of school for the School district of Philadelphia and end on June 30, 2020.

C. Revisions to Letter of Interest

PHMC reserves the right to change, modify or revise the Letter of Interest at any time. Any revision to this Letter of Interest will be posted on the PHLpreK website (www.phlprek.org) with the original Continuation Application details. It is the Applicant’s responsibility to check the PHLpreK website frequently to determine whether additional information has been released or requested.

D. Timetable

The City and PHMC anticipate that the LOI and Application process will be completed based on the time table below.

Date	Description
November 7, 2018	Release of the Letter of Interest (LOI)
November 9 & 10, 2018	Letter of Interest information sessions
November 16, 2018	Deadline to submit LOI questions
November 21, 2018	Answers to LOI questions posted to PHLpreK website
December 14, 2018	Letter of Interest due
February 22, 2019	Release of the Request for Qualifications and Continuing Application

Date	Description
Week of March 4, 2019	Mandatory Pre-Application Conference Sessions
March 22, 2019	Deadline to submit application questions
April 5, 2019	Applications due
May 10, 2019 May 20, 2019	Notice of Award: RFQ CAP

The above dates are estimates only and PHMC reserves the right, in their sole discretion, to change this schedule. Notice of changes in the Pre-Application Conference Sessions dates/times or locations, the due date for Applicant questions, and the date for proposal submission will be posted. The other dates/times listed may be changed without notice to prospective Applicants. PHMC reserves the right to request further written information and to conduct site visits and/or interviews with Applicants after applications have been submitted which may delay the Notice of Award.

IV. Services and Performance Expectations of PHLpreK Providers

As a participant in the PHLpreK Program, the Applicant will be expected to provide the services and deliverables outlined below:

Program Expectations

- Maintain safe and legal program operations by maintaining DHS or PDE childcare license in good standing.
- Provide overall program quality
- Conduct marketing and recruitment to ensure eligible families receive needed services
- Deliver quality, developmentally-appropriate educational services to three- and four-year-olds for a minimum of 5.5 instructional hours per day for 180 days of the 2020 school year.
- Ensure children receive adequate program dosage (85% daily average attendance each month)
- Recruit and retain qualified staff

Comprehensive Service Expectations

- Support family need for early learning and childcare services
- Follow appropriate health and nutrition standards
- Partner with families and caregivers to support their children's learning and development
- Support Kindergarten Transition

Reporting Expectations

- Keep accurate records and enter data into defined databases
- Engagement in the project and continuous improvement in the system by participating in Provider meetings and quality improvement efforts as required.
- Comply with monitoring and reporting requests

Fiscal Expectations

- Utilize funds appropriately

General Provisions

- Maintain status as a quality business partner of the City of Philadelphia and its designees, the State of Pennsylvania and the Federal Government.

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**PHLpreK
Letter of Interest Data Sheet
Fiscal Year 2020**

All of the following information and narrative questions must be completed via the web-based system.

Legal Entity Information

Legal Entity Name: _____

Legal Entity Address: _____

City: _____ State: _____ Zip Code: _____ County: _____

Telephone Number: _____ Website: _____

Federal Employer Identification Number: _____

Check the following as it applies to your organization:

Non-profit For profit City/County: _____

of Years in operation: _____

Primary contact for this application

Name: _____ Job Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____ County: _____

Work Phone: _____ Fax Number: _____ Email: _____

Facility/Site Information *(Where children will be served)*

Site Name: _____

Address (where children will be served): _____

City: _____ State: _____ Zip Code: _____ County: _____

PA Department of Education license: Yes No

Accreditation: Yes No

(If yes, Applicant must submit a copy of the site's Accreditation Certificate. Reference [Alternate Pathways to STARS Designation](#) for acceptable accreditations.)

PA Department of Human Services (DHS) License: Yes No

(If yes, Applicant must submit a copy of the site's license)

DHS License Number: _____

MPI # for this location: _____

Site Type:

Child Care Center Group Family Child Care Home

What are the Hours of Operation of this location? _____

Which of the following services will be offered at this site (check all that apply)?

Before Care After Care Summer Care

Licensed capacity at this location: _____

(Maximum enrollment capacity per existing Department of Human Services/Pennsylvania Department of Education license)

Current/Intended Revenue Sources (indicate percentage of total slot funding)

- Head Start _____%
- PreK Counts _____%
- Private Pay _____%
- Child Care Works (CCW) _____%

What Levels of Care are currently offered/will be offered at this location? (check all that apply)

Infant/Toddler Preschool School Age

How many total seats does/will this location have across each Level of Care (all funding sources combined)?

- Infant/Toddler Seats #: _____
- Preschool Seats #: _____
- School Age Seats #: _____

How many new preschool seats will be available in September 2020? _____

Number of total PHLpreK slots being requested for this location in FY2020: _____

Are the slots currently available? Yes No

If No, indicate the reason:

- Additional space is still under renovation Construction of new site is not complete
 Need to hire teachers Other, specify reason _____

What date do you expect the seats to be available? _____

Area Demographics

When completing the information below, please report on ALL families/children you serve/will serve, not only PHLpreK children.

Below is a list of target areas. Select the areas of families you typically serve/intend to serve (select all that apply). If the area you propose to serve is not listed below, select "Other" and specify the neighborhood. (For information regarding these areas, reference [Childcare Map](#)).

- | | |
|--|--|
| <input type="checkbox"/> Brewerytown | <input type="checkbox"/> Southwest Germantown |
| <input type="checkbox"/> Carroll Park | <input type="checkbox"/> Strawberry Mansion |
| <input type="checkbox"/> East Germantown | <input type="checkbox"/> Summerdale |
| <input type="checkbox"/> Fern Rock | <input type="checkbox"/> West Parkside |
| <input type="checkbox"/> Haverford North | <input type="checkbox"/> West Poplar |
| <input type="checkbox"/> McGuire | <input type="checkbox"/> Yorktown |
| <input type="checkbox"/> Richmond | <input type="checkbox"/> Other, please specify |
| <input type="checkbox"/> Sharswood | |

LOI Narrative Questions

Disclosures

1. If, in the past 5 years, your agency has been involved in any legal proceeding, or anticipates in the next year to be involved in any legal proceedings (such as civil or criminal case, bankruptcy) that could interfere with the agency's performance of the program requirements, provide details of the proceeding and its current status. (1000 characters)
2. Provide a description, in detail, of any situation occurring within the past five (5) years in which the Applicant, or a joint venture or partnership of which Applicant was a part, defaulted or was deemed to be in noncompliance of any contractual obligations. (1000 characters)

Documents to Upload

The following documents must be uploaded with the LOI.

- [Tax and Regulatory Status Clearance Statement](#)
- Acknowledgement and Attestation Form
([Provider Form](#), [1199c Form](#), [School District of Philadelphia Form](#))
- Copy of Department of Human Services license
- Copy of PA Department of Education license (if applicable)
- Copy of Accreditation Certificate (if applicable)