



## **REQUEST FOR PROPOSALS**

### **EVALUATION SERVICES**

**Understanding the effectiveness of Read, Write, ROAR!**

#### **DETROIT PBS**

**Issued: Wednesday, September 8, 2025**

**Deadline for proposals: September 29, 2025, 11:59pm EST**

**Bid award: Monday, October 1, 2025**

***Program" is for what is being evaluated and "project" is the evaluation project***

## SUMMARY

Detroit PBS is seeking proposals from qualified individuals or firms to conduct a mixed-methods evaluation to document the ways Read, Write, ROAR! is being used statewide and to provide early evidence of its contribution to student literacy achievement, caregiver engagement, and educator instructional capacity.

Read, Write, ROAR! aims to support literacy skills and child development by improving the quality of adult-child interactions, increasing caregiver awareness, skills and confidence, and fostering networks between and among caregivers and community partners to share resources and expertise.

Detroit PBS aims to share an evaluation report with funders and stakeholders after the first year to improve and scale Read, Write, ROAR! and to seek additional funding.

Proposals must be received by 11:59pm Eastern Standard Time on Monday, September 29, 2025, to be considered a responsive proposal. All submissions must be made electronically using the directions below.

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## INVITATION AND GUIDELINES

Detroit PBS is seeking proposals from qualified individuals or firms to conduct a mixed-methods evaluation to document the ways Read, Write, ROAR! is being used statewide and to provide early evidence of its contribution to student literacy achievement, caregiver engagement, and educator instructional capacity.

Proposals must be received by 11:59pm Eastern Standard Time on Monday, September 29, 2025, to be considered a responsive proposal. Detroit PBS will review proposals on September 30, 2025. All submissions must be made electronically using the directions below.

## TERM OF CONTRACT

The term of contract will begin as soon as is practicable after the RFP (Request for Proposals) is awarded, which is expected to begin on or around October 1, 2025, and will end no later than April 30, 2026.

Detroit PBS is requesting the evaluation activities be completed at a mutually agreeable time between October 1, 2025, with an interim report and initial outcomes by **January 10, 2026**, and a final summary report of Services delivered and infographic under this agreement completed by **April 30, 2026**.

## DESCRIPTION OF THE ORGANIZATION

This agreement will be made with Detroit PBS. Detroit PBS is a Michigan not-for-profit corporation organized for the purposes of:

- Operating for educational, charitable, and benevolent purposes non-profit and noncommercial public television, radio and other telecommunications services for metropolitan Detroit and southeastern Michigan.
- Originating, creating, producing, broadcasting, transmitting, communicating, emitting, distributing, receiving, retaining use, or displaying signs, signals, writings, images and sounds, information, or intelligence of any nature by wire, radio, television, film, cable, optical or other electric or electromagnetic systems.
- Promoting the cultural, educational, and civic welfare of the residents of the communities served by the Corporation.

Detroit PBS is exempt from federal income tax under Section 501 (c) (3) of the IRS code.

Proposing firms are also encouraged to visit our website at: [www.detroitpbs.org](http://www.detroitpbs.org) for a thorough review of our Company's history, vision, mission, values, our leadership and Board of Trustees, financial results (see Legal Notices), and Annual Reports to the community.

## BACKGROUND

Detroit PBS is an established and longstanding community partner that reaches and serves young people, their families, and communities. The Detroit PBS education team was motivated to increase outreach given that 93% of children living in Detroit are not reading on grade level. In 2018, the education team made the intentional decision to focus all of outreach efforts in the Brightmoor neighborhood to improve educational outcomes, increase community connectedness, and increase community use of and access to resources to support early childhood development. The team developed strong partnerships and found new ways to serve the community more effectively. This work was the foundation for the station's award-winning "Learning Neighborhood Model," inspiring the Corporation for Public Broadcasting to adopt the concept nationwide. During the COVID-19 pandemic, the Detroit PBS education team received additional funding to continue this work to provide critically needed resources and innovation with virtual program components. In 2020, Detroit PBS maintained work in the Brightmoor neighborhood while expanding the model to the East Side of Detroit, leading to additional development of the neighborhood model with a new schedule for programming occurring on Thursdays. The scope of this evaluation project is to conduct an evaluation of Read, Write, ROAR! (for more information, please see the subsequent section).

## DESCRIPTION OF THE EVALUATION PROJECT

This evaluation seeks to document the ways Read, Write, ROAR! is being used statewide and to provide early evidence of its contribution to student literacy achievement, caregiver engagement, and educator instructional capacity.

- The overall goal is (i) Increasing caregiver/educator awareness, skills, and confidence, (ii) Illustrating usage in multiple environments (iii) Creating impact for students by fostering networks between and among caregivers and educators. Example metrics:
  - Literacy-related measures (e.g., proxy indicators like teacher/caregiver-reported student growth in reading behaviors, NAEP/M-STEP alignment, use of formative literacy assessments in partner schools).
  - Caregiver connection (frequency/quality of literacy activities at home, self-efficacy in supporting reading).
  - Educator capacity (professional learning uptake, integration of materials in lesson planning, confidence in literacy instruction).

Collect names and information from station partners, interview Read, Write ROAR! participants and review current surveys to **gather case studies** from across the state.

Deliver interim narrative report and slide deck by January 10, 2026. Final report due on or before April 30, 2026.

Detroit PBS is seeking an evaluation of the listed above to assess program effectiveness and guide continued program improvement, including program expansion. The evaluation approach should be developmentally appropriate and culturally responsive.

## STAKEHOLDERS

Detroit PBS has identified 3 key stakeholder groups for this program's purposes.

- **Parents & Caregivers.** Parents and direct caregivers have a strong influence over the quality of interactions and opportunities for learning and development at home.
- **Schools.** Schools and educators will support the implementation of Read, Write, ROAR! at school and for implementation at home.
- **Young children.** Read, Write, ROAR! is designed primarily for preschool through Fifth grade students.

## DESCRIPTION OF DESIRED OUTCOMES

Through this evaluation process, Detroit PBS hopes to:

1. Gather case studies (i.e. qualitative snapshots) to provide early evidence of Read, Write, ROAR!'s contribution to student literacy achievement, caregiver engagement, and educator instructional capacity across the state in each of the six Public Media Station regions in school-based settings.
2. One of the case studies will focus on the Brightmoor and Southwest Neighborhood pilot project of Read, Write, ROAR! School-to-Home Connection.

Each case study should include a narrative, relevant data, and illustrative quotes, and—where possible—visual artifacts (photos of use, sample student/caregiver work, educator lesson examples) to bring the story to life for funders and stakeholders.

The Michigan Learning Channel (MLC) offers Read, Write, ROAR! Video lessons, activity guides, and supplemental materials designed for flexible use across classrooms, families, and community programs. These resources support instruction, enrichment, and extended learning opportunities throughout the year.

Case study examples of the following uses include- Whole group or small group classroom instruction, Family and caregiver engagement (sending resources home or offering literacy nights), summer learning support, after school tutoring or library programming, supporting professional learning, providing tools for paraprofessionals or guest teachers, and/or other educator/community uses

## PROJECT DELIVERABLES

The Evaluator shall:

1. In cooperation with Detroit PBS, develop a plan for data collection, including incentives amounts and distribution for participation
2. Gather and synthesize descriptive information about Read, Write, ROAR!'s awareness, usage, and impact both locally in Southeast Detroit, Brightmoor and more broadly across the state of Michigan
3. Develop interview protocols and or surveys to examine the perspectives of caregivers and educators regarding program implementation
4. Develop interview protocols and or surveys to measure short term outcomes related to caregiver and educators perceived changes and to support deeper understanding of mindsets, behaviors, and connectivity
5. Manage and store all data securely
6. Oversee data collection
7. Conduct all data analysis
8. Provide at least one monthly check-in with Detroit PBS education team
9. Provide an interim report (infographic, slides, etc.) summarizing findings by January 10, 2026. Develop a final report brief that includes main findings to be shared with community stakeholders and caregivers by April 30, 2026. Detroit PBS prefers an evaluator who can help develop infographics and an attractive presentation to ensure the information is relayed back to caregivers and relevant stakeholders in an accessible and compelling way.
10. Provide a final expenses report containing a narrative of expenses.

## BUDGET

Please submit a budget as an attachment to your proposal. Pricing shall be inclusive of all costs. While the maximum budget for this project is \$20,000, Detroit PBS welcomes proposals that outline a tiered approach, indicating what can be accomplished at baseline and what could be added with supplemental resources.

## SUBMITTAL REQUIREMENTS

Proposals should be no longer than 10 pages and include the proposal requirements outlined below. Please note that resumes, insurance documentation, references, cost proposal, and W9 should be consolidated into a separate attachment and titled "Appendix." Proposers may direct questions to: Jeni Sobbry, Director of Education Operations at [Jsobbry@detroitpbs.org](mailto:Jsobbry@detroitpbs.org).

## PROPOSAL REQUIREMENTS

A complete proposal will include:

- **Overview of company or individual** with contact information including address (that matches your W9), email, phone.

- **Summary of services.** List and describe Services to be offered under this RFP that match the requirements above and are numbered to match items listed in deliverables above. Include a timeline/workplan showing deliverable execution and completion date ranges. Enumerate any additional services proposed.
- **Summary of qualifications.** Please include:
  - Description and size of firm indicating whether it is local, regional, national, or international in operations
  - Depth of the firm's practice in serving educational and/or media clients including at least 3 previous projects of similar design, including demonstrated ability of the firm to work within specified deadlines
  - Names of the firm's core service team, location, and qualifications with relevant experience and/or resumes
  - Detroit PBS is committed to the principles of diversity, equity, and inclusion. A component of our strategy is to work with partners and vendors who embrace similar values. Include in your response your organization's position on this critical issue and how services will reflect the diversity of our audience.
- **Insurance.** The bidder to whom the contract is awarded for any service work or construction work, and when required by Detroit PBS, shall secure, pay the premiums for, and keep in force until the contract expires, insurance of the types and amounts listed below:

**Commercial General Liability**

\$2,000,000 General Aggregate

\$2,000,000 Products

\$1,000,000 Personal Injury

\$1,000,000 Each Occurrence Combined Single Limit

**for Bodily Injury and Property Damage**

\$ 100,000 Pollution Cleanup

\$ 50,000 Fire Damage

\$ 5,000 Medical Expense

**Excess Umbrella Liability \$4,000,000**

\$1,000,000 Sexual Harassment

**Comprehensive Automobile Liability Insurance**

\$1,000,000 Combined Single Limit for Bodily Injury and Property Damage



(A) Insurance Certificate – When Required

a. The contractor must present to Detroit PBS an insurance certificate in the above types and amounts before any work or service begins.

b. Automobile liability insurance shall be included to cover any vehicle used by the insured.

c. The certificate holder shall be as follows:

Name and address of Detroit PBS

d. Additional Insured Claim -- The contractor shall include the following clause on the insurance certificate.

“Detroit PBS is named as an additional insured”

**OTHER INSURANCES**

WORKERS COMPENSATION Evidence of adequate Workers Compensation Insurance as required by the laws of the State of Michigan and the United States, must be available for perusal. The minimum limits are the following, unless a greater amount is required by law:

Bodily Injury by Accident \$1,000,000. Each Accident

Bodily Injury by Disease \$1,000,000. Policy Limit

Bodily Injury by Disease \$1,000,000. Each Employee

(B) Indemnification

The contractor shall assume all risk of and responsibility for, and agrees to indemnify, defend, and save harmless the Detroit PBS and its agents, employees and Board members, from and against any and all claims, demands, suits, actions, recoveries, judgments and costs and expenses (including, but not limited to, attorneys fees) in connection therewith on account of the loss of life or property or injury or damage to any person, body or property of any person or persons whatsoever, which shall arise from or result directly or indirectly from the work and/or materials supplied under this contract and the performance by contractor of services under the contract or by a party for whom the contractor is liable.

This indemnification obligation is not limited by, but is in addition to, the insurance obligations contained in this agreement.

The Contractor is to assume all liability of every sort of incident to the work, including property damage caused by him or his men or by any subcontractor employed by him or any of the subcontractor's men.

The Contractor shall assume liability incident to the work caused by the contractor, the contractor's employees and any subcontractors or subcontracted employees hired by the contractor. The successful respondent to whom the contract is awarded shall provide to Detroit PBS with contract documents a Professional Liability Insurance Certificate with the following limits:

\$1,000,000 Each Incident; Occurrence; Wrongful Act

\$3,000,000 Aggregate

The insurance certificate name as to the certificate holder shall be as follows:

Detroit PBS Name and Address

and remain in full force during the term of contract

- **References.** Please list and provide the names and contact details of 3 organizations for whom you have completed similar services.
- **Cost Proposal.** The Cost Proposal must contain complete pricing details and be valid for the project's duration. Please submit a budget as an attachment in the appendix. Pricing shall be inclusive of all costs. Detroit PBS has a maximum budget of \$20,000. Detroit PBS welcomes proposals that outline a tiered approach, indicating what can be accomplished at baseline and what could be added with supplemental resources.
- **W9.** The Vendor is required to submit with its Solicitation Response a copy of a W-9 Vendor Identification Number Certificate to expedite the payment process if awarded a Contract. A copy of the form can be found at <http://www.irs.ustreas.gov/pub/irs-pdf/fw9.pdf>.

## EVALUATION CRITERIA

Our review process will focus on the areas outlined below.

Deliverable	Points
Delivery of Services matches RFP	30
Timelines meet the needs of the project	20
Experience with literacy-focused or caregiver engagement evaluation projects	20
Experience of personnel (including resumes) meets the needs of the project	15
Cost proposal is reasonable and responsive	15
All required parts of the RFP are included (insurance and w9)	Y/N

Total	
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Proposals will be evaluated with strict emphasis on quality. Once all proposals have been evaluated, the firm that is most qualified and proposes the highest-quality Services that are reasonable in cost will be selected.

## SUBMITTAL DETAILS

1. **The response due date for this RFP is September 29th, 2025, at 11:59 PM EST.** Any proposals received after this date will not be considered.
2. **The proposals should be addressed to:**  
Jeni Sobbry Director, Education Operations  
Jsobbry@detroitpbs.org
3. **Response Date.** We anticipate the successful bidder will be notified by October 1, 2025.
4. **Work Date.** We are requesting the evaluation activities be completed at a mutually agreeable time between October 1, 2025, and April 30, 2026, with an interim report on January 10, 2026, and a summary report of Services delivered under this agreement by April 30, 2026.
5. **Confidentiality.** By agreeing to take part in this RFP you agree to keep in confidence all information imparted to you in relation to the proposal process; not to disclose it to third parties; and not to use it for any other purpose than for proposal.
6. **Right to reject.** Detroit PBS reserves the right to reject all proposals submitted and to request additional information from all proposers. Any contract awarded will be made to the firm who, based on evaluation of all responses and applying all criteria and interviews, if necessary, is determined to be the best qualified to do the work.