



Champions For Our Children

Best Start LA

Best Start Data Infrastructure (BSDI) Planning and Research RFP

**Los Angeles County Children and Families First –
Proposition 10 Commission (aka First 5 LA)**

RELEASE DATE: June 29, 2009



Champions For Our Children

TABLE OF CONTACTS

I.	TIMELINE.....	3
II.	BACKGROUND	4
A.	About FIRST 5 LA	4
B.	About Best Start LA.....	4
C.	Existing First 5 LA Data Collection Systems	5
D.	Best Start LA Data Infrastructure	5
III.	CONTRACTOR QUALIFICATIONS	7
IV.	PROJECT DELIVERABLES	9
V.	REQUIRED COMPONENTS	10
A.	Scope of Work	10
B.	Deliverable Based Expenditure Report.....	11
VI.	TERMS OF CONTRACT.....	11
A.	Contract Period	11
B.	Budget:.....	12
C.	Policy and Guidelines for Hiring Consultants	12
VII.	STATEMENT OF QUALIFICATIONS	13
VIII.	SUBMISSION REQUIREMENTS	15
IX.	SELECTION PROCESS AND REVIEW CRITERIA.....	15
A.	Selection Process	15
B.	Selection Criteria	15
X.	CONTRACTUAL CONSIDERATIONS	16
A.	Conflict of Interest	16
B.	Compliance	17
C.	Contract Information.....	17
XI.	APPLICATION CHECKLIST	19

I. TIMELINE

ACTIVITY	DATE
RFP Release	June 29, 2009
Information Session	July 10, 2009
Due Date for RFP	July 27, 2009
Applicants Notified	August 13, 2009
Interviews for Qualified Applicants	Week of August 24-28, 2009
Contractor Selected:	September 4, 2009
Contract Start Date	November 1, 2009

First 5 LA is seeking consultation with either a group of consultants or a lead contractor and sub-contractors to conduct planning and research activities to assist in the development of the First 5 LA Best Start Data Infrastructure (BSDI), a dynamic web-based data and information collection and reporting system for the Best Start LA investment.

The purpose of the RFP is to select the most qualified consultant to engage in planning and research activities to support the Commission in the creation of this comprehensive web-based data submission and measurement system which will improve and streamline the data collection and measurement around Best Start LA. The consultant or team of consultants will be known as the **BSDI Planning and Research (P&R) Contractor**

The BSDI Planning and Research (P&R) Contractor will have demonstrated experience in conducting planning and research activities in collaboration with not-for-profit organizations and grass-root organizations, preferably for human services organizations and community organizing groups. The systems will be designed to be user-friendly and intuitive for all end-users. End-users will range from the very technically savvy to those that have limited experience using computers.

Selection to work on the planning and research phase of the Best Start Data Infrastructure will not exclude the BSDI Planning and Research (P&R) Contractor from applying for future contracts in subsequent infrastructure development phases. However, it should be noted that applicants to this RFP are not guaranteed to be provided with any future contracts and submitted proposals should be limited to addressing the requirements described in this RFP.

II. BACKGROUND

A. About FIRST 5 LA

In November 1998, California voters passed Proposition 10: The California Children and Families First Act of 1998, a statewide ballot initiative. Effective January 1, 1999, Proposition 10 added a fifty-cent tax on cigarettes and other tobacco products for the purposes of promoting, supporting, and improving the early development of children zero to five years of age.

Of the funds collected, twenty (20) percent is allocated to the State Proposition 10 Commission and eighty (80) percent is distributed to the county Commissions based on each county's number of live births. Based on approximately 150,000 live births per year, Los Angeles County receives approximately 31% of the total tax distributed to county Proposition 10 Commissions.

Los Angeles County residents receive the benefits of these funds through increased and improved services and programs for expectant parents, children from the prenatal stage up to age five, and their families. Created to convey the overall purpose of the organization charged with distributing the Proposition 10 tobacco tax funds, the name First 5 LA signifies the importance of the first five years of life, the period of time during which a child's brain develops most dramatically. The First 5 LA name replaced the previous name of Los Angeles County Children and Families First - Proposition 10 Commission.

First 5 LA's vision and commitment is to creating a future throughout Los Angeles' diverse communities where all young children are born healthy and raised in a loving and nurturing environment so that they grow up healthy, are eager to learn and reach their full potential. First 5 LA is to make significant and measurable progress towards increasing the number of children from the prenatal stage through age 5 who are physically and emotionally healthy, safe and ready to learn.

B. About Best Start LA

The purpose and goal of Best Start LA is to increase the number of children who achieve appropriate social, emotional, cognitive, language, physical and motor developmental milestones to the best of their potential. Further, the First 5 LA Commission recognizes that addressing the developmental potential of young children must be done in the context of the multiple environments that affect their development: (1) Pregnancy; (2) Parent/Caretaker; (3) Family; (4) Neighborhoods and Communities.

Best Start LA is innovative in its focus on integrating family-, community- and organizational-strengthening strategies with the flexibility required to be successful in diverse communities found within Los Angeles County. Best Start LA is designed to integrate existing First 5 LA investments and to inform future investments using the best available evidence of what works as a key criterion. The long-term vision is a Best Start LA model that is sustainable and scalable for all communities in the county.

Through Best Start LA, First 5 LA is launching a broad based partnership with families, community organizations, government agencies, funders, elected public officials, civic organizations and neighborhood associations who share our commitment to create "baby and

toddler friendly” neighborhoods and communities. Best Start LA communities will positively contribute to the well being of its members by emphasizing the role communities can and will play in strengthening and linking existing community, organizational, and family assets and in developing new assets to achieve Best Start LA outcomes.

First 5 LA recognizes that long-term change envisioned by Best Start LA is most commonly developed over a period of time. Members of a Best Start LA community will learn to trust each other, share ideas, and work cooperatively toward common goals and outcomes. Trust and mutual respect will develop by identifying the existing strengths and resources of a community and collaboratively building on those assets successfully. As people pool their talent, time, and resources to address tangible issues underlying community needs, they will form and strengthen the foundation for a community partnership firmly grounded in the principle of cooperation among diverse groups and individuals. Formalizing this structural foundation through the concept of a “Best Start LA community” will provide stability, continuity and capacity for community participants and organizations to sustain their efforts over time and achieve desired results. All Best Start LA activities funded by First 5 LA will support First 5 LA’s 2009-2014 strategic plan efforts and will continue into the next strategic planning period.

C. Existing First 5 LA Data Collection Systems

To provide data to First 5 LA and its grantees to evaluate the efficacy of initiatives and their activities, the Data Collection and Reporting (DCAR) System was developed in 2003 and has undergone many revisions to this date. DCAR encompasses data collection and reporting tools, and databases for four First 5 LA programs’ grantees and providers involved in school readiness, literacy, perinatal health, and abuse prevention activities. Further systems development is planned to expand into other programs’ activities including early childhood education workforce development and Best Start LA family engagement data management. The DCAR System also provides evaluation tools for First 5 LA while providing its grantees an ability to create their own forms to conduct their own surveys and analyze their activities. First 5 LA has also developed, in partnership with the Public/Private Partnership for Infants and Toddlers (PPFPIT), and HealthyCity.org, a web-based spatial data collection and analysis system named “Invest In Kids LA”. This system will enable the PPFPIT and First 5 LA to understand the breadth and depth of the issues facing children and their families and the investments made in their communities by philanthropic, governmental, and the advocate community members.

D. Best Start LA Data Infrastructure

The Best Start LA Data Infrastructure is a prime example of the capacity strengthening strategies the commission will invest in through Best Start LA. This data infrastructure system is expected to accomplish three objectives.

- 1) Help inform ongoing development of the Best Start LA model;
- 2) Support the identification, prioritization and advocacy of policy solutions;
- 3) Support the evaluation of the Best Start LA model. Please refer to the Best Start LA Outcomes outline attached in Appendix A for more details.

The first phase of the BSDI development, as encompassed by this RFP, will require consideration of the Best Start LA model and how to research and plan the BSDI to support the various strategies within the Best Start LA model.

Overall system design

There are three main components to the BSDI that are expected to be developed. The following summarizes what is expected to be achieved by each component of the infrastructure once it is completed:

Component 1: The BSDI will be utilized to support the work performed in the Best Start LA family engagement strategy. Currently this component is being developed as part of the existing First 5 LA Data Collection and Reporting System (DCAR) and will support the collection of prenatal, hospital, and home visitation measures. This aspect of the system will integrate centralized case-management of activities and services provided for families by the home visitation agencies and could include information about prenatal and maternal practices from hospitals. This component is expected to be completed before other components are developed. Once this system is created, it will become a central component of the overall BSDI and will be integrated into the planning and development of the subsequent system to be built. Please note that this application will be developed under a separate contract and will be launched during the planning of the remaining components.

Component 2: Measurement of “place based” activities within the demonstration community. These activities use the local community and environment as a context for evaluation. Many of these activities will measure indicators of social and community connectedness as well as collaborative agencies' efforts in promoting accessibility and utilization of services. Other measures will be determined via a Community Based Participatory Action Research process, which will require this component to be dynamic, enabling communities to develop their own data collection requirements and to include tracking systems for coordinated efforts with F5LA Policy and Public Affairs departments. To fully enable communities to understand and harness opportunities and recognize specific issues, this component of the system may require coordination with HealthyCity.org and the Invest in Kids LA spatial data collection and analysis system.

Component 3: This component consists of a web-based content delivery system for parents and caregivers which will enable them to stay informed of issues relating to the development of their own children as well as being able to access general information pertaining to child development and childcare. This component will be known as the “Baby Registry” and will be consumer-centric and multi-linguistic to allow for the furthest reach into disparate communities within Los Angeles County.

The specifications for these components will be created in conjunction with First 5 LA and stakeholder groups to ensure that the system meets not only the requirements of the Best Start LA model's outcomes and measures, but is also developed to reflect the capacity of its intended audiences, as measured and evaluated through a feasibility study. For example, location and method of access are major factors to consider in the formulation process since many families, parties and providers engaged by First 5 LA do not own computers and will require access to the system outside of a home location. It is also the intent of First 5 LA to allow for possible future

expansion and collaboration with larger, regional based case management and electronic medical record systems. Many of the new systems may require an enhancement of the First 5 LA DCAR or integration of data and information with existing F5LA data collection systems. The BSDI may also be expanded as an integral support tool for First 5 LA's accountability framework as part of the strategic planning efforts currently underway.

The system developed to support the Best Start LA model must be designed with an understanding of the stakeholders and end-users who will utilize the system and supply the data and information for measures related to the overall Best Start LA outcomes. Measures related to community connections and utilization of resources will require the systems to be used by audiences that may have had limited exposure to similar information sharing networks. In this way, the BSDI will differ from the First 5 LA DCAR because it will be considered a Best Start community resource in addition to being a data reporting system and community planning resource for networks of providers.

Commitment to Communities

The Commission is committed to ensuring that the BSDI meet the needs of the communities we are intending to serve and as well as aligning with the Best Start LA partnership goals. Therefore, a critical element of the data infrastructure planning is the engagement of community partners in the planning and research phase to ensure that the recommendations presented to the commission take into consideration the data needs of community partners.

To reiterate, the purpose of the RFP is to select the most qualified consultant or group of consultants to engage in planning and research activities to support the Commission in the creation of this comprehensive web-based data submission and measurement system. The BSDI Planning and Research (P&R) Contractor will be required to conduct research and planning activities to provide recommendations to the Commission for the development of the Best Start Data Infrastructure (BSDI).

Due to the nature of this work, the BSDI P&R Contractor will be expected to have previous experience with work closely with grass-roots community organizing and service partners around data issues or planning and facilitation experiences with community groups.

III. CONTRACTOR QUALIFICATIONS

Summary of desired qualifications:

- Applicants must exhibit experience in the management and implementation of consumer-centric data systems that integrate evaluation, case management, collaboration and content delivery.
- Understanding and ability to plan work that takes into consideration diverse end-user experiences with data and information reporting systems.
- Prior experience working with grass-roots based, non-profit, and community organizing groups.
- Ability to communicate with diverse stakeholder groups who may have varying technological knowledge.

- Knowledge and experience with security issues that arise from the collection and distribution of information collected through community organizing applications.
- Experience working with traditional health and human services providers and understanding of the specific security and legal parameters regarding those records (e.g., HIPAA, etc.)
- Ability to work effectively with programmatic evaluation staff and consultants to ensure program evaluation measures are properly recorded and outcomes achieved.
- Experience in facilitating and convening meetings for the purpose of knowledge sharing and peer learning.
- Ability to be accessible and flexible in accordance with product timelines and activities.
- Strong time management and team building skills.
- Strong written and oral communication skills.
- Prior experience working collaboratively with proposed subcontractors or team members.

Team Approach: As noted above, within each demonstration community, the local lead entities will be charged with identifying the particular goals and needs of the community. Therefore the data system must be dynamic and tailored to each community's specific requirements and goals. In order to address this need, we emphasize that prospective applicants must have experience engaging with informal, grass-roots, community-based groups as well as traditional stakeholder groups (medical, social service, etc.).

Prospective applicants will also require knowledge of large-scale public service records systems (public health records, birth certificate data systems, immunization database), insurance carrier adjudication systems, and existing hospital and medical provider data systems. Knowledge of security protocols for medical and public service records will be mandatory to ensure the integrity of data and information contained and shared in the systems as well as knowledge of the Health Information Portability and Accountability Act (HIPAA).

Applicants should also possess the ability to understand the varying levels of technical sophistication of BSDI end users. The P&R Contractor team will be charged with developing, user technical guides in multiple languages to be utilized by these groups.

Knowledge Sharing

Other functions the selected contractor(s) may be expected to provide would include:

- Facilitate knowledge sharing convenings with First 5 LA staff and Commission members concerning the execution of this work and consultant's general expertise in this field of work

IV. PROJECT DELIVERABLES

We expect the BSDI process to roll out in the following stages. **Items in bold will be carried out by the BSDI Planning and Research (P&R) Contractor selected through this RFP.** Each of the items to be completed by the BSDI contractor is described in detail below. If your company or organization does not have the skills to complete all these tasks in-house, we strongly urge you to partner with other businesses, organizations or consultants to build a team that can complete all the work. First 5 LA will work closely with the P&R Contractor team to develop ideas, strategies, and a timeline to achieve the desired utilization of the BSDI.

Task	Lead organization
Environmental scan and feasibility study	BSDI P&R Contractor
Technology plan and specifications	BSDI P&R Contractor
Recommended RFP criteria	BSDI P&R Contractor
Request for proposals for BSDI system	First 5 LA
BSDI data system design and build	BSDI Design/Build contractor
Manual and user guides	BSDI P&R Contractor
Implementation of BSDI data system in Best Start communities	BSLA lead entity
Training and technical assistance	BSDI P&R Contractor
Evaluation of data system	Evaluation contractor

1. Conduct an environmental scan and feasibility study. In order to identify and understand potential BSDI customers and end-users, the P&R Contractor will conduct an initial environmental scan of individuals and organizations in up to 3 selected geographic communities in Los Angeles. The P&R Contractor will work with First 5 LA’s designated Best Start partners in the pilot community to gather this information. This study will also analyze accessibility, governance and usage issues related to intended users of the system. Methods for the environmental scan and feasibility study may include literature review and analysis of data on the selected communities as well as interviews, focus groups and surveys of potential users, partner organizations and First 5 LA staff. We encourage you to propose additional or alternative methods to achieve these goals. This study will be delivered to First 5 LA in a written report. A presentation to staff and/or the commission may also be requested.

2. Develop a formal technology plan for the project. The P&R Contractor will conduct research on specifications and system requirements that will be effective in designing and building a system that is responsive to the data goals of Best Start LA and meets the needs of end-users

identified in the environmental scan and feasibility study. Using this information, the P&R Contractor will develop a formal technology project plan to design the system. The plan will describe required specifications, management of timelines, control of the project, staffing recommendations and an outline for the evaluation of the systems' utilization and usability. Existing systems, including the First 5 LA Data Collection and Reporting system, must be considered for inclusion. This plan will be delivered to First 5 LA in a written report. A presentation to staff and/or the commission may also be requested.

3. Provide technical assistance to develop a request for proposal. The P&R Contractor will provide First 5 LA with written recommendations and content on criteria needed to issue an RFP for the procurement of a separate contractor to design and build the BSDI. This information will be delivered to First 5 LA in a written report.

4. Develop a technical manual and user guides. The P&R Contractor will work with the Design/Build Contractor and with the Best Start lead entity to create a technical manual and user guides to meet the needs of a wide range of user-groups identified in the environmental scan and feasibility study. These documents should reflect the varying levels of technical sophistication among end users and be available in the multiple languages common in the Best Start pilot community. The manual and user guide will be delivered to First 5 LA in print (sample copy) and electronic format.

5. Create a curriculum and deliver training and technical assistance. The P&R Contractor will develop and test a "train the trainer" curriculum that will be used to teach representatives of various organizations how to use the BSDI. The P&R Contractor will also conduct initial train the trainer sessions with selected stakeholders and revise the curriculum as needed. The contractor will be available to provide technical assistance to trainers for 6 to 12 months after the data system is implemented. The curriculum will be delivered to First 5 LA in print and electronic format. Training will take place at times and locations to be determined.

In addition to the five specific deliverables described above, the BSDI contractor will be expected to provide

- Regular communication with First 5 LA throughout the process to share information gathered, lessons learned and recommendations to improve the BSDI; and
- Periodic consultation with Best Start LA staff, the lead entity in the Best Start pilot community and other Best Start LA contractors as needed, to ensure integration of all elements of Best Start LA with the BSDI.

V. REQUIRED COMPONENTS

A. Scope of Work

First 5 LA will require the BSDI Planning and Research (P&R) Contractor to formulate a comprehensive Scope of Work in order to complete all deliverables within the agreed upon timeframe.

B. Deliverable Based Expenditure Report

To complement the Scope of work, the BSDI Planning and Research (P&R) Contractor will be required to formulate a draft *Deliverable Based Expenditure Report* to demonstrate how the total dollar amount requested over the 18 month period can be recalculated from the line item budget format into a report that represents discrete activities and deliverables.

Examples of deliverables that must be included in the draft *Deliverable Based Expenditure Report* are as follows:

- The environmental scan and feasibility study.
- The formal technology plan and specifications for the project.
- The recommended RFP criteria
- The technical manual and user guides.
- The curriculum and delivery of training and technical assistance.

Applicants may chose to format the draft *Deliverables Based Expenditure Report* as they deem appropriate, to include the addition of further deliverables. At a minimum the draft Deliverables Based Expenditure Report should include a brief description of each deliverable, and the estimated amount that will be expended per deliverable, with an expenditure justification. The total amount represented in the draft *Deliverable Based Budget Expenditure Report* should match or meaningfully approximate the total amount requested by the applicant, over the 18 months to complete the planning and research activities.

VI. TERMS OF CONTRACT

A. Contract Period

The Year 1 contract period will be for eighteen (18) months, contingent upon First 5 LA approval and submission of documents by the selected Contractor. This contract may be extended for up to four one-year periods, which will be completed through an annual contract renewal process, with the total cost not to exceed \$250,000 over a 5 year period contingent upon the availability of COMMISSION funding, satisfactory work performance based on activities outlined in Exhibit A, timely submission of progress reports, and continual compliance with contract provisions.

The BSDI Planning and Research (P&R) Contractor shall not be authorized to deliver or commence performance of services as described in the application until written approval has been obtained from First 5 LA. Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

Contractual Obligation

The selected Contractor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Sample Contract, Appendix 8)

B. Budget:

Applicants submitting proposals for Best Start Data Infrastructure Planning and Research RFP must develop budgets that are in line with common business practices to ensure the success of the Best Start LA Community evaluation. Applicants must complete a Detailed Budget Summary projected for the entire 18 month period (See Appendix F: Detailed Budget Summary Form). The Budget Summary Forms may be expanded to provide additional line items or space for clarification. If applicable, use Detailed Budget Summary Form to create a separate budget for each subcontractor.

The Detailed Budget Summary forms must also be accompanied by a completed Budget Narrative (See Appendix K: Sample Budget Narrative). The Budget Narrative must include the name or description of the line item, the budgeted amount, a brief description of the purpose for the item, and a summary calculation for the line item. Also, include the development financing and management cash flow. In the Budget Narrative also describe other resources, cash or in-kind, which have been secured or will be for this development other than the funds requested in this proposal. Include the most recent copy of audited financial statements, including any management letters.

Applicants submitting a proposal for funding for planning and research for the Best Start Data Infrastructure (BSDI) can request up to \$100,000 over the 18 month period. Because of the scope and complexity of the work required, a consultant considering submitting a proposal may include other consultants as subcontractors who demonstrate experience, skills and knowledge in a particular target area outlined in Section II, Project Requirements and Deliverables.

A final Budget and a Scope of Work will be negotiated once the BSDI contractor has been selected. Funds will be granted through monthly invoices based on actual services rendered and incurred expenses as spelled out in the approved budget.

As noted earlier applicants may in the future be given opportunities to expand their scope of work to include additional data infrastructure activities. In that instance, the funding available for Best Start Data Infrastructure Planning and Research Consultant will be reviewed and the budget will be modified. However, applicants should note that any such expansion of role is not guaranteed and applicants responding to this RFP should understand that the initial amount of funding available will not exceed \$100,000.

C. Policy and Guidelines for Hiring Consultants

Per First 5 LA's policy and guidelines for Hiring Consultants, the total composite rate may not exceed \$150 an hour. This means that the total cost of billable hours associated with a contract divided by the total number of hours billed must be equal to or less than \$150. For example, for a contract totaling \$150,000, a consultant may bill 500 hours for Consultant A at \$200/hour, and 500 hours for Consultant B at \$100/hour, with a total composite rate of \$150/hour (1,000 total hours divided by \$150,000 in billable hours = \$150/hour).

VII. STATEMENT OF QUALIFICATIONS

In order to respond to this RFP, applicants are required to submit the following documents to First 5 LA no later than **5:00 p.m. on July 23, 2009**. Applications received after this deadline will not be considered.

Cover Letter (maximum 1 page): Each applicant is required to include a cover letter addressed to Evelyn Martinez, Executive Director of First 5 LA, specifying the following: introduction of the applicant, clearly showing the applicant's name, address, telephone number, e-mail address, the date, stating that the letter is in response to an RFP for the Best Start LA Program Management Systems Contractor. The applicant's cover letter must be signed by a person authorized to bind the applicant to the terms of the application.

Proposal Narrative (maximum 8 pages):

The proposal narrative should be no longer than eight pages, and must respond to all of the following:

1. Describe your experience developing technology plans and specifications for data systems that will be used by a wide range of diverse organizations and individuals.
2. Describe your experience outreaching to and collaboratively working with diverse communities and with grassroots community-based organizations, particularly in the Los Angeles County region.
3. Describe your experience developing curricula and training individuals and organizations to use computer-based data systems. What is your capacity to do that work in multiple languages, for users with a wide range of knowledge and skill in using computers?
4. Describe your experience planning data systems that utilize existing or legacy systems.
5. What methods will you use to gather information from grassroots community-based organizations and individual community members in the Best Start LA pilot area, for the environmental scan and feasibility study?
6. Propose a timeline for roll-out of the five deliverables listed above. Although some elements will be outside of your workplan, please use your experience and knowledge to estimate the time necessary to complete those activities.

Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix 1): Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly. An unsigned form or its omission will constitute an incomplete application and will be grounds for disqualification.

Signature Authorization Form (Appendix 2): This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the Bylaws, a Board Resolution or Partnership Agreement must be submitted, as applicable, that indicates signature authority. Applicants must submit two original forms signed in **blue** ink.

Board Resolution (Appendix 3): Include, as needed, to support the authority of persons listed on Signature Authorization Form (Appendix 2).

Proposed Budget and Budget Narrative (Appendix 4): The proposed Budget must include costs broken down by hourly rate for all staff and subcontractors. Provide a Budget Narrative

justifying all included costs. Please use the Sample Budget and Justification as a template for itemizing costs related to the application.

Résumé or Curriculum Vitae for Applicant(s): Provide a detailed professional resume for the key staff expected to work on the project, outlining all relevant work history, educational attainment, publications, prior research projects, etc. Include the resumes for subcontractors as well. All subcontractors must be clearly identified and approved by First 5 LA prior to commencing work.

References Form (Appendix 6): Provide the names, titles, addresses, email addresses, and telephone numbers of at least three (3) references. References must be from organizations or individuals for whom the applicant has provided similar services, and must be able to provide information regarding the applicant's skills and performance regarding the provision of such services. First 5 LA must be able to contact at least two (2) of the three (3) references provided by the applicant. If two (2) references cannot be reached, First 5 LA may deem the applicant ineligible for this opportunity.

Memorandum of Understanding (Appendix 7): If a subcontractor, partner or un-paid collaborator will be used to render any of the services under this application, the applicant must submit an MOU. MOUs may also be submitted after the Contract for the TA Provider has been executed.

Independent Financial Audit: The applicant must include the most recent independent financial audit including the following:

- a) Management Letter
- b) Auditor's Report
- c) Statement of Financial Position (Balance Sheet)
- d) Statement of Activities (P/L, Income and Expenses Report)
- e) Statement of Cash Flow
- f) Functional Expense Report
- g) Notes to Financial Statements
- h) Federal "Single Audit" (if applicable)

Optional: Supplemental materials may be helpful in evaluating the application and may be included as attachments. ***If submitted, one copy is sufficient.*** Please also note that First 5 LA will not return supplemental materials including videos/DVDs to the applicant.

VIII. SUBMISSION REQUIREMENTS

Applicants are required to submit completed original application/qualifications statement and three (3) copies to First 5 LA that meets the following criteria:

- White, 8½” by 11”, paper only
- Times New Roman font, no less than 12-point
- Single-sided only
- No less than 1-inch margins, with no less than 1.5 line spacing
- All pages and page numbers must be numbered sequentially with the name of the applicant at the top of each page. Materials must not be bound, although a heavy clasp or thick rubber band is acceptable.
- All forms that require signatures (i.e., Cover Letter, Signature Authorization Form, etc.) must be signed in **blue** ink. Signature stamps are not acceptable.

IX. SELECTION PROCESS AND REVIEW CRITERIA

A. Selection Process

1. First 5 LA staff will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, formatted as required, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualifications. Applicants may use the Application Checklist (Page 17) as an aid in preparing the application. Please note that the Application Checklist is merely an aid. Each applicant is solely responsible for ensuring that all information requested in Section VII (Statement of Qualifications) and Section VIII (Submission Requirements), is submitted even if it does not appear on the Application Checklist.
2. First 5 LA staff will contact references.
3. All or some of the applicants who have submitted complete and responsive applications may be interviewed. Interviews are scheduled to be held on date shown in Section I. These dates are subject to change at First 5 LA’s sole discretion. All applicants must advise First 5 LA staff of their availability on this date. Interviews will be held either at First 5 LA or via phone. Further written materials regarding qualifications may be requested prior to the interview.

B. Selection Criteria

First 5 LA will award a Contract to one applicant with the expertise and qualifications outlined in the RFP. Qualifications will be reviewed by a team of First 5 LA staff and external reviewers who will then select Contractor(s) based on, but not limited to, evaluation of the following:

- Experience performing comparable work
- Track record of working with a variety of agencies such as foundations, community-based groups, academic institutions and the public sector
- References from agencies for which the applicant has provided similar services
- Prior experience working in collaboration with proposed sub contractors

Specifically, submitted applications will be reviewed using an assessment tool based on qualifications listed above and proposed approach in (1) addressing scope of work and (2) producing deliverables. Commission staff will develop a rating tool to provide an objective basis for scoring the interviews and will include two components: desired qualifications and proposed approach. Applications will be scored on this assessment tool and those applicants receiving a high score will be considered for the final selection process. The final selection process will be conducted through a consensus building process among the members of the selection team.

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. An appeals process is not available; all decisions of First 5 LA are final.

X. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to Request for Proposals (RFP) submission process and project implementation and to any contracts that result from the submission and implementation of the project/proposal. The contractor will need to comply with all of the provisions in the attached sample contract (See Sample Contract).

A. Conflict of Interest

The selected Contractor will be required to comply with the COMMISSION's Conflict of Interest provisions, as outlined in the contract, and as applicable under California Law. Contractor acknowledges that he/she/it is acting as public official pursuant to the Contract and shall therefore avoid undertaking any activity or accepting any payment, employment or gift from any third party that could create a legal conflict of interest or the appearance of any such conflict. A conflict of interest exists when one has the opportunity to advance or protect one's own interest or private interest of others, with whom one has a relationship, in a way that is detrimental to the interest, or potentially harmful for the integrity or fundamental mission of the COMMISSION. Contractor shall maintain the confidentiality of any confidential information obtained from the COMMISSION during the Contract and shall not use such information for personal or commercial gain outside the Contract. By agreeing to the Contract and accepting financial compensation for services rendered hereunder, Contractor agrees that he/she/it will not subsequently solicit or accept employment or compensation under any program, grant or service that results from or arises out of the funded project and related initiative(s). During the term of the Contract and for one year thereafter, Contractor will not knowingly solicit or accept employment and/or compensation from any COMMISSION collaborator or Contractor without the prior written consent of the COMMISSION.

B. Compliance

Current/Former grantees and/or Contractors must be in good standing and in compliance with all aspects of their contract with the COMMISSION in order to be eligible to apply for the current RFP. The COMMISSION may deem an applicant ineligible if it finds in its reasonable discretion, that applicant has done any of the following, including but not limited to: (1) violated any significant terms or conditions of Grant Agreement/Contract; (2) committed any act or omission which negatively reflects on Applicant's quality, fitness or capacity to perform services listed in RFP with the COMMISSION or any other public entity, or engaged in a pattern or practice which negatively reflects on the same; (3) committed an act or offense which indicates a lack of business integrity or business dishonesty; or (4) made or submitted a false claim against the COMMISSION or any other public entity.

C. Contract Information

1. The COMMISSION may, at its sole discretion, reject any or all submissions in response to this RFP. The COMMISSION also reserves the right to cancel this RFP, at its sole discretion, at any time before execution of a contract. The COMMISSION shall not be liable for any costs incurred in connection with the preparation of any submissions in response to this RFP. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFP shall become property of the COMMISSION and subject to public disclosure.
2. The agency/organization submitting an application agrees that by submitting an application it authorizes the COMMISSION to verify any or all information and/or references given in the application.
3. The COMMISSION reserves the right, after contract award, to amend the resulting contract, scope of work, and any other exhibits as needed throughout the term of the contract to best meet the needs of all parties.
4. The COMMISSION reserves the right to request additional financial information to verify applicant's past and current financial status. This information includes, but is not limited to: the most recent independent audit ending Calendar Year 2008 Fiscal Year June 30, 2008, Cash Flow Statement, Statement of Activities (Income Statement), and Statement of Financial Position (Balance Sheet).
5. Consistent with the intent of Proposition 10: California Children and Families Act of 1998, no monies for this Project may be used to supplant Federal, State, County and/or other monies available to the organization for any purpose. Activities funded under this proposal must be new or enhancements to existing activities.
6. The award of a contract by the COMMISSION to an individual/agency/organization that proposes to use sub contractors for the performance of work under the contract resulting from this application process shall not be interpreted to limit the COMMISSION's right to approve subcontractors, assemble teams and/or assign leads. Each applicant will be

evaluated independently for added value to the overall team. A copy of executed subcontract(s) related to Program funding must be provided to the COMMISSION.

7. The selected Contractor will be required to sign the contract at least two (2) weeks prior to the intended start date of the contract, as outlined in Terms of Contract section, to assure the timely completion of the signature process by all parties. If the contract is not signed prior to the intended start date, the commencement of any activities under the Exhibit A – Scope of Work will not begin until the contract execution date (the date all parties have signed the contract) and Contractor will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved by the COMMISSION. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. Any agreed upon changes to the intended start date must be confirmed in writing by both parties.
8. Unless otherwise submitted during the application process, the selected Contractor will be required to submit the required documentation listed on the Contractor Checklist, which includes, but not limited to, the following documents before the Contract can be fully executed:
 - Agency Involvement in Litigation and/or Contract Compliance Difficulties Form
 - By-laws (if applicable)
 - Articles of Incorporation (if applicable)
 - Board of Directors or List of Partners (as applicable)
 - Signature Authorization Form
 - Form RRF-1 (required and filed annually with the California Attorney General’s Registry of Charitable Trusts) and IRS Form 990 (if applicable)
 - Annual Independent Audit for prior fiscal year or calendar year (if applicable)
 - Appropriate business licenses (for vendors or private organizations)
 - IRS Letter of Determination (if applicable) or completed IRS Form W-9
 - Memorandums of Understanding (for any sub-contractors, collaborators, and/or partners listed under Contracted Services and Evaluation sections of Exhibit B – Budget Forms)
 - Certificates of Insurance for all insurance requirements outlined in the contract.
9. Per the COMMISSION’s Policy and Guidelines for Hiring Consultants (Section 7), the total composite rate for a Consultant may not exceed \$150 an hour. This means that the total cost of billable hours associated with a contract divided by the total number of hours billed must be equal to or less than \$150. A blended rate is allowable. For example, for a contract totaling \$150,000, a consultant may bill 500 hours for Consultant A at \$200/hour, and 500 hours for Consultant B at \$100/hour, with a total composite rate of \$150/hour (1,000 total hours divided by \$150,000 in billable hours = \$150/hour).
10. The sample contract and contracting requirements are attached (See Sample Contract). If successful, the Contractor will be required to meet all of the terms and provisions set forth in these documents and within the timeframe identified.

XI. APPLICATION CHECKLIST

Applicants should refer to Section VI (Statement of Qualifications) and Section VII (Submission Requirements) for complete information about required application content and submission guidelines. Both Electronic and paper original must be submitted to First 5 LA by the deadline outlines in Section I. Failure to submit any required items will result in disqualification.

- Cover Letter (1 page maximum)
- Proposal Narrative (up to 8 pages maximum)
- Agency Involvement in Litigation and/or Contract Compliance Difficulties, Appendix 1 (1 original, signed in **blue** ink)
- Signature Authorization Form, Appendix 2 (2 originals, signed in **blue** ink)
- Board Resolution, *if applicable* (1 original, signed in **blue** ink)
- Budget and Budget Narrative, Appendix 4
- Key Staff and Subcontractor(s) Rates Table, Appendix 5
- Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)
- Applicant Reference Form, Appendix 6 (minimum of 3 required)
- Memorandum(s) of Understanding
- Independent Financial Audit
- One (1) paper application with original signatures and 3 copies
- One (1) electronic version of the applicant on CD/DVD

Submitted to:

Evelyn Martinez, Executive Director
First 5 LA
750 N. Alameda St., Suite 300
Los Angeles, CA 90012

Attn: Best Start LA Data Infrastructure Planning and Research Consultant RFP