



Champions For Our Children

April 1, 2009

Dear Prospective Applicant:

First 5 LA is issuing this Request for Proposals (RFP) to individuals and groups interested in working with our staff to develop and execute a comprehensive evaluation and data analysis plan for Best Start LA focus area pilot community. Consultant(s) will aid in the thinking and planning around what types of data collection methodologies would be appropriate and feasible for the Best Start LA focus area pilot community as well as providing recommendations on the kinds of analyses to plan for, how to use multiple forms of analyses to inform the implementation and impact evaluation.

The successful evaluation contractor will present a detailed timeline for data collection activities for the pilot community that ensures the timely collection and analysis of data, as well as creativity in the collection and use of both qualitative and quantitative data using traditional and non traditional methodologies. Applicants would need to have demonstrated success in the evaluation of direct services, capacity building and community development work.

In response to this RFP, applicants are requested to submit a complete application outlining their specific qualifications to implement the RFP requirements to First 5 LA no later than 5pm on May 11, 2009. Prior to submitting their proposal, all applicants need to have attended the information session held on April 30, 2009. Following a review of all proposals submitted, qualified applicants will be invited for an interview during the week of June 8-12, 2009. First 5 LA reserves the right to modify or withdraw this RFP and selection process timeline at any time. Please submit one (1) original and eight (8) paper copies as well as an electronic copy of the application to:

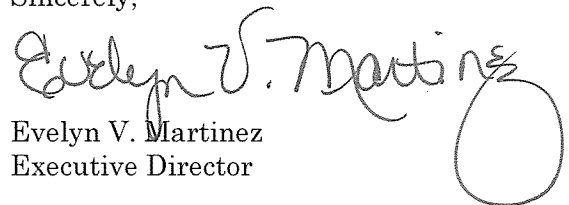
Evelyn V. Martinez, Executive Director

**First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012**

Attention: Best Start LA, Pilot Community Evaluation Consultant

Faxed or e-mailed submissions will not be accepted. Questions regarding this RFP should be directed to Hayley Roper, Research Analyst, at 213.482.7534 or hroper@first5la.org. Thank you for your continued commitment to children and their families and your support of the vision and mission of First 5 LA.

Sincerely,


Evelyn V. Martinez
Executive Director

A public entity.

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