



January 29, 2009

Champions For Our Children

Dear Prospective Applicant:

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Evelyn V. Martinez

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contact@first5la.org

A public entity.

First 5 LA is issuing this Request for Proposals (RFP) to individuals and groups interested in working with our staff to provide input, critical thinking and concrete strategies to include thorough economic analysis in the evaluation of the Best Start LA focus area.

Consultant(s) will aid in the thinking and planning around what types of economic and cost related analyses would be appropriate and feasible for the Best Start LA focus area providing recommendations on the kinds of analyses to plan for, how to use multiple forms of economic analyses to inform the impact evaluation, and whether the current data collection plan is sufficient for these aims.

Given the complicated nature of the Best Start LA model, applicants would need to have demonstrated success in the various forms and applications of costs and economic analysis in the domains of direct services, capacity building and community development work. Familiarity working with data generated by communities, programs relating to young child and their families as well as more traditional economic research data is desired.

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 **Monday, March 2, 2009**. Following a review of all proposals submitted, qualified applicants will be invited for an interview during the week of **March 17-20, 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 (5) paper copies 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, Economic 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](mailto: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