



Champions For Our Children

**First 5 LA
Marketing and Communications
Talent Placement Agency
Request for Qualifications**

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

RELEASE DATE: February 1, 2010



Champions For Our Children

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I. TIMELINE FOR SELECTION PROCESS¹

ACTIVITY	DATE
RFQ Released	February 1, 2010
Final date to submit questions and requests for additional information	February 12, 2010
Application Due: <ul style="list-style-type: none"> • Online applications plus all forms • One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms sent or delivered to First 5 LA 	February 19, 2010 by 5 p.m.
Applicants Notified	Beginning February 24, 2010
Interviews with Final Applicants	Beginning March 1, 2010
Contractor Selected/Notified	By March 8, 2010
Anticipated Contract Start Date ¹	March 22, 2010
Initial Meeting with Contractor	March 22–25, 2010

All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail, fax, or email before 5 p.m. on February 12, 2010. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

Questions and information requests can be submitted to:

Larry Renick, Marketing Manager
 First 5 LA
 750 N. Alameda Street, Suite 300
 Los Angeles, CA 90012

Phone: 213.482.7548
 Fax: 213.482.5552
 E-mail: LRenick@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Marketing & Communications Talent Placement Agency contract for a March 22, 2010 start date, all dates are subject to change at First 5 LA’s sole discretion.

II. BACKGROUND

A. First 5 LA -- “Champions for Our Children”

In 1998, California voters passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles County, First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. Since 1998, First 5 LA has invested over \$800 million to support initiatives in all three of its goal areas. Additional information regarding First 5 LA can be found at <http://www.first5la.org/>.

B. The Public Affairs Department at First 5 LA

The Public Affairs department within First 5 LA is responsible for the organization’s internal and external communications and outreach efforts. The department is responsible for all marketing, government affairs, social media, community outreach, conference funding and outreach to the media. The department oversees the maintenance of various First 5 LA Web sites, the creation of collateral material and advertising, First 5 LA’s weekly e-newsletter as well as supporting the communications needs of various First 5 LA programs and grantees.

C. Marketing and Communications Support for First 5 LA

The First 5 LA Public Affairs department seeks a talent placement agency that can provide qualified temporary employees to provide services in the area of marketing and public relations editorial, design, project management and Internet production for a multicultural audience.

- Marketing and public relations editorial: Work output includes (but is not limited to) news stories for First 5 LA’s e-newsletter, *The Monday Morning Report*; editorial content for First 5 LA’s parent Web site www.ReadySetGrowLA.org; letters to potential partners; editorial content for promotional fliers, informational brochures and posters; letters and e-mail blasts to grantees, stakeholders and parents; advertising copy and “advertorials” for external publications; as well as culturally sensitive translation services for all the above. The talent placement agency should be able to supply temporary employees who have experience creating these materials for non-profits, government agencies and foundations, and who can work either on- or off-site.
- Design: Material to be produced include (but is not limited to) fliers, brochures, posters, postcards, stickers, buttons, print and online advertisements. Design employees must be able to create the above while conforming to First 5 LA’s Design Style Guidelines, as well as the technical guidelines for printers, publications and webmasters.



- **Project Management:** Services to be supplied include (but are not limited to) the creation of project schedules and budgets; project plans for Web sites, events and promotional campaigns; coordination of other temporary employees and the delivery of their work product (projects include collateral material, Web sites, events, promotional campaigns); outreach to potential partners and vendors; coordination with vendors for the production of collateral material; preparation and coordination of materials and files as needed; coordination of delivery of items, including the creation of final mailing lists.
- **Internet Production:** Services to be provided include the maintenance and updating of current First 5 LA Web sites (new web pages, updating content on existing web pages, preparation of graphics files, etc) as well as the creation of new Web sites. Technical skills and requirements include, but are not limited to, proficiency in HTML with CSS (hand-coding), JavaScript and PHP.

III. ELIGIBILITY

Applicants responding to this RFQ must have the qualifications, experience, competency and ability to successfully fill the temporary employee needs (as detailed in Section IIC) on behalf of First 5 LA's Public Affairs department.

Applicants must have a physical presence and have temporary personnel available to work in Los Angeles, California.

IV. SUMMARY OF DESIRED QUALIFICATIONS

An ideal applicant will have all or some of the following qualifications:

- Expertise placing temporary employees with non-profits, foundations or government agencies in L.A. County.
- Experience recruiting temporary employees with the ability to write content for marketing and public relations materials; design for print and online; skills necessary to project manage events, print production, marketing campaigns and Internet production; and technical knowledge of the building Web sites.
- Experience in recruiting temporary employees with the ability to produce communications materials for a diverse, multi-cultural, multi-lingual audience.
- Ability to provide a diverse group of possible employees to fulfill temporary positions, and to provide their resumes and work samples, if requested.

Applicants that meet the requirements of the RFQ will be evaluated by a team of external reviewers. The team of external reviewers will recommend the selection of one or more applicant(s). The recommended applicant(s) will be invited for an in-person interview with First 5 LA staff.



V. TERMS OF PROJECT

Available Funding

Funds will be granted through monthly invoices based on services rendered and actual expenses.

Contract Period

In June 2009, the First 5 LA Board of Commission approved a marketing and communications budget for fiscal year 2009-2010 of \$535,000. The total amount of funding available for the Marketing and Communications Talent Placement Agency will not exceed \$350,000 for a contract period of approximately fifteen (15) months (estimated contract period March 22, 2010 to June 30, 2011), contingent upon First 5 LA approval and submission of documents by the selected Marketing and Communications Talent Placement Agency.

The Marketing and Communications Talent Placement Agency 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 the Marketing and Communications Talent Placement Agency obtaining all written approvals by First 5 LA shall be considered voluntary.

Contractual Obligation

The selected Marketing and Communications Talent Placement Agency 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 J*)

VI. STATEMENT OF QUALIFICATIONS

In order to respond to this RFQ, applicants are required to submit the following materials to First 5 LA no later than **5:00 p.m. on February 19, 2010**.

Applications received after this deadline **will not** be considered.

- A. Cover Letter (maximum two pages): Each applicant is required to include a cover letter on the organization's letterhead addressed to Evelyn V. Martinez, Executive Director, First 5 LA, containing the following:
- The date.
 - The applicant's name, address, telephone number, and e-mail address.
 - The primary contact person's name, title, and address, telephone, fax, and e-mail address (if different from organization's information).



- A statement indicating that the submission is in response to an RFQ for the Marketing and Communications Talent Placement Agency.
- A general overview of the applicant's qualifications.

The applicant's cover letter **must** be signed by a person authorized to bind the applicant to the terms of the application.

B. Expertise and Experience as a Marketing and Communications Talent Placement Agency (maximum 10 pages):

- General qualifications, competency, experience, business integrity, and capacity to successfully place temporary marketing and communications employees with the First 5 LA Public Affairs department.
- Capacity to work, and having an established staff presence and office in Los Angeles County.
- Proven track record of placing temporary marketing and communications employees with a variety of organizations.
- List of any awards or accommodations the applicant has received.

C. Examples of Staffing Resumes and Lists of Current Clients (or client businesses):

- Include sample resumes for potential temporary employees in the areas of marketing and public relations editorial, design, project management and Internet production for a multicultural audience.

D. Proposed Budget and Budget Narrative (Appendix A, B, and C):

- In your fee proposal include sample hourly rates for a variety of employees providing print and web editorial, design (both print and web), project management (print, web, event and other) and Web site production (coding) services. In addition, include agency costs for hiring employees referred or recruited by First 5 LA.

E. References (maximum of five): References may be from current or former clients, or peers. Each reference should include name, company, address, phone number, email, length of time known, and a short statement about your relationship. In addition, written statements from each reference may be included.

F. Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix D): 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.

G. Signature Authorization Form (Appendix E): 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 one original form signed in **blue** ink.



- H. Board Resolution (Appendix F): Include, if needed, to support the authority of persons listed on Signature Authorization Form.
- I. Applicant should include a completed W9 and copy of their business license (Appendix G).
- J. Résumé or Curriculum Vitae for Applicant(s): Provide a detailed professional résumé for the key staff expected to work on the project, outlining all relevant work history, educational attainment, publications, prior research projects, etc.

VII. SUBMISSION REQUIREMENTS

Applicants are required to submit their qualifications online at www.first5la.org/PATempAgencyRFQ, as well as submitting one (1) original and signed copy of the application cover letter, First 5 LA's "Signature Authorization," and "Agency Involvement in Litigation and/or Contract Compliance Difficulties," forms, along with any supporting documentation or samples in print form you deem appropriate.

Written submissions must meet the following criteria:

- All forms that require signatures must be signed in **blue** ink. Signature stamps are **not** acceptable.
- All supporting materials must include the name of the applicant.

VIII. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process

1. First 5 LA staff will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 14) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.
2. After initial review, applicant's qualifications will be evaluated and scored by a panel of external reviewers. *(Please see Appendix H for Qualification Review Tool)* As part of this review process, the panel may contact an applicant's references.
3. As a public entity, the Commission has a responsibility to the public to ensure that the organizations are financially stable to provide services. Further written materials regarding the financial stability of the agency may be requested by our finance department prior to the interview.
4. Some or all of the applicants who have submitted complete and responsive applications may be interviewed. Interviews are scheduled to be held on dates shown in Section I (Timeline for Selection Process). These dates are subject to change at First 5 LA's sole discretion. All applicants must advise First 5 LA staff of their availability during these days. Interviews will be held either at First 5 LA or via phone. Further written materials regarding qualifications may be requested prior to the interview.

Review Criteria

First 5 LA will award a Contract to one or more applicant with the expertise and qualifications outlined in the RFQ. Applicants will initially be evaluated by a panel of external reviewers with expertise in the field. Following this outside evaluation, First 5 LA staff will conduct interviews (either in person or on the phone) with the applicants recommended by the external reviewers. Contractor(s) selections will be based on, but not limited to, evaluation of the following factors:

- Experience performing comparable work
- Breadth and experience of sample temporary employees
- Rates for services
- References from clients, colleagues and peers
- Interview answers

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.

IX. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to RFQ 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 Request for Qualifications (RFQ). 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 RFQ 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 RFQ. The COMMISSION also reserves the right to cancel this RFQ, 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 RFQ. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFQ 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 2009 Fiscal Year June 30, 2009, 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.



X. 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 online application and paper originals **must** be submitted to First 5 LA by the deadline outlined in Section I.

Failure to submit any required items will result in disqualification.

- Cover Letter (2 pages maximum. 1 original, signed in **blue** ink)
- Expertise and Experience as a Marketing and Communications Talent Placement Agency (10 pages maximum)
- Examples of staffing resumes and lists of current clients (or client businesses)
- Proposed Budget and Budget Narrative (**Appendix A, B and C**)
- References (maximum of three, three pages maximum):
- Agency Involvement in Litigation and/or Contract Compliance Difficulties (**Appendix D**) (1 original, signed in **blue** ink)
- Signature Authorization Form (**Appendix E**) (1 original, signed in **blue** ink)
- Board Resolution, if applicable (**Appendix F**)
- Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)
- W-9 (**Appendix G**)
- Business License

All applications must be submitted online at www.first5la.org/PATempAgencyRFQ

Applicants **must also** submit one (1) original and signed copy of the application cover letter, First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, as well as any supporting documentation or samples in print form you deem appropriate, to:

Evelyn V. Martinez, Executive Director
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Marketing and Communications Talent Placement Agency



List of Appendices

- Appendix A: [Sample Budget Narrative](#) (doc)
- Appendix B: [Budget Forms](#) (xls)
- Appendix C: [Budget Form Instructions](#) (doc)
- Appendix D: [Agency Involvement in Litigation and/or Contract Compliance Difficulties](#) (pdf)
- Appendix E: [Contractor Signature Authorization Form](#) (pdf)
- Appendix F: [Sample Board Resolution](#) (if applicable) (pdf)
- Appendix G: W-9
- Appendix H: Qualification Review Tool
- Appendix J: [Sample Contract](#) (pdf)