



*Champions For Our Children*

**First 5 LA  
Non-Exclusive Printing Contractor  
Request for Qualifications**

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

**RELEASE DATE: March 12, 2010**



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**I. TIMELINE FOR SELECTION PROCESS<sup>1</sup>**

ACTIVITY	DATE
RFQ Released	March 12, 2010
Final date to submit questions and requests for additional information	March 24, 2010 <b>by 5 p.m.</b>
Application Due: <ul style="list-style-type: none"> <li>• Online applications plus all forms</li> <li>• 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 and four hard copies of all samples</li> </ul>	April 1, 2010 <b>by 5 p.m.</b>
Applicants Notified	Beginning April 5, 2010
Interviews with Final Applicants	Beginning April 7, 2010
Contractor Selected/Notified	By April 16, 2010
<b>Anticipated Contract Start Date <sup>1</sup></b>	May 1, 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 March 24, 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](mailto:LRenick@first5la.org)

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<sup>1</sup> Note: While it is First 5 LA’s desire to execute the non-exclusive printer contract for a May 1, 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/>.

## **III. ELIGIBILITY**

First 5 LA is seeking a non-exclusive contract with an experienced printing company which has the capabilities to produce a wide variety of materials (brochures, annual reports, letterhead, invitations, business cards, buck slips, etc.) in a timely and budget conscious manner.

This Request for Qualifications (RFQ) will serve to identify a company with the necessary resources to fulfill all of First 5 LA’s printing needs or has a group of subcontractors that can provide specific printing services or ancillary services (bulk mailing, folding, other services to be determined by First 5 LA and named printer).

Applicants must have qualifications, competency, experience, business integrity and capacity to successfully execute the printing needs of First 5 LA. Applicants must have a physical presence in Los Angeles, California.

## **IV. SUMMARY OF DESIRED QUALIFICATIONS**

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

- Expertise producing high quality printed materials, such as annual reports, fliers, posters, business cards, letterhead and other materials as needed.
- Have both offset and digital production facilities that are able to produce printed materials in a variety of formats and sizes.
- Ability to evaluate print job requests from First 5 LA or contracted design firms, make suggestions on revisions to job requirements that will make project most cost effective and timely, and cost out various quotes for completion of work.
- Consistent record of delivering high-quality printed materials on time and on budget.
- An educated and responsive staff to interact with First 5 LA staff or any First 5 LA contracted design firms that will alert the First 5 LA representative of any issues that may affect the quality, budget or timely delivery of the product. Vendor staff should also be able to make suggestions on how to rectify situation.



## 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 Printer will not exceed \$75,000 for a contract period of approximately fourteen (14) months (estimated contract period May 1, 2010 to June 30, 2011), contingent upon First 5 LA approval and submission of documents by the selected printing company. Final length of contract and available funding will be determined by the contract execution date. Yearly contracts with First 5 LA will coincide with First 5 LA's fiscal year, which ends on June 30<sup>th</sup>. Annual expenditures will be negotiated during the finalization of the contract's Scope of Work and Budget.

The chosen printing company 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 printing company obtaining all written approvals by First 5 LA shall be considered voluntary.

### Contractual Obligation

The selected printing company 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 April 1, 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 non-exclusive printing contractor.
- 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 Printer (maximum five pages):

- General qualifications, competency, experience, business integrity, and capacity to produce print materials.
- Capacity to work, and having an established staff presence and office in Los Angeles County.
- Select list of clients and list of any awards or accommodations the applicant has received.

C. Samples of Print Materials:

- Include a wide range of print samples in a variety of sizes and formats. If available, include production budgets and schedules. Please submit **four (4)** copies of all samples.

D. Sample Quotes:

- Please include quotes (include quotes for color correction and hard proof if needed/suggested) and production schedules for the following materials. Vendor will be supplied with final art.
  - i) Wall Calendar: Provide quotes for 1000, 2500 and 5000 4/4 wall calendars. Piece is 24 pages with a 4 page cover, saddle-stitched to 8.5" x 11". Include your preferred choice of stock for cover and text, along with any coating.
  - ii) Presentation Folder: Provide quotes for 1000, 2500 and 5000 4/4 presentation folders. Finished folder is 9" x 12", and includes two 4 ½" folded/glued pockets with business cards slits on both pockets (one pocket horizontal, one pocket vertical). Include your preferred choice of stock, along with any coating.
  - iii) Peel Off Stickers: Provide quotes for 10000, 25000 and 50000 4/0 peel-off stickers. Provide quotes for stickers that are either 2" or 3" in diameter. Please include your choice for final delivery (in rolls, sheets, other tbd), and your choice of stock.

- E. References (maximum of five): References should be from current or former clients. 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 (Appendix G).
- J. Copy of their business license.

## VII. SUBMISSION REQUIREMENTS

All applications must be submitted online at [www.first5la.org/2010PrinterRFQ](http://www.first5la.org/2010PrinterRFQ).

Applicants are required to submit their qualifications online at [www.first5la.org/2010PrinterRFQ](http://www.first5la.org/2010PrinterRFQ), as well as submit one (1) original and signed copy of the application cover letter, the First 5 LA's "Signature Authorization," and the "Agency Involvement in Litigation and/or Contract Compliance Difficulties," forms.

**In addition, each applicant must deliver four (4) hard copies of their samples.**

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.

Please deliver original and signed materials and samples to:

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

Attention: Printer Contractor RFQ

**Applicants must complete online application and deliver all materials to First 5 LA no later than April 1, 2010 at 5 p.m.**

## 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 13) 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:

- Quality and range of print samples
- Breadth and experience as a printer
- Quotes submitted
- References from clients
- 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 printer (5 pages maximum)
- Samples of print materials, including production schedules and budgets, if available. **NOTE:** applicants must submit four (4) hard copies of their samples.
- Sample quotes for wall calendar, presentation folder and peel off stickers (details in section VI, “D” above)
- References (maximum of five, 3 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**)
- W-9 (**Appendix G**)
- Business License

All applications must be submitted online at [www.first5la.org/2010PrinterRFQ](http://www.first5la.org/2010PrinterRFQ).

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: Printer Contractor RFQ



## List of Appendices

- 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)